

# minia

e x p a n d   y o u r   l i m i t s

by **Polisport**

# minia

ADN

CONCEPT AND DEVELOPMENT

TURNING INTO SHAPE

PRODUCT PRESENTATION

SUSTAINABLE PRODUCT

ASSEMBLING GUIDANCE

PROMOTIONAL CONTENT

VALUE PROPOSITION

minia

A D N

ON-LINE EXCLUSIVE BRAND

REGISTERED BRAND AND DESIGN

RANGE OF PRODUCTS FOCUSED ON MOBILITY

MICRO-MOBILITY

SMOOTH MOBILITY

CIRCULAR ECONOMY

PROMOTING THE BICYCLE AS

AN INDIVIDUAL[SAFER] MEAN OF TRANSPORTATION

# minia

CONCEPT AND DEVELOPMENT

INSPIRED BY THE COSMIC UNIVERSE THIS

CHILD SEAT MATERIALIZES THE NEED OF THE

HUMAN TO MOVE AND TO EXPAND HIS LIMITS

UNIVERSE

GLITTER

FANCY

STYLE

SAFETY

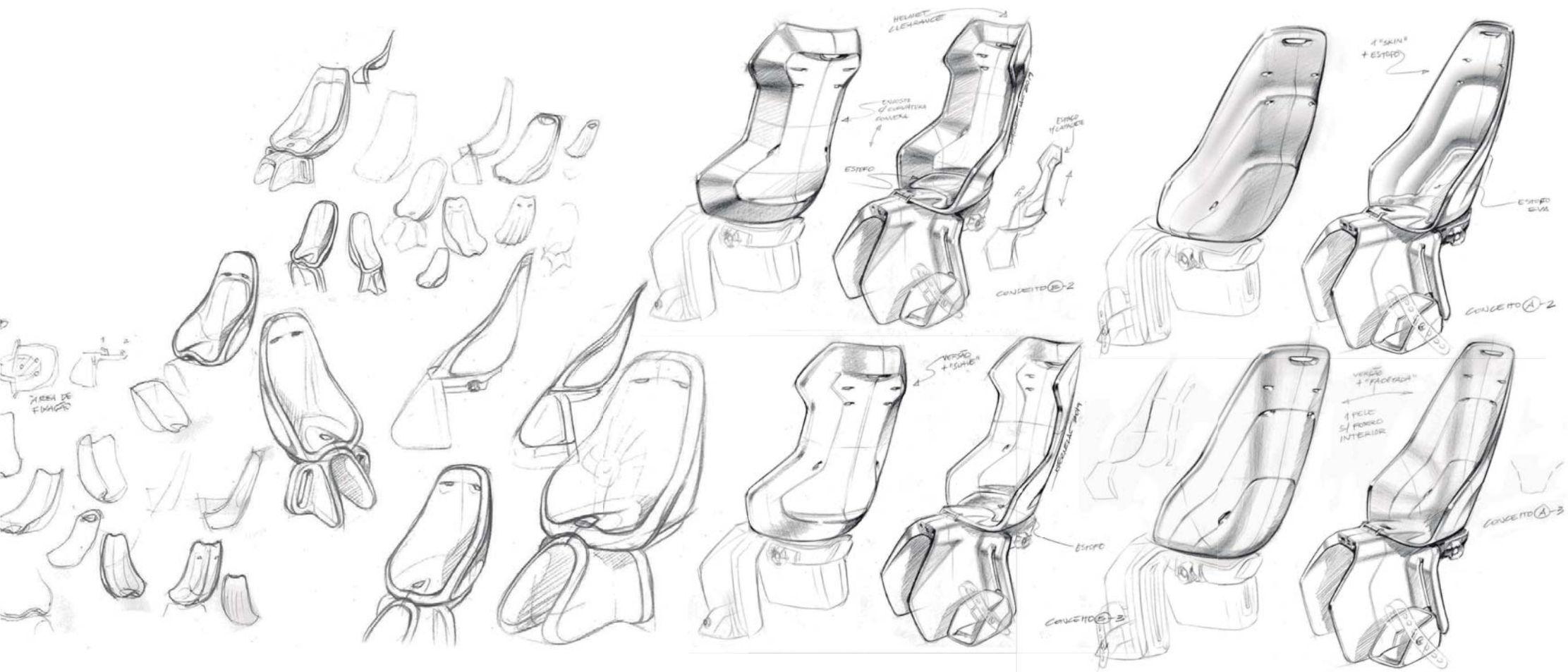
PREMIUM

DIFFERENT

BLACK & WHITE GLITTER

UNIVERSE  
INSPIRATION







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T U R N I N G   I N T O   S H A P E

