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# APIDURA EXPANDS EU RETAILER NETWORK FOR CITY SERIES

## **Precision Crafted, Adventure Proven carry solutions seek new stores to reach modern commuters**

Apidura's City Series brings precision crafted technical gear to the urban environment, inspired by the rigours of bikepacking and designed for city life. [Twotoneams.nl](https://www.twotoneams.nl) is helping to introduce the brand to new retailers across the Netherlands and EU. Outreach focuses on retailers that reflect the changing face of commuting - both the rapid growth of electric bikes and scooters, as well as city bike hire schemes and multi-modal urban travel. This move sees Apidura moving beyond bikepacking and traditional bike shops to bring precision crafted, adventure proven bags to more casual cyclists.



As one of the foremost names in bikepacking, Apidura has a great deal of experience creating technically advanced, lightweight gear for riders in some of the planet's most challenging environments and events. The City Series is not a ruggedized, adventure-inspired range, but rather takes influence from Apidura's 'less is more' design philosophies. The result is a range of technical, lightweight and waterproof carry solutions for seamlessly transitioning through the city.



City riding and bikepacking share a lot of similarities; riding in bad weather can't always be avoided, gear needs to be kept safe and dry and comfort and usability are paramount. But city riding is not adventure riding and the City Series addresses a different set of challenges – being technical, functional and optimized for on-bike comfort without looking out of place in the workplace.



Apidura's City Series currently consists of three products – a City Backpack and two City Messenger Packs. The packs are equipped with features to help cyclists seamlessly transition between the commute, working day and evening social activities seamlessly and without drawing attention to the fact they arrived by bike. Highlights include a waterproof, zipless opening, wide straps and an anatomical fit for on and off-bike comfort and enough storage space and organization for everything you need for a day in the city.

With a warehouse in France fulfilling Apidura's European orders since early 2021, new City retailers can be confident that there will be no import duties, taxes or customs hold ups- Apidura ships to almost all locations in Europe within 48 hours using a premium courier service.



*“The chance to help Apidura expand their European retailer network with a focus on their new and very exciting City Series packs is a tremendous opportunity for us at Twotone. We’re thrilled to leverage our growing network of the coolest shops across the continent & lean on industry contacts to shine a light on these great commuter bags from such a revered brand, now expanding beyond their ultra-distance roots.” Jon Woodroof, Founder of Twotone Amsterdam.*

## **About Apidura**

Apidura creates technical, precision crafted bike luggage that sets records, wins races and supports riders exploring continents, countries and cities. An independent family run business based in London, Apidura helps riders all over the world take their love of cycling further.

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