



# Art direction and copy

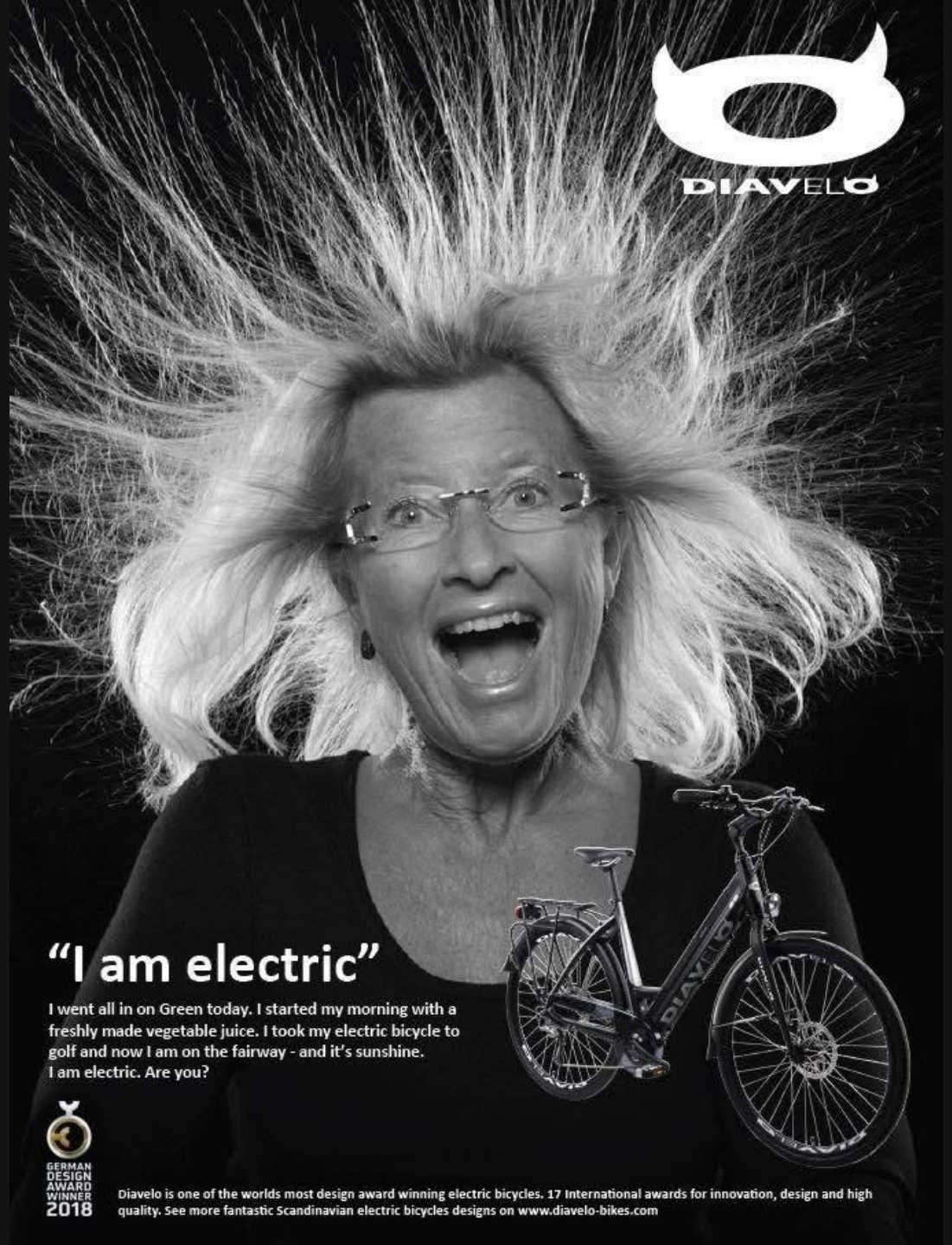
By Asbjoerk Mogensen

witt e-bikes



Feel the power : Be electric





## "I am electric"

I went all in on Green today. I started my morning with a freshly made vegetable juice. I took my electric bicycle to golf and now I am on the fairway - and it's sunshine. I am electric. Are you?



Diavelo is one of the worlds most design award winning electric bicycles. 17 International awards for innovation, design and high quality. See more fantastic Scandinavian electric bicycles designs on [www.diavelo-bikes.com](http://www.diavelo-bikes.com)



## "I am electric"

My computer is electric, my phone is electric, my calendar is electric, my music is electric and my girlfriend is electrically when I'm with her on my electrical media. Now we have bikes also electrically. I am electric. Are you?



