

AIRBAG VEST

REDEFINING RIDER SAFETY MENA



Why airbag vest?

- Existing safety gear for riders, such as elbow and knee pads and gloves, often falls short in protecting the torso area, where vital organs are located.
- This gap in protection can lead to serious internal injuries, paralysis, or even death in the event of an accident.
- Airbag vest addresses this critical need by providing enhanced protection for the torso, ensuring that riders' vital organs are shielded from direct impact.
- By safeguarding this crucial area, our product significantly reduces the risk of severe internal injuries and helps riders escape with minimal impact during major accidents.

PRODUCT MODELS

- **Winter Jacket:** A full jacket designed for cold weather, featuring built-in padding for the elbows, back, and shoulders to ensure maximum protection and warmth.
- **Summer Vest:** A lightweight vest providing coverage for the torso, while leaving the arms free. Ideal for warmer conditions, it offers comfort and breathability.
- **Customizable Jacket:** A full jacket crafted from lightweight material, suitable for both summer and winter. It includes coverage for the hands and customizable sublimation options for personalized design.

Winter Jacket



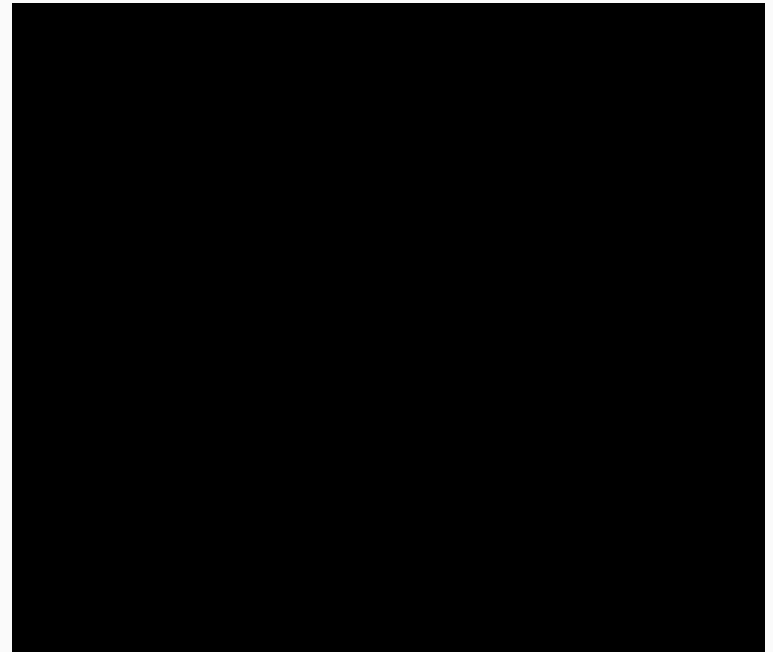
Summer Vest



VIDEO DEMO

Summer Version

Winter Version



SOCIAL IMPACT

- Rider airbag vests are commonly used by high-end riders from well-known brands like Helite, Motowolf, and Dainese. These premium vests are often quite expensive. However, we propose a more affordable version specifically designed for delivery riders.
- This product has the potential to significantly improve rider safety and well-being in the MENA region. The introduction of this affordable airbag vest could serve as a model for other regions, demonstrating a commitment to rider safety and inspiring similar initiatives worldwide.
- Price comparison of major brands VS our product - 1500 Dhs VS 500 Dhs.

ADVANTAGES OF AIRBAG VEST

- **Enhanced Safety:** Airbag vests provide additional protection by cushioning and reducing the impact on the rider's body during an accident, particularly for the spine, neck, and chest areas.
- **Reduced Injury Severity:** By absorbing and distributing impact forces, airbag vests can significantly reduce the severity of injuries, potentially preventing life-threatening conditions or severe trauma.
- **Comfort and Mobility:** Modern airbag vests are designed to be lightweight and breathable, allowing for comfort and freedom of movement while riding.
- **Automatic Deployment:** Many airbag vests feature automatic activation systems that deploy the airbag within milliseconds of detecting a crash, offering timely protection without requiring manual intervention.
- **Durability and Reliability:** Airbag vests are constructed from durable materials that can withstand the rigors of riding, and their reliability is enhanced by regular testing and adherence to safety standards.
- **Peace of Mind:** Riders can enjoy greater confidence and peace of mind knowing that they have an added layer of protection in case of an accident.

