

Mo'cycle® – The world's first Airbag jeans

Preview the Airbag jeans at the Royotech™ & Armalith® stand, hall 9, stand B.61

Today's motorcycle jeans offer impact protection for the knees and hips, while the rest of the lower body is left unprotected from impact hits, this is alarming considering that most injuries in a serious motorcycle accident occurs to the lower body.

The Mo'cycle® Airbag jeans have solved the long-lasting impact problem with airbag technology. Airbags for the lower body is a game-changer in safety because an airbag cushions impact hits differently, about 10X better in absorbing impact energy compared to traditional pads. Previously unprotected areas on the lower body can now be impact protected with the Mo'cycle® Airbag jeans.

The world's first Airbag jeans are made with the world's strongest denim, Armalith® denim, a single-layer fabric for handling the abrasion forces while the airbag handles the impact forces. The Armalith® technology is utilised on the fibre level, a blend of fibres (including UHMWPE) are ring spun and blended to achieve the extreme abrasion resistant properties, while at the same time being stretchy and resemble regular denim fabric. The flat airbag makes the jeans comfortable to wear because the airbag is soft and flat, it's not felt. The airbag is activated when the rider is bodily separated from the vehicle, the trigger mechanism is a tether connecting the jeans to the motorcycle and works as a dead man's switch.

The airbag covers new areas on the lower body, areas previously unprotected from impact hits, such as the thighs, the rear part of the body and especially the tailbone! To protect the spinal column's first bone with airbag technology is ground-breaking because spinal column injuries are the ones paralysing motorcycle riders.

Mo'cycle® has teamed up with Helite® for airbag production, development and distribution. Helite® has produced airbags for the upper body for over 20 years but airbags for the lower body are lacking on the market, the Mo'cycle® patent pending Airbag jeans are first out and a new airbag market is emerging in safety. In Oct. 2022 Helite® USA signed a 3-year distribution deal with Mo'cycle® and the first Airbag jeans will hit the US market in 2023.

The Airbag jeans will be pre-launched to the public in Dec. 2022 for delivery in 2023 (sign up at mocycle.com for launch date). The online launch will be made on the crowdfunding platform indiegogo.com where everyday motorcycle riders and retailers can pre-order the product to wholesale prices.

The Airbag jeans are invented by Moses Shahrivar, founder of the Swedish fashion tech. company Airbag Inside Sweden AB with its trademark Mo'cycle®. The first motorcycle jeans Moses designed was in 2005 (Kevlar-lined and leather-lined jeans), the Airbag jeans are the third-generation motorcycle jeans Moses designs. This version does not need any extra lining compared to the previous versions, because the Armalith® denim has hidden the abrasion resistant fibres in the core of the denim thread, as one single layer denim fabric, outperforming the two layer solution Kevlar lined jeans uses.

This project has received funding from the European Union's Horizon 2020 research and innovation programme. The Airbag jeans were featured on the TV show "Dragons Den" (Shark Tank) on national Swedish TV and raised funds from three Dragon investors.

In Jan. 2023 a TV episode about the Airbag jeans will be aired on Swedish TV, SVT1, following the progress of the Airbag jeans project.

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Download hi-res images at www.mocycle.com

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