



CloseTheGap introduces HideMyBell

The smart design solution to ride safely (and be heard) with your road bike

Friedrichshafen (DE) July 8, 2018 **CloseTheGap** is the new, innovative design brand founded by ex-elite rider and tech editor **Mathijs Wagenaar**.

As an elite rider Mathijs won races in several disciplines, but MTB was his specialty. After his sports career he became an editor for the Dutch cycling magazine *Fiets*. In an attempt to increase safety and mutual respect among cyclists he came up with the idea of a bell that was so cool that people actually would like to have it.

The **HideMyBell** concept was born and the official launch of both the CloseTheGap brand and the HideMyBell product took place at the recent Eurobike Show (D).

CloseTheGap mission is **making cycling safer and more fun**. The company develops and engineers new and innovative bike products. CloseTheGap in-house R&D department works with 3D modelling software and 3D printing to create first prototypes that, after the engineering phases, are severely tested and then brought to market. All the production tools are owned by CloseTheGap, which means all products are **unique designs**.

Why HideMyBell?

Every proper city bike has a bell, but for a lot of sportive cyclists riding their road bikes that thing is a no-go: it looks stupid, it ruins the aerodynamics and hey, the pros don't ring either!



Then here comes the HideMyBell. It **integrates the bell discretely** in an out-front handlebar mount for your bike computer. You don't see it, but your fellow road users will definitely hear you coming! Plus, the HideMyBell is much more than just a bell. CloseTheGap accessory line makes it possible to mount an action cam or a bike light thanks to the specific adapters.

HideMyBell lines composes at the moment, of three different models: Regular, Mini, Flat-mount and it is the choice of the UCI teams Roompot - NL Loterij (NL), Joker Icopal (NO), Parkhotel Valkenburg (NL) and CST Sandd American Eagle (NL). Individual partnerships with pro riders include Ramon Sinkeldam, Niki Terpstra and Laurens ten Dam. Pictures show that **Chris Froome** is using a Sky-blue version of HideMyBell too, during his training sessions...

BUSINESS ENQUIRES:

Haverkampseweg 198161VR EPE
The Netherlands
tel: +31 6 55600723
www.hide-mybell.cc – info@hide-mybell.cc

PRESS OFFICE:

Vitamina C
Turin-Italy
+390116313305
info@vitaminac.net



HideMyBell Regular

- Out-front bike computer mount
- Integrated bicycle bell: loud and rattle free
- Made of strong Polymer
- Lightweight: 48 grams
- Suitable for 31.8 mm handlebar
- Adaptable distance between bike computer and stem
- Slot for action cam/light adapter (optional)
- Handlebar install with hidden-bolt design
- Stainless steel bolts
- Colour options: black, red, white
- Patent pending
- Made in the Netherlands
- MSRP: € 36,95

Included GoPro adapter bundle + adapters for all the compatible computers we support
Fully compatible with: Garmin, Wahoo, Lezyne, Polar and Bryton adapters are included.

HideMyBell Mini

- Out front bike computer mount
- Integrated bicycle bell: loud and rattle free
- Made of strong Polymer
- Lightweight: 44 grams
- Suitable for 31.8 mm handlebar
- Adaptable distance between bike computer and stem
- Slot for action cam/light adapter (optional)
- Handlebar install with hidden-bolt design
- Stainless steel bolts
- Max computer size 50 mm (Wahoo Bolt/Garmin Edge 820)
- Colour options: black, white
- Patent pending
- Made in the Netherlands
- MSRP: € 36,95

Included GoPro adapter bundle + adapters for all the compatible computers we support
Fully compatible with: Garmin, Wahoo, Lezyne, Polar and Bryton adapters are included.

FI-mount

- Fits all handlebar/stem combination with 2 mounting holes on the bottom of the stem
- Fits all stem systems with a GoPro connection at the front, f.e. Trek Madone, Bontrager Blendr, BMC, and Cannondale Synapse
- Unique adjusting system to change the viewing angle of the bike computer
- Adjustable arm length to make sure your bike computer always fits and integrates nicely with the rest of the cockpit
- HideMyBell Accessories Ready: compatible with a GoPro mount or the universal light adapter.
- Discrete integrated bell: loud and rattle free (weight penalty only 2 grams)
- Extremely stiff and strong.
- Lightweight: 51 grams
- 2x M4 + M5 stainless steel bolts included
- Patent pending
- Made and engineered in the Netherlands
- MSRP € 46,95

Included GoPro adapter bundle + adapters for all the compatible computers we support
Fully compatible with: Garmin, Wahoo, Lezyne, Polar and Bryton adapters are included.

BUSINESS ENQUIRES:

Haverkampseweg 198161VR EPE
The Netherlands
tel:+31 6 55600723
www.hidemybell.cc – info@hidemybell.cc

PRESS OFFICE:

Vitamina C
Turin-Italy
+390116313305
info@vitaminac.net



Universal Light Adapter

The Universal Light Adapter turns your HideMyBell into a true all-in-one mounting system. It is compatible with all bike lamps that are equipped with a regular handle bar clamp. This way your HideMyBell becomes a multifunctional out-front bike computer and lamp mount with an integrated bell.

- Compatible with all bike lamps with a regular handlebar clamp
- Compatible with HideMyBell Regular & Mini
- Lightweight: 20 grams
- Durable stainless-steel assembly bolt
- Patent pending
- Made in the Netherlands
- MSRP: € 12,95

GoPro Style Adapter

Give your HideMyBell extra functionality with the GoPro Style Adapter.

Just install the adapter at the bottom of your HideMyBell and use it to mount a camera or bike lamp. The GoPro Style Adapter is compatible with all the main action cameras, and a range of bike lamps.

- Compatible with HideMyBell Regular & Mini
- Lightweight: 20 grams
- Durable stainless-steel assembly bolt
- Patent pending
- Made in the Netherlands
- MSRP: € 12,95

Available online or in selected shops in your country - check www.hide-mybell.cc for more info.

BUSINESS ENQUIRES:

Haverkampseweg 198161VR EPE
The Netherlands
tel: +31 6 55600723
www.hide-mybell.cc – info@hide-mybell.cc

PRESS OFFICE:

Vitamina C
Turin-Italy
+390116313305
info@vitaminac.net