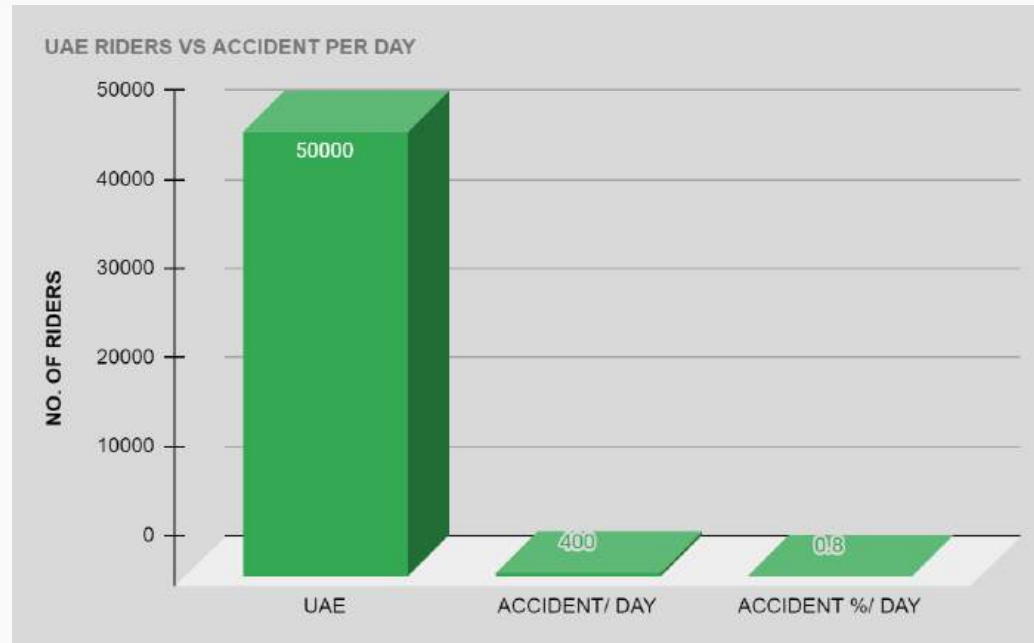
PRODUCT SPECIFICATIONS

- Material made with 600D Polyester fabric with PU coating.
- Available in all sizes S,M,L,XL.
- Customisable according to the aggregator branding and requirements.
- Inflation time 0.15 S.
- Vehicle attachment wire is made with coiled wire.
- Comes with a 60cc 45 gm Co2 cartridge.

Reason for Rider Accidents

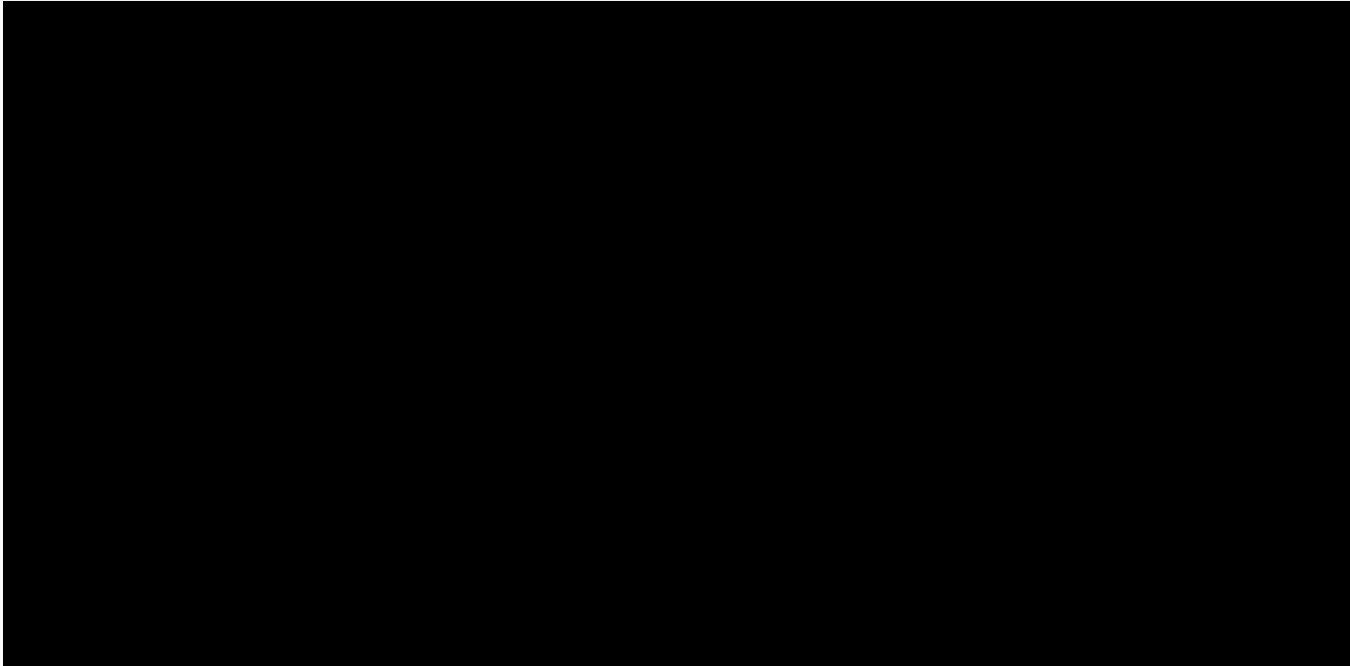
- Tailgating, swerving, and failing to respect dedicated lanes for riders.
- Checking mobile devices for routes and order status while driving.
- Rushing to complete orders due to a high urgency to maximize earnings, leading to unsafe driving practices and beat their companies delivery time target.