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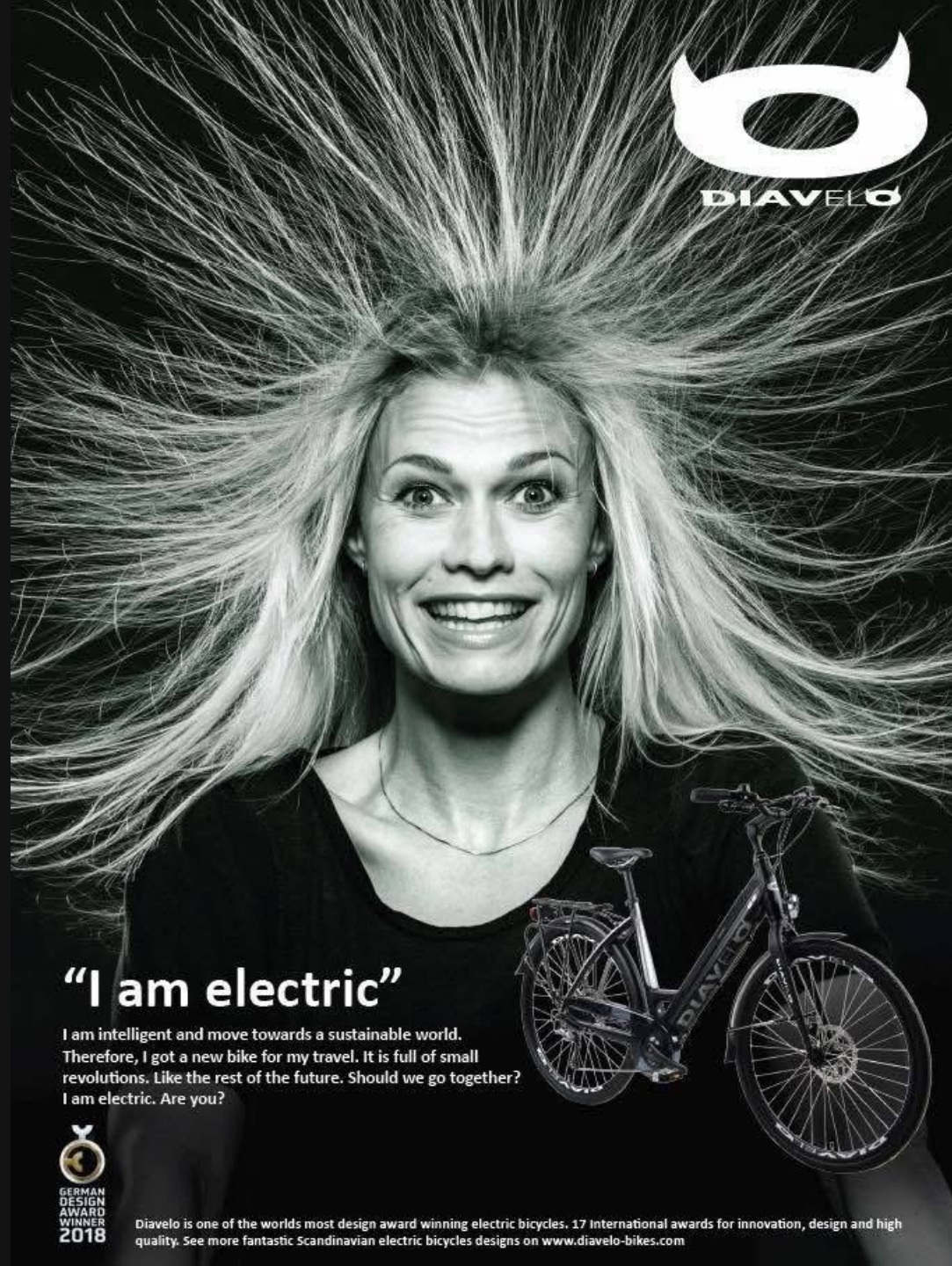


## "I am electric"

I am intelligent and move towards a sustainable world.  
Therefore, I got a new bike for my travel. It is full of small  
revolutions. Like the rest of the future. Should we go together?  
I am electric. Are you?



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## "I am electric"

Great design and quality excites me. I look for less this gives me more. Finally I found the perfect electric bicycle for myself. This is new means of transportation for me as a business man. I am electric. Are you?



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**“I am electric”**

This is the way I roll. I like to be in the first line of everything. Like a sparkling diamond in the sky. My bike is simply human progress on two wheels. I am electric. Are you?



