



#MOMENTSOFLIFE

OUR STORIES - YOUR STORIES - TRUE STORIES



EDITO

Entre vous et nous, on peut dire que c'est une histoire qui roule... On s'est connu il y a longtemps déjà, lorsque vous étiez haut comme trois pommes et que vous faisiez vos premiers pas.

Des premiers pas hésitants mais pressés par la découverte et la soif d'aventure. Ensemble, nous vous avons appris l'équilibre, non sans quelques égratignures...

Ensuite, vous avez grandi et découvert le besoin d'adrénaline et de nouvelles sensations. C'est normal à l'adolescence, me direz-vous ! Seul ou avec quelques amis, nous étions là pour vous accompagner dans toutes vos virées. Puis les choses sérieuses ont commencé.

L'amour, puis le travail ! Pour aller travailler, vous avez parfois traîné les pieds... Heureusement, nous étions là tous les jours pour vous faciliter la vie avec nos solutions de mobilité. Les années passent, mais pas l'amitié. Avec nous, vous avez pu renforcer les liens grâce à des rendez-vous réguliers sur la route ou les chemins.

La vie file à toute vitesse, même si vous avez décidé de ralentir un peu... Mais nous sommes encore là pour que le plaisir de se retrouver dure plus longtemps. En réalité, vous et nous, c'est l'histoire d'une vie entière, parsemée d'étapes, d'évolutions, de partage et de plaisirs... C'est votre histoire !

Nous créons plus que des vélos, nous créons des moments de vie.

Between you and us, we can say that this is a story which works. We've met a long time ago, when you were knee-high to a grasshopper and you were taking your first steps.

Hesitating first steps, but urged by the discovery and the hunger for adventure. Together, we learned you the sense of balance, not without a few scratches.

Then, you grew up and discovered the need of excitement and new sensations. It's normal for a teenager, let's make it clear ! Alone or with some friends, we were here to accompany you to all your trips. Then the serious things began.

Love and work ! Sometime, you don't really want to go to work... Fortunately, we were there every day to facilitate you the life with our solutions of mobility. Year follows year but friendships resist. With us, you could strengthen your friendships thanks to some meetings on the road or paths.

Life moves pretty fast even if you've decided to slow down... But we're still there so that the pleasure of being together lasts longer ! You and us, it's the story of a whole life, strewed with stages of evolution, sharing and pleasure. This is your story.

