



reTyre

Whom is reTyre for?

The User

Commuters like convenience which is exactly why we invented reTyre. reTyre users are all about convenience and flexibility, and the possibility to change the tread themselves in less than a minute. The reTyre modular system works like any other tyre, it is just much more convenient to change for the user and opens more use case options. reTyre system is intended for urban commuters and convenience cyclists who usually cycle on roads, but can now easily adapt their tyres for off-road or winter conditions.

The possibility to have reTyre Skins “on the go” gives cyclists:

- **freedom** to ride further when the terrain changes (e.g. asphalt to gravel roads);
- **safety** by always having the most suitable grip for the terrain (mud, gravel, dry or wet surfaces) and to use their bikes when the weather changes, even on snow and ice roads;
- as well as **flexibility** to try different terrains when they feel like it or when the opportunity arises, not depending on the tires they currently have installed on their bike.

User Experience

Even though our modular system adds a little bit of drag and weight with the skin on, in comparison to a similar regular tyre, reTyre users are willing to trade these drawbacks for the convenience of being able to attach or remove skins in less than a minute, without any tools, pre required skills or additional costs. In addition, when the user removes the skin, the riding experience is similar to any other fast-rolling city tyre.

Value For The Money

reTyre users get two different tires for the price of one, which makes the investment in the modular system a valuable one. Furthermore, since the system allows the users to remove the skin when it is not required, it contributes to prolongation of the skin lifespan, compared to any other tire that would wear quicker and would need replacement faster, thus making retyre the best option for those with a tight budget.

The full compatibility between our base tyres and skins give the opportunity to its users to expand the possibility of using their bike in various conditions and have a higher probability to make them year-round cyclists.

Environmentally Friendly System

Last but not least, the environmental effect of using reTyre. Since reTyre is modular, the wear of the skin will be limited to the time it is in use and this contributes to waste reduction. In addition, we are using less rubber on our skins compare to regular tyres, which makes our modular tyre a great solution for eco friendly users.



More information about reTyre modular tyre system can be found at retyre.co