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## "I am electric"

I care about my stuff and all my planet. I connect with all my electric machines, just like they connect with me. I have become a part of a great, electric family on two wheels. I am electric. Are you ?



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## "I am electric"

A long time ago I told a friend that someday this would happen. I have finally found the perfect balance between drivability and sustainability - in a bike!  
I am electric. Are you?



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**"I am electric"**

Wherever you are going, don't let it be the road to nowhere. Go green! You now got the spinning wheels of fortune right under your feet. I am electric. Are you?



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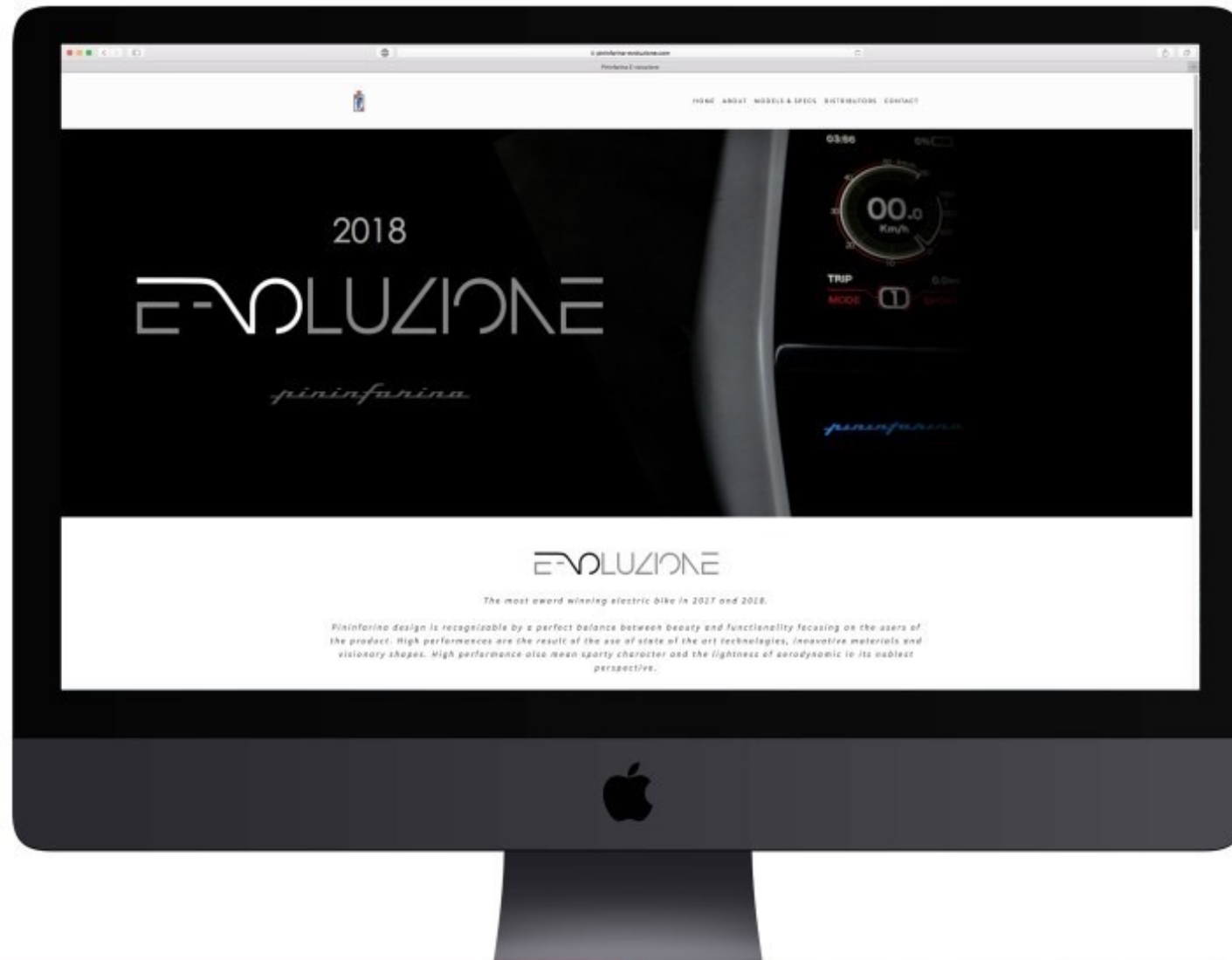
*pininfarina* 9/





reddot award 2018  
winner





A'DESIGN AWARD  
& COMPETITION



AWARD WINNING DESIGN  
SILVER A' DESIGN AWARD

2018



