

QOODER X TOD'S No_Code.

A collaboration between automotive and contemporary Italian manufacturing.

In a world where the automotive and luxury industries have come together on exclusive aesthetic projects, the collaboration between Qooder and Tod's No_Code is going to the Geneva Motor Show with a new operation based entirely on the philosophy and values both brands have in common.

"Hybrid" is the word that best defines this collaboration: Qooder (not a car, not a motorcycle and not a scooter) is the new urban mobility vehicle capable of merging and offering the best characteristics of these three means of transport.

Shoeker No_Code, on the other hand, is a perfect fusion of the elegance of an Italian formal shoe and the versatility and performance of a technical sneaker.

Qooder and Shoeker share similar characteristics, the status of outstanding products suited to all times of day, from the sportiest of occasions to the more formal ones.

These two brands - Qooder and Tod's No_Code - have partnered to create a "Taylor Made" Fully Electric Tod's No_Code Qooder, designed for a customer base who is inspired by design, technology and environmental responsibility and who are constantly seeking projects that meet the needs of a contemporary society in continual evolution and change, i.e. very No_Code.

- Ways of working, interpersonal relations, clothing needs; all of them are changing.
- Established codes are revolutionized up in the air, we need practical solutions designed for a society always on the move.
- So here's "Tod's No_Code", a brand that explores social change to offer solutions for the new lifestyle.
- "Shoeker" (Shoe+Sneaker) is the first expression of Tod's No_Code, a new hybrid footwear concept created by Korean designer Yong Bae Seok.
- With its Shoeker project, Tod's No_Code adds elements of formal quality to informal wearing
- Shoeker is a high-tech performance product, rooted in the know-how of Italy's great manufacturing tradition, which also uses leather and other natural materials to recreate the classic proportions of Italian design.
- Shoeker is a "streamliner" inspired by the heights of Italian car design.
- Shoeker is a "formal/informal" product, 24/7, great for all occasions, from morning sport to evening cocktails.
- Over and above formal/social matters, Shoeker is defined by the avant-garde content of the high-tech product it is proud to be.
- Its base/sole is made of EVA (Ethylene-vinyl Acetate), a synthetic material, a copolymer of ethylene and acetate. Along with GRE (Rubber Reticulated Espansa), it guarantees Shoeker's great strength, impressive shock absorption and excellent grip.
- Shoeker comes in three models: Shoeker/01, Shoeker/02 and the upcoming Shoeker/03, on sale from June.
- Shoeker is designed for people who live outside the box, who love to follow contemporary paths, who are keen to mix tradition and innovation, who are lovers of design and technology.

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Quadro Vehicles presents its new mission, “**Advanced Mobility Solutions**”, an expansive vision, connected and projected towards the future, at the 2019 Geneva International Motor Show. This demonstrates how the company has decided to widen its vision and extend its market boundaries to the whole world of mobility, through the creation of advanced and unique products. Hence, Quadro Vehicles finds new business targets and competitors, from cars and quadricycles to motor and kick scooter, embracing mobility in its absoluteness.

The company has been investing in the development of a new flagship network, **the Quadro Vehicles STORES**. The program began in September 2018 and started with the inauguration of two STORES in Paris, one in Rome, one in Barcelona, one in Madrid, and aims to soon open other STORES in major European cities.

QOODER™

The concept of innovative mobility

Everyone today knows about Qooder™: the new concept of advanced mobility, a Quadro Vehicles product that combines the best from the world of cars with that of motorcycles. The four-wheeler is, as a matter of fact, as agile as a scooter and as safe and comfortable as a car. The Qooder has a 400cc engine displacement and can be driven with a standard B license.

Qooder has been accurately designed to perfectly respond to daily mobility issues: commuting, traffic and road obstacles like potholes and rail tracks, in complete safety, agility and comfort.

Qooder gives its driver a new and engaging riding experience, offering fun driving dynamics and a great versatility in its use, to answer consumer needs. It is one and only in the world, both emotionally and technically speaking.

In addition, Qooder was recognized as “Excellent product design - Motorcycles” by the panel of the 2019 German Design Awards. This prize further enhances the originality of Qooder.

Qooder™ is a unique product category in the world.

2019 International Geneva Motor Show, 1:15 pm on March 5th - the presentation of an absolute innovation the electric Qooder: eQooder.

The eQooder was developed by Quadro Vehicles and uses **Zero Motorcycles' Californian powertrain electric motor technology.**

This exciting collaboration combines the California company's Silicon Valley technology with the Swiss firm's precise manufacturing to bring an all-electric, four-wheeled maxi-scooter to market.

QOODER™ “TAILOR MADE” CUSTOMIZATION PROGRAM

Quadro Vehicles will also present the new **Qooder™ “Tailor Made” customization program** on the 2019 Geneva stand.

The consumer will be able to customize their Qooder choosing from **800 combinations** and add a personalized stitched signature on the seat. The program gives the buyer the option of choosing from different colors and finishes to create a fully customized vehicle in terms of preference of color options on vehicle parts, like the body, wheels, saddle and more.

The first “**Tailor Made**” customized Qooder version will be displayed on the Geneva stand, produced in collaboration with the Style department of **Tod's No_Code** (separate press release).

