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## **SUPER73 Creates Custom Delivery Bike for TOUT BIEN's One-Year Anniversary**

**GHENT Belgium (22 April)** - SUPER73 will be displaying its first-ever delivery bike, custom designed for the Belgian beer brand TOUT BIEN, created together with one of its three founders, Average Rob, the beloved Belgian YouTube personality. TOUT BIEN's goal is to "be the brand that people love to talk about, that does fun and adventurous things that other brands can't or are afraid to do" - a perfect match with SUPER73!

### **When Fun, Adventurous, Game-Changing Belgians Collide**

SUPER73's Daniel Lescot was watching the Olympics broadcast during the skateboarding sessions and first came across Average Rob and his booming YouTube personality. Lescot immediately was inspired to figure out a way to work on a collaborative project together. Lescot together with his creative partner at S73 Michael Von Rumohr, who is a big fan of Rob, began kicking around ideas to build a cool collaborative bike.

When the SUPER73 crew decided to go to the yearly festival in Hoeilaart, Lescot's hometown, the team met Rob and Arno. Around 2 am that morning, everyone decided the collaboration was a fantastic idea and immediately started making plans for a TOUT BIEN delivery bike. It all fell into place between these two companies. SUPER73 and TOUT BIEN bring humor, integrity, and dedication to their products while providing their communities with fun, forward-thinking and adventurous opportunities to enjoy them. The bike will be unveiled at the one-year anniversary event of TOUT BIEN at Ray Greenhouse in the center of Ghent.

The custom SUPER 73 S2 features for the first time a huge cooler carrier, in a special champagne color chosen with Average Rob, combining the TOUT BIEN logo and red details throughout, from the nicely embroidered saddle to the grips, pedals, and finishing touches. The grizzly tires are giving the bike the final touch of toughness.

For full details on the SUPER73EU activities visit [SUPER73.com](https://www.super73.com) and follow along on [Facebook®](#), [YouTube®](#) and [Instagram®](#).

## ABOUT SUPER73®

SUPER73® is an American lifestyle adventure brand based in Orange County, CA that develops products to help fuse motorcycle heritage with youth culture. Founded in 2016, SUPER73 has quickly grown into one of the most recognizable electric vehicle brands in the world with a passionate customer base including A-list celebrities, professional athletes, and many more. For more information, visit [super73.com](https://www.super73.com) or [@super73eu](#) on social media.

### ORIGINAL URL

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