

## VITESSE MOTO: DESIGNED TO BE COVETED

Vitesse is an avant garde motorcycle boots company : innovative in its products, precursor in its commercialization and modern in its organization. Vitesse launches this spring.

Vitesse boots are engineered for performance, and designed to be worn everyday. The V-Cockpit technology makes them safer than regular shoes. The Vitesse design DNA makes them sexier than regular boots.

Created in 2008, Vitesse is organized as a virtual center of expertise, using the best resources and talents, internationally, to deliver uniquely designed and crafted product solutions, to style conscious riders.

Vitesse is focused on maximum consumer satisfaction, and distributes its products directly to the consumer via its own online store, [www.vitessemoto.com](http://www.vitessemoto.com). This way, more value goes to the consumer.



**vitesse**

Vitesse Sa.RL  
Parc d'Activités Nice la Plaine 1-Immeuble F4  
Avenue Emmanuel Pontremoli  
06200 Nice FRANCE  
[vitessemoto.com](http://vitessemoto.com)

## OUR MISSION: GET MORE RIDERS TO WEAR BOOTS

Lots of motorcycle riders do not wear proper moto boots. In a consumer survey early 2008 in Italy, Spain and France, John Mollanger, a brand building expert with 15 years of experience at Nike Inc. and Puma AG., found out there were 3 key reasons for this:

- Some riders don't like the styles of moto boots, and refuse to sacrifice their appearance to safety.
- Some riders felt moto boots were not comfortable enough, making it complicated to wear all day
- Some riders felt boots were too expensive for their benefits, in comparison to bikes themselves.

With these elements at hand, John Mollanger decided in 2008 he would start up Vitesse, a brand with a simple mission: have more riders wear motorcycle boots.



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## PRODUCT: BEAUTY AND THE BEAST

The Vitesse motorcycle boots blend innovative moto performance with easy to wear, beautiful styling.

Existing motorcycle boots all look alike because they are inspired by other motorcycle boots. Our boots are inspired by everyday footwear. From dress shoes to sneakers, from work boots to casual styles. The result is a collection of 3 boots that will make riders confident when they ride, comfortable and beautiful on and off the bike.

**HUNT** is the statement of the Vitesse collection. Inspired by traditional work boots, it features Vitesse's patented V-Cockpit technology and provides the rider a great dose of comfort and protection, as well as the unique feel of its American Saddle leather with an adjustable laced – up construction. Hunt will ship late March, and is available at a price of 175 Euros (other regions, please contact us)

**GLOVE** is the sportster in the collection. Also featuring the V-Cockpit technology, Glove is a sleek, fitted piece of natural and ventilated leather that ads track proof elements so riders can drag their knees on Sundays: zinc – alloy forefoot sliders, external tibia plate, calf spoiler and an injected shift pad. Hunt will ship late March, and is available at a price of 200 Euros (other regions, please contact us)

**VULCAN** will remind you of vintage athletic sneakers. Along with the patented V-Cockpit technology, and all benefits you should expect from a rider's boot, Vulcan innovates with a waxed canvas upper material. Vulcan will ship late march, and is available at a price of 150 Euros (other regions, please contact us)



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## INNOVATION: THE V-COCKPIT, PERFORMANCE FOR THE PEOPLE

Vitesse invented and patented the V-Cockpit, an ankle management device that offers comfort and safety. The V-Cockpit is featured in all of our products, because a crash on a moped can be as bad as a crash on a superbike.

Vitesse believes there is a gap in the market, between racing boots that are safe but not always easy to wear, and street boots that are comfortable but that do not always provide optimum performance.

Our technology reduces that gap by offering a boot that blends the comfort of urban or touring boots, with a performance level that approaches that of the racing boots. Our technology is the V-Cockpit.

The V-Cockpit is the heart of our performance package. It is a patented ankle management device that offers riders the best protection-to-comfort ratio.

- A soft, wrap-around bootie encapsulates the foot in a comfortable cradle, offering better walking comfort and impact absorption.
- A rigid, tri-dimensional structure helps protect from impact. The extended forefoot construction guarantees maximum torsional rigidity, keeping the foot stable in the event of an aerial crash.
- A radial monobloc chassis integrates the two other layers into a fully functional system. It reunifies the function of control, stability and protection into one single pièce.



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## THE VITESSE STORE: ELECTRONIC, DIRECT, VALUE-LED

To make sure most of the product value would go the consumer, VITESSE decided to commercialize its boots exclusively via its own online store, at [www.vitessemoto.com](http://www.vitessemoto.com).

There is an opportunity to maintain the price of a great motorcycle boot to an acceptable level while increasing its quality. This opportunity is to sell products to the consumer, directly.

VITESSE is using a set of elements to make shopping on [www.vitessemoto.com](http://www.vitessemoto.com) as safe and enjoyable as one would expect: for instance, choosing the right size is made easy thanks to the Size equivalence tool, as well as the fitment tool, that allows you to measure your shoe size in an interactive manner.

VITESSE boots are not cheap, but they offer more for their price, than any other products.



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## VITESSE PEOPLE: INTERNATIONAL, CREDIBLE, DIFFERENT

Vitesse was founded in 2008 by Caroline and John Mollanger. Since the initial concept was defined, the company began recruiting the strongest talent, where expertise exists around The World. The focus has been finding and converting functional excellence.

John Mollanger (Fr, 39) has spent his entire career in the sporting goods and lifestyle industry, 9 years with Nike Inc in France and the USA, in product marketing and merchandising roles. He spent 6 years with Puma AG, in the USA and in Germany, with respectively marketing, product and business management positions. In his last tenure, Mr. Mollanger was Global Director, Business Unit Management and a member of the Group Executive Committee at Puma AG.

Caroline Mollanger (Fr, 36) started her career with ad agency Wieden and Kennedy, in France and the Netherlands for clients such as Nike and Renova. She then spent 2 years with Puma AG, in Germany. In her last role with Puma, Mrs. Mollanger was Global Marketing Manager for Moto. A role in which she lead the marketing launch of Puma Moto activities, in 2006.

Vitesse employs One Design (Giorgio Anceresi, It, 39 and Stefano Favaro, It, 35) as its product design partner. One Design is one of the premier RD&D agencies in Europe, based in Montebelluna, Italy. Their clients include Puma, for whom they have designed statement footwear products such as the Football World Cup V1 08 as well as performance motorcycle products such as the Puma 1000 V.2 and the Puma Desmo.

Vitesse employs Sandstrom Design as its brand design partner. The firm, with motorcyclists Jeff Foster, USA, 43, Account Director and Jon Olsen, USA, 42, Creative Director, have been instrumental in defining and executing the company identity, its website, packaging and press material. Sandstrom is a globally acclaimed agency from Portland, USA, with award-winning work for clients such as Nike, Tazo Tea, Levi's and Miller.

Ling Yih Footwear is Vitesse's development and production partner. Based Taichung, Taiwan, and with production facilities in China and Vietnam, Ling Yih Footwear and in particular Frankie Chen, Tw, 39 and Bruce Hsu, Tw, 50, is among most prestigious and high-quality footwear production companies in The World.

### PICTURES AND DOWNLOADS

[vitessemoto.com/press](http://vitessemoto.com/press)

### CONTACTS

We will make our best efforts to answer to questions you might have regarding articles, interviews or suggestions to this press section.

For all purposes, please contact us at [press@vitessemoto.com](mailto:press@vitessemoto.com)



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