minia



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# minia

PRODUCT PRESENTATION

MINIA  
COLORS  
INSPIRATION



**GALAXY PURPLE**  
MATTE



**MOON YELLOW**  
MATTE



**NEPTUNE BLUE**  
MATTE



**MINIA BLACK**  
MATTE



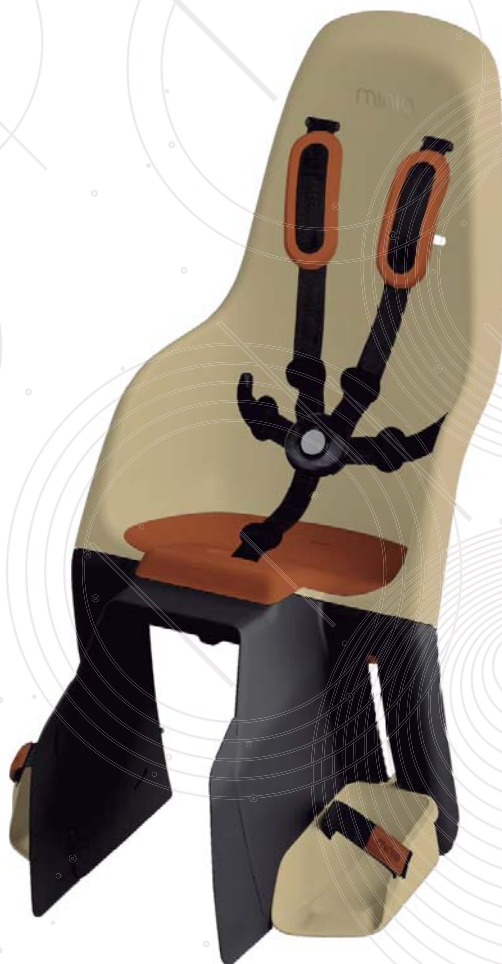
MINIA  
COLORS



## MINIA COLORS



**GALAXY PURPLE**  
MATTE



**MOON YELLOW**  
MATTE



**NEPTUNE BLUE**  
MATTE



**MINIA BLACK**  
MATTE

## MINIA COMPATIBILITY



MAXIMUM CHILD WEIGHT  
**22 KG / 48,5 LB**



MAXIMUM CHILD HEIGHT  
**1100 MM / 43,31 IN**



RECOMMENDED AGE  
**9 MONTHS TO 6 YEARS**

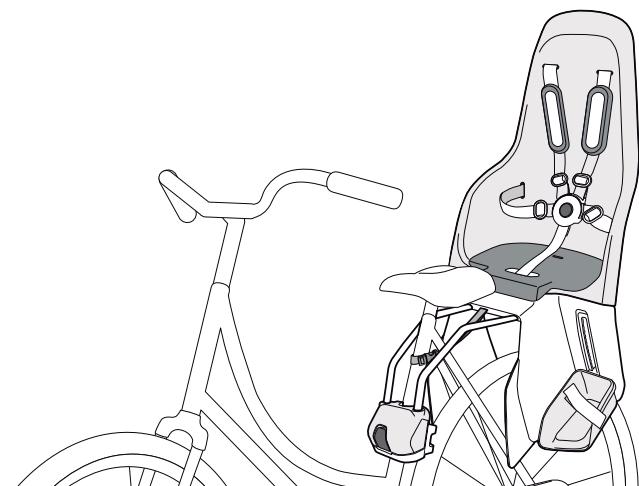
## MINIA

FRAME MOUNTING SYSTEM



## mini@FF

QUICK RELEASE FRAME HOLDER



↓ 90 MM  
3,54 IN



ROUND / OVAL  
Ø 28 - 40 MM  
Ø 1,1 - 1,57 IN



WHEELS  
26" - 28"

