



ONE WHEELIN VILLAINS

New Inivation

maker of the popular Onewheel electric boards, today launched the Flow State ambassador program and content series. While other brands in the space focus on transportation,

Onewheel has doubled-down on cultivating a leading lifestyle brand by partnering with luminaries of sport, art, and culture.

This perspective is an outlier in the utility-focused world of micro-mobility and a primary reason Onewheel is one of the most rapidly growing boardsports and a dynamic cultural movement.

Real Story

I gave my brother his Onewheel on his birthday and I'm not sure he knew what to think.

He'd never seen one before, but his eyes lit up as I explained exactly what he was looking at.

We pulled it out of the packaging and carried it into the backyard where we took turns shakily getting used to the speed, responsiveness and turning. It was so much fun but the yard had a few bumps in it which can be tough for a beginner.