

Fashion bikes: Fashion model Amayah Louise & BMXflatlander Matti Hemmings star in new Blockbuster advert

Submitted by: Nolobi.com

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Brightly coloured, affordable city bike makers - Nolobi bikes (<http://www.nolobi.com>) have released their new advert for the summer - What Rides May Come (<http://www.whatridesmaycome.com>). A parody of the recent Subaru advert The Ride of Her Life (<http://www.therideofherlife.com>).

Amayah Louise and Matti Hemmings star in a heart thumping tale of love at first ride. She has the look, he has the tricks and together they're about to discover that sometimes – love – only has one gear. Pursued by her psychotically violent father, they take to the road. Eternally bound by the ride, destiny is about to reveal What Rides May Come.

Matti Hemmings is a flatland BMXer and Guinness World Record holder, heavily involved with Help for Heroes. He performs his tricks on an All Black Nolobi bike, putting the bikes through serious strain, proving the quality of a bike that retails for just £270 GBP.

Amayah Louise is a London based fashion model with attitude. And almost as beautiful as the bikes. Amayah purchased the Cyan Nolobi bike and was noticed by the casting team after posting her ride to Instagram.

The microsite and advert were created by a collaboration of Nolobi bikes fans.

Written and Directed by Co-owner Alex Lewis. "we needed a brand film and didn't want the usual generic Urban ride video, we wanted to do something a little different. Working with enthusiasts was potentially a risk, but the speed they helped turn around such an ambitious project was startling. And considering the full budget was just £500, I think the end product is something special. It's what we're all about. Great end product and fun!"

Produced by Grace Tierney (currently working on programmes for the BBC)

Co-Produced by Co-owner Luke Prowse (and author of our fantastic website)

Edited by Robin Lewis (Brother and part of the 'Africa' editing team)

Filmed by Paul Farrington of Princess productions.

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