expand your limits

MINIA  
FF

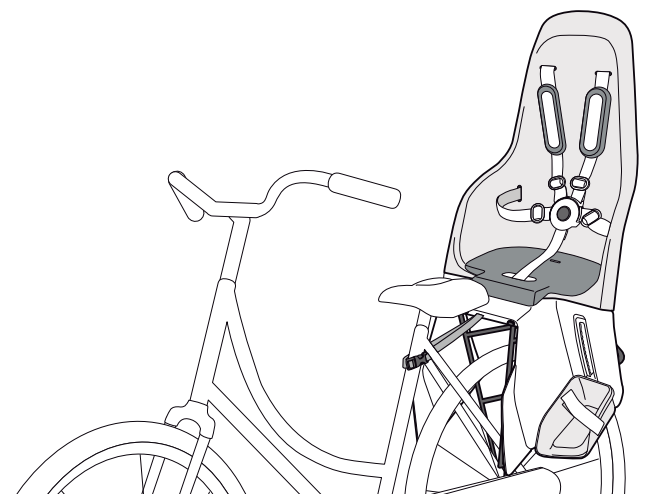


# MINIA

CARRIER MOUNTING SYSTEM



**minia CFS**  
FULLY ASSEMBLED



← 120 - 175 MM  
4,72 - 6,89 IN



Ø10 - 16 MM  
Ø 0,39 - 0,63 IN



CARRIER HOLDS AT LEAST  
27 KG / 59,5 LB



WHEELS  
26" - 29"

COMPATIBLE WITH CARRIERS IN ACCORDANCE WITH ISO 11243

expand your limits

MINIA  
CFS



FRONT OF  
THE SEAT



ENGRAVED LOGO  
FINISH: GLOSS

minia

5-POINT ADJUSTABLE  
SAFETY HARNESS



**5-POINT**

*for extra security*

BACK OF  
THE SEAT



EMBOSSSED LOGO  
FINISH: GLOSS

PATTERN ENGRAVED  
FINISH: GLOSS

by POLISPORT ENGRAVED  
FINISH: GLOSS



by **Polisport**

SOFT  
CUSHION

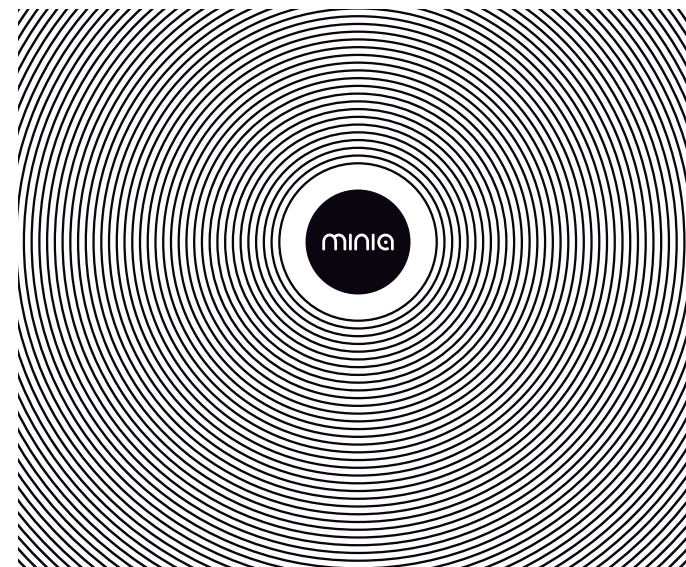


CUSHION WITH  
MINIA LOGO



## CUSHION

*soft & washable  
water proof cushion  
removable cushion*



## DETAILS

### REFLECTIVE STICKER

*for