ACCIDENT STATISTICS

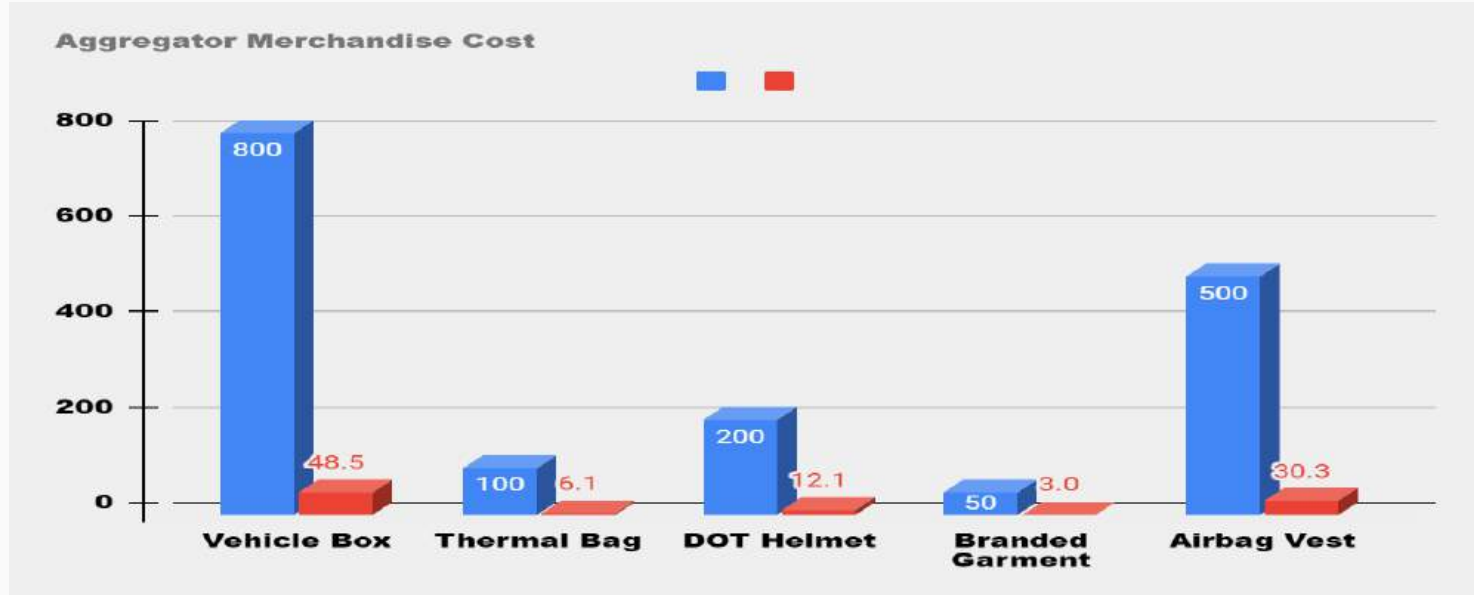


RIDER FATALITIES ON ROAD

Shared here on concern for emphasizing the reality of rider risk on the ground.



STUDY ON EXISTING MERCHANDISE COST



FEASIBILITY OF THE PRODUCT

- This product is already in use among high end bike riders from expensive brands.
- We would be delighted to offer you a live demonstration of our affordable product at your convenience, so you can experience its quality and strength firsthand.
- We are eager to provide you with a sample for your own on-ground testing, allowing you to assess the benefits and safety advantages of this essential kit for riders.

CONCLUSION

We have provided the information and data to the best of our knowledge and are open to feedback and discussion to further enhance the lives of delivery riders in the MENA region.