Tod's new brand No_Code gave birth to an innovative product, **the Shoeker**, a combination of a shoe and sneaker. An idea that perfectly blends in with Qooder™'s essence, the combination of a motorbike and a car. As a matter of fact, both Tod's No_Code and Quadro Vehicles' Qooder™ share a **likeminded way of design and innovation**: they are both unique, one of a kind, and display a similar philosophy and vision.

“**Tailor Made**” customized Qooders will be available for purchase on the **Online Q-Store** (shop.quadrovehicles.com) and in the **Quadro Vehicles STORES across Europe.**



TOD'S No_Code EVOLUTION. Shoe + Sneaker = Shoeker.

There is a movement rushing towards the future, an agile and advanced universe, hybrid and fluid, originating in California it has now reached Scandinavia en route to worldwide diffusion. An avant-garde led by designers, planners, visionaries and all who are inspired to harness their trade to a new vision.

To accompany this movement of thought tod's has created No_Code, an innovation workshop dedicated to experimenters and all those who feel themselves a part of this collective to rewrite the rules.

Tod's No_Code moves with fluidity and elasticity, transcending seasons, unbridled by codes, combining the luxury of technology with high quality made in Italy.

Having established its leadership in the field of research and development of raw materials and innovation, working with undisputed know-how, Tod's takes this new course of experimentation to the highest level.

No_Code. SHOEKER. No_Code presents Shoeker.

A new product philosophy that springs from the marriage of shoe and sneaker using the highest craft quality and technological innovation. A third way in which Tod's is revolutionising ways of moving in the world. A hybrid that combines the finest characteristics of each, carrying innovation forward, embodied also in a new product. The No_Code Shoeker goes beyond stylistic codes to make it perfect at any time of day. New materials and treatments result in an unprecedented lightness and a clean and essential design, using the finest quality leather, of course. Shoeker is the new mark of belonging in a world where high intensity meetings fade into long weekends, where whatever the event, time or season, is always buoyed up by freewheeling yet impeccable quality.

SHOEKER DESIGNER: YONG BAE SEOK

Tod's entrusted the No-Code Shoeker project to Korean designer Yong Bae Seok, the first designer of the new footwear category, called upon to interpret the philosophy of Tod's No_Code products.

The Shoeker has a sole of expanded rubber, a special blend that stabilizes every step, and uppers made of lightweight leather and neoprene or crossed by bands of special knitted fabric signed by the iconic lacing.



MICHELE LUPI

Tod's Visionary

During the early conception days of Tod's No_Code, I knew we wanted to produce a unique and innovative product for a more convenient lifestyle. Walking down the streets of Milan, I first noticed Quadro Vehicles' new hybrid means of transportation, uniquely named the 'Qooder. It is not a bike or scooter and realized our two companies have a lot in common.

This made me think of just how much in common Tod's No_Code had with this new company and how both Tod's No_Code and Quadro Vehicles shared a likeminded way of design and innovation. It specifically made me think of Tod's innovative product the Shoeker, which is a combination of a shoe and sneaker. Invented by the ingenious Yong Bae Seok, from Korea.

The shoeker is a hybrid, just like Quadro Vehicles' Qooder, and aimed to provoke thought in people interested in innovation and design.

Because of this, we reached out to Paolo Gagliardo, the CEO of Quadro Vehicles, to collaborate and work together to create something truly inspiring. Tod's Shoeker and Quadro Vehicles' Qooder are unique, one of a kind, in design, and share a similar philosophy and vision.

After several meetings, a vision of inspiration was born, with the aim of offering products that are able to evolve with the consumer in an ever-changing environment. Tod's No_Code Shoeker and Quadro Vehicles' Qooder both help people in a different fashion from one another, yet also sharing the same vision. Urban Mobility.

YONG BAE SEOK

Shoeker Designer

For Quadro Vehicles and our collaboration to design a Qooder, I didn't think into a specific personalization of the vehicle but more of the overall look and feel. This decision was automatic since both Tod's No_Code and Quadro Vehicles' Qooder have a similar vision and philosophy. The beauty and architectural nature of this vehicle from my view shows the importance of design and function. I was challenged with combining unique lines and practical shapes and decided to adapt my ideas much like the No_Code Shoeker and Qooder have been adapted. This is what gives added value in appreciating any object, be it a Shoeker or a Qooder, every time you experience it. Usefulness, innovation, and mobility being considered with each decision.

I wanted to create something beautiful yet simple. I opted for a black body while balancing the black beautifully with white rims. Both colors reflect the Qooder magnificently with the white bringing a lightness to the structure, just like in the world of Shoeker.

I wanted to reflect the design of the Shoeker onto the Qooder. So, for the seat I have chosen to use a beautiful black color and Tod's iconic pebbles on the red passenger handlebar to represent the red heel of the Tod's shoe. I believe this shows the concept of hand craftsmanship, and the detail of the bike and the collaboration with Tod's No_Code Shoeker.

Just like Quadro Vehicles, Tod's prides themselves in hand crafted and thoughtful design. I was thoughtful in the positioning of the Tod's No_Code logo and became inspired by the eQooder. In the end, I decided to place this logo on the side of the vehicle and also back light it so it is clearly visible, even at night.