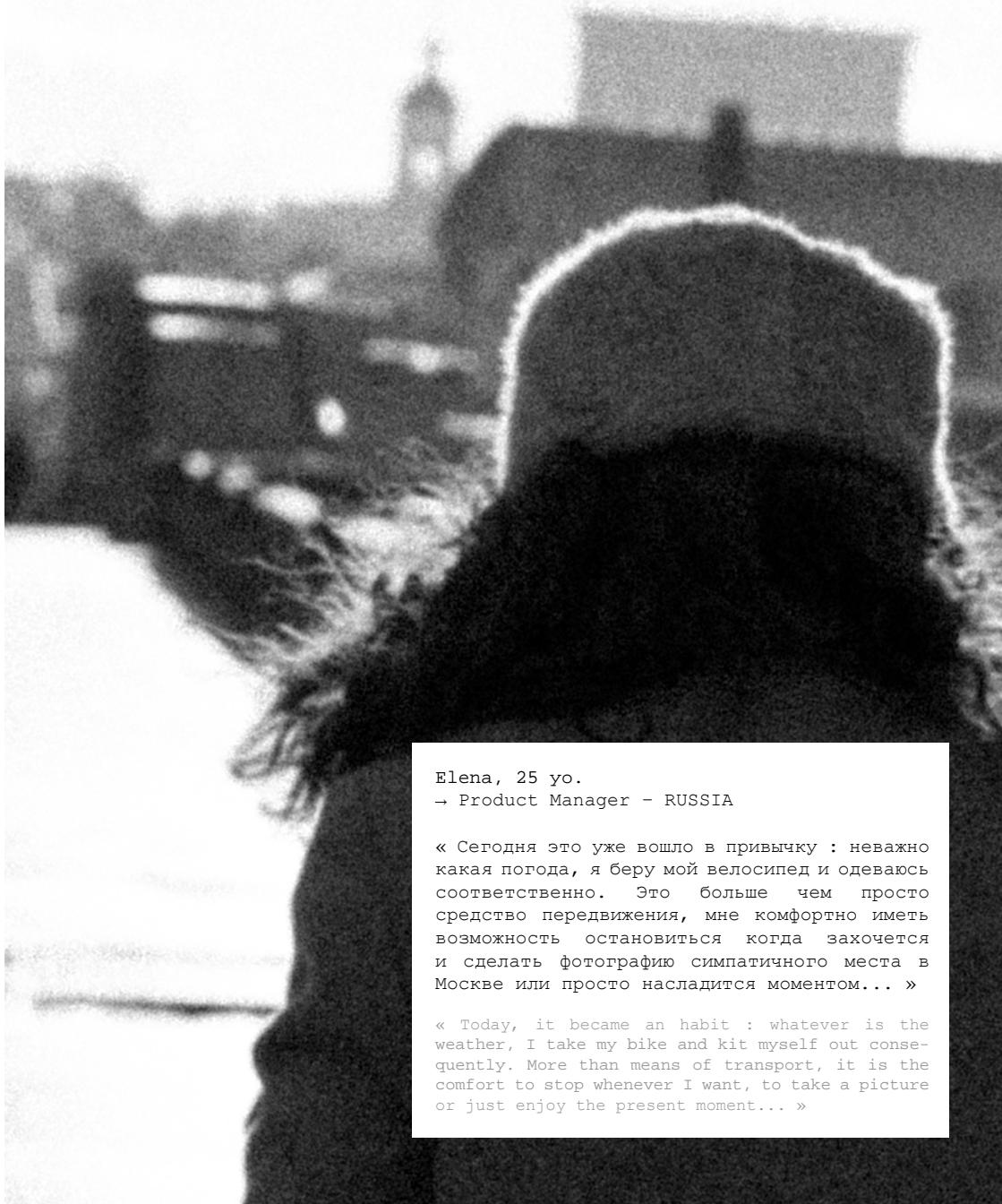
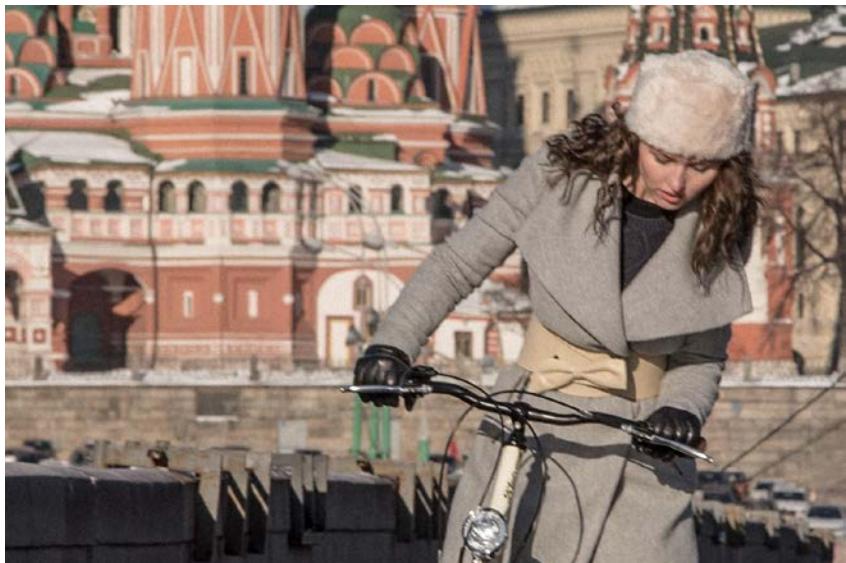
We create more than bikes, we create moments of life.





Продолжать кататься, невзирая на погоду.
Whatever the weather, keep on riding.

MOSCOW/RUSSIA



Elena, 25 yo.
→ Product Manager - RUSSIA

« Сегодня это уже вошло в привычку : неважно какая погода, я беру мой велосипед и одеваюсь соответственно. Это больше чем просто средство передвижения, мне комфортно иметь возможность остановиться когда захочется и сделать фотографию симпатичного места в Москве или просто насладится моментом... »

« Today, it became an habit : whatever is the weather, I take my bike and kit myself out consequently. More than means of transport, it is the comfort to stop whenever I want, to take a picture or just enjoy the present moment... »



Deviens le meilleur.
Become the best.

