

**Century's most unlikely comeback.
New production of high wheel bicycles.**

We (Standard Highwheels) will present a new bike in Berlin, on March 18th. But it is not common bicycles we are now building in Sweden. We are building HIGH WHEEL BICYCLES (Hochräder) and this is the most serious production of its kind since 1880's. Nowhere you will find an equivalent; the bikes which are used today are either carefully preserved originals or hand build copies. The price is seldom below €3000. The waiting time to get a cycle made is often long. This means it's a product which is quite inaccessible. But new times ahead.

SHW was established in 2013 and the company has up to now produced high wheel bicycles in small series. In February a new factory was opened. Investments in material, components, machines and tools makes it possible for a bigger high quality volume. With bikes in stock, the threshold for a purchase will reduce. The price for the new SHW bike will be approx €1500.

So, why those machines in the 21st century? To ride a high wheel bicycle is absolutely fantastic whether you go for a sunday cruising or you speed up for a race. It's spectacular and it's crazy. But not for those who all the time requires belt and braces.

Manufacturing high wheel bicycles in 2016 appear to most people to be a stupid idea. Nor has anyone wanted to invest in the project. But we are confident. This is good. And if there be no economic success we will survive anyway...

The world premiere will be at Berliner Fahrradschau on March 18th, at 18:45 (www.berlinerfahrradschau.de) and as a part of the Berlin Bicycle Week (March 14-20) there will also be a show race at the old Tempelhof Airport (March 19th, at 14:00).

For more information:

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