LE MANS / FRANCE



Jules, Damien et Nicolas,
17, 16 et 25 ans
→ U19 Racing Team - FRANCE

« C'est un rêve de gamins pour nous de devenir pro ! Pour y parvenir, on s'entraîne toute l'année sans relâche. B'Twin nous aide à la réalisation de ce rêve en nous proposant un partenariat technique qui nous permet de tester leurs meilleurs produits. »

« It's a kid's dream for us to become professional ! To reach there, we train all year long. BTWIN helps us in the realization of this dream by proposing us a technical partnership which allows us to test their best products. »





纵横城市，骑行随心。

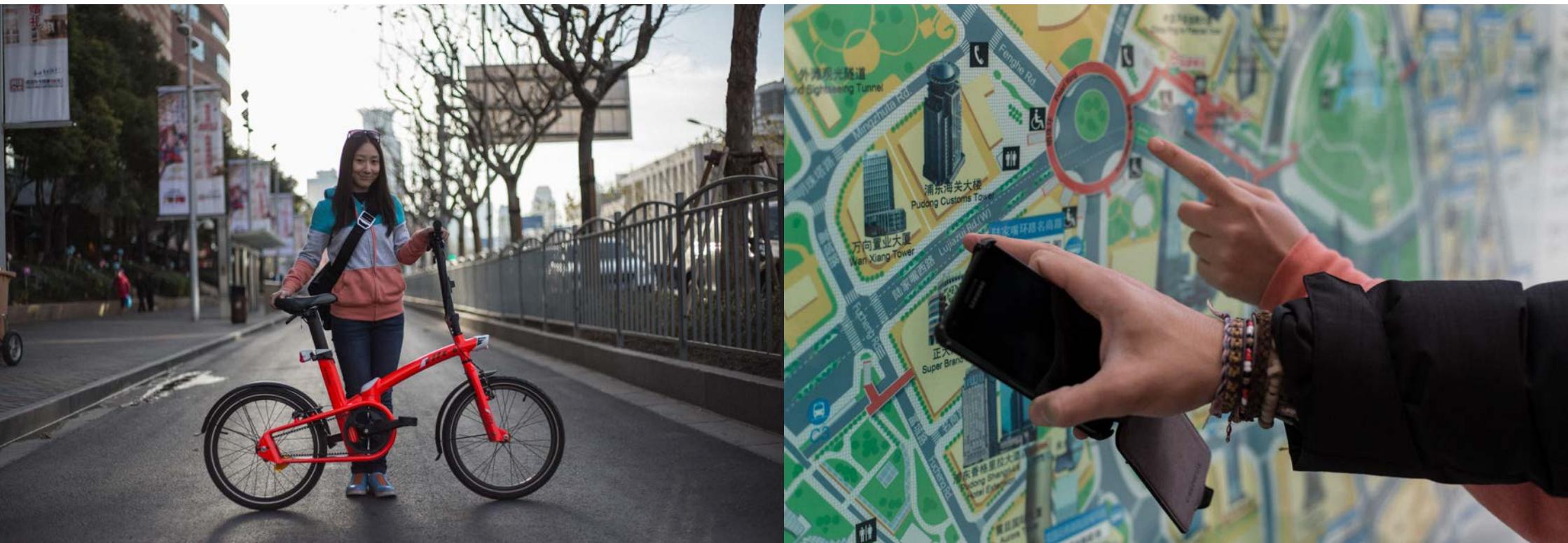
Whatever the city, there's always a solution.

SHANGHAI/CHINA



得体
TO LIVE

传播
TO MOVE



**Scarlett, 27 yo.
→ Designer - CHINA**

在上海，我每天早上6点起床，搭地铁去上班。我需要一个实用，高效的交通工具满足我的通勤需求。
感谢我的TILT折叠自行车，让我的生活变得更简单，更美好。

« Every morning, I get up at 6.a.m to take the subway & go work to Shanghai. In this context, I need practical and effective solutions of mobility. Thanks to my folding bike TILT, my time and my travels are optimized, for a simplified active life. »



| नए देशों, नए परिवृत्त्य, संस्कृति को जानने के ...

Discover new countries, new landscapes,
new cultures...

NEW DELHI / INDIA

CRAZY INDIA

Jean, 29 yo.

→ Communication Manager - FRANCE

जब मैं सफर करता हूं, मैं अपने यात्रायात के बारे में सोचता हूं। जब पैदल चलता था, यह एहसास हुआ कि मैं काफी धीरे था और पुरा समा नहीं देख पाता था, कार बहुत तेज़ थी और लोगों से घुलने-मिलने का मौका नहीं मिलता था, बहुत जल्दी समझ में आ गया कि साइकिल की लय और घाल किसी भी देश की संस्कृति और लोगों से मिलने के लिये सबसे उत्तम है।



« During my travels, I wondered about the means of transport and the meetings. The walking was too slow and didn't allow me to see enough landscapes, the car was too fast and stopped me from having direct contact with the local people. I quickly and naturally understood that the rhythm of the bike is perfect to travel and discover other cultures... »





Just a perfect day.



Pluk de dag.
Enjoy every moments of your life.

NIEUWPOORT / BELGIQUE



Pascale and Gilles, 45 & 50 yo

→ Press Manager / Product engineer
FRANCE



« Aujourd'hui, plus que jamais, on a l'envie de profiter de la vie et la volonté de rester dans l'action. Nos sorties dominicales dans la région du Nord et de la Belgique nous permettent d'apprécier tous ces petits moments. »

« Today more than ever, we want to take advantage of the life and the will to stay in the action. Our Sunday rides in the region of the North of France and Belgium allow us to appreciate all these small moments. »

A photograph showing two people from behind, riding bicycles away from the viewer on a wide wooden boardwalk. The person on the left has long brown hair and wears a dark blue puffy vest over a blue shirt and jeans. The person on the right has curly grey hair and wears a dark blue jacket over a light blue shirt and jeans. They are both pedaling their bicycles. The boardwalk is made of light-colored wood planks and runs along a white metal railing. In the background, there are streetlights and a cloudy sky.

Vivre au présent.

A photograph of the London skyline at sunset. The sky is filled with warm, golden-yellow clouds. In the foreground, the glass facade of a building reflects the light. The Shard, a tall, slender skyscraper with a unique tapering design, stands prominently on the left. To its right is the dome of City Hall. Several other buildings are visible in the background under the setting sun.

Train hard.
Entraîne toi.

LONDON / ENGLAND

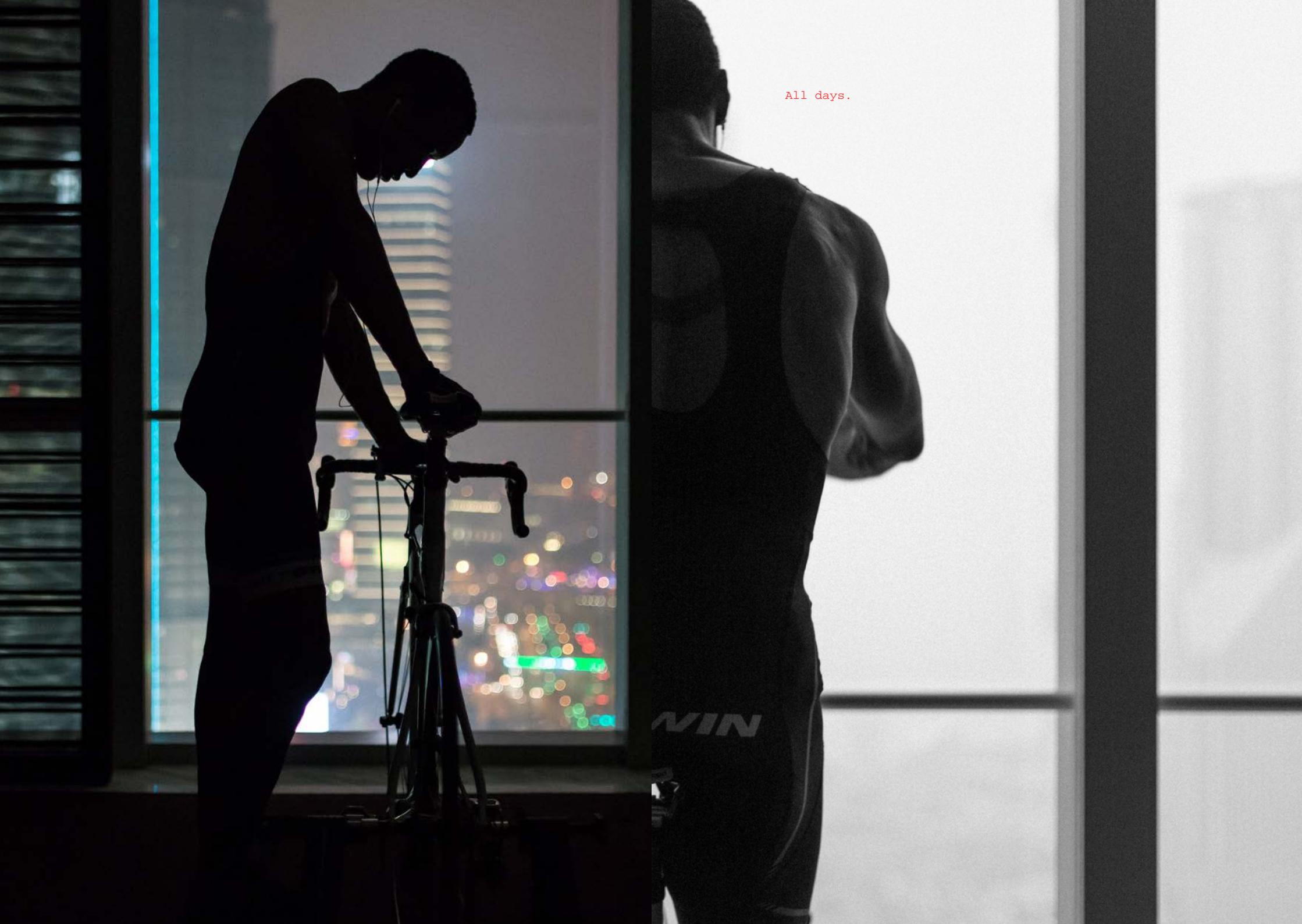


.KEEP RUNNING.

Tom, 33 yo.
→ Sales Assistant
Decathlon Cycle London
- UNITED KINGDOM

« By living in London,
the traffic or the
weather can be
disruptive elements
for my personal
practice of the bike...
B'Twin considers all
this conditions to
propose Home Trainers
to continue the
practice at home.
A good alternative for
the city-dwellers
as me. »

« En vivant à Londres, la
circulation ou la météo
peuvent être des éléments
perturbateurs pour ma pra-
tique personnelle du vélo...
B'Twin prend en considéra-
tion toutes ces conditions
pour proposer des Home
Trainers pour continuer à
s'entraîner chez soi. Une
bonne alternative pour les
citadins comme moi. »

A black and white photograph of a person from behind, riding a stationary bike. The person is wearing a dark t-shirt with the letters "NIN" printed on it. They are looking down at the bike's handlebars. The background shows a window with a view of a city at night, with blurred lights from buildings and traffic. The overall atmosphere is moody and focused.

All days.

A group of Indian children are laughing and playing. In the foreground, two boys are smiling broadly; one has his hand raised. Behind them, another boy is partially visible, also laughing. They are all wearing casual clothing. The background is a plain, light-colored wall.

सवारी सीख

Learn to ride.

BANGALORE / INDIA



Narendra & Jay, 42 & 4 yo.

-Brand Country Manager B'Twin / Schoolboy - INDIA

इस समय, मैं अपने बेटे को साइकिल चलाना सिखा रहा हूँ। सिखाने के बजाए हम एक रिश्ता बनाते हैं और साथ में खुबसूरत पल विताते हैं, हालांकि गति और संतुलन बच्चे को समझाना मुश्किल होता है। बी-ट्रिन, एक पिता को सबसे अनुकूल तरीके से सिखाने में पुरी मदद करता है।

« At this moment, I teach my son how to ride a bike. Around the learning we share a complicity and we spend beautiful moments together, even if the balance or the speed can be difficult to explain to a child. Luckily, B'TWIN makes every effort to lead the parents towards a soft and effective learning. »







Cualquiera que sea la montaña, sigue pedaleando.
Whatever the mountains, keep on riding.

LANZAROTE / CANARIAS





« Incluso con un alto nivel, cada ciclista puede encontrar productos y accesorios BTWIN suficientes técnicos para evolucionar aún más en su nadisciplina.

« Even with a high level, every rider can find in DECATHLON products and accessories enough technical to evolve still in his discipline. It is around this conviction that we meet as members of the BTWIN Club to share our experiences and our good plans. »

Es alrededor de esta convicción que nos encontramos entre miembros del BTWIN Club para intercambiar experiencias y compartir nuestros consejos. »



Antoine, 21 yo.
→ BTWIN Club Member -



骑行，为友情喝彩
Celebrate your friendship by riding.

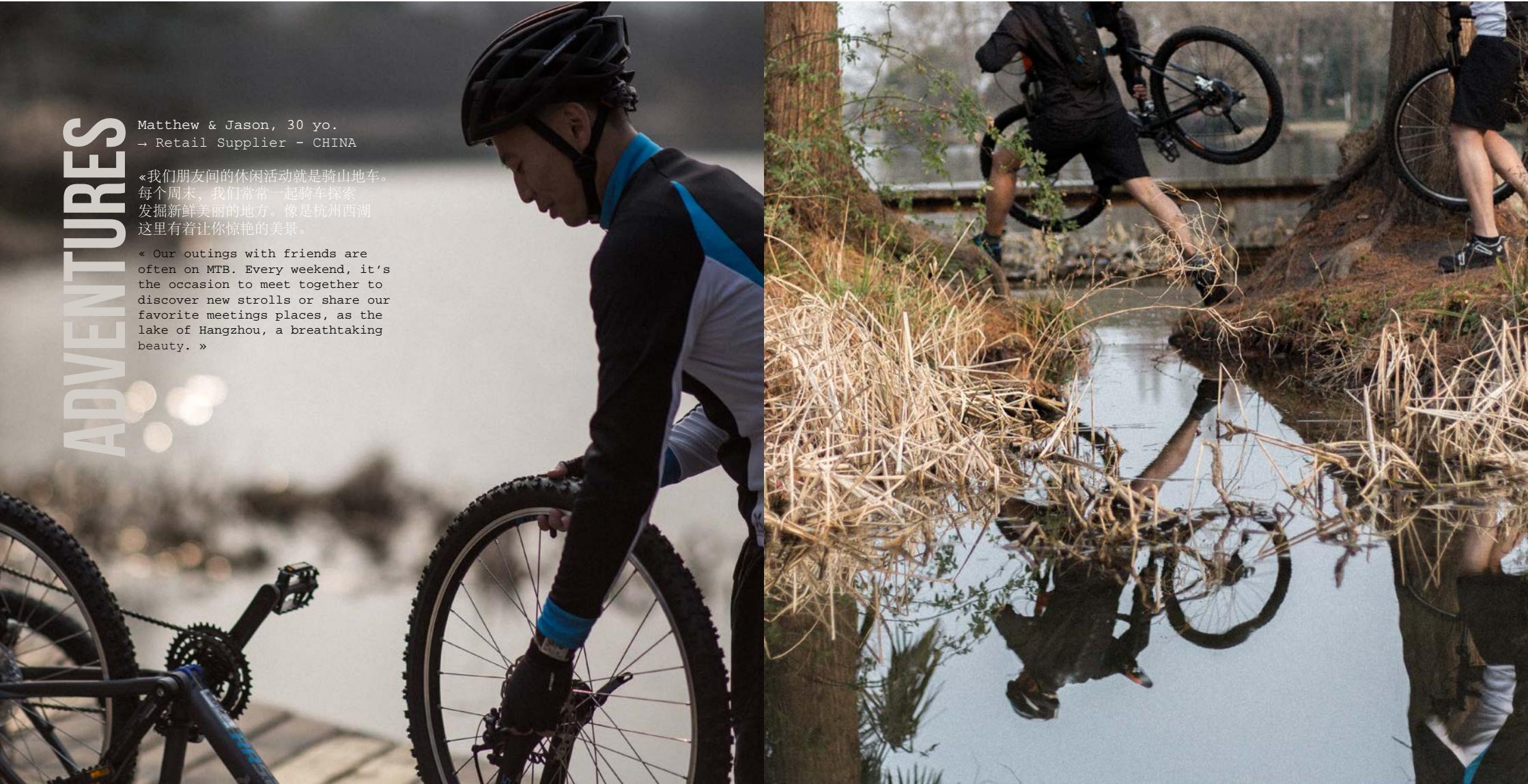
HANGZHOU / CHINA

ADVENTURES

Matthew & Jason, 30 yo.
→ Retail Supplier - CHINA

«我们朋友间的休闲活动就是骑山地车。
每个周末，我们常常一起骑车探索
发掘新鲜美丽的地方。像是杭州西湖
这里有着让你惊艳的美景。

« Our outings with friends are
often on MTB. Every weekend, it's
the occasion to meet together to
discover new strolls or share our
favorite meetings places, as the
lake of Hangzhou, a breathtaking
beauty. »



AND YOU,
WHAT'S YOUR STORY ?
#MOMENTSOFLIFE

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**WE CREATE
MORE THAN BIKES
WE CREATE
MOMENTS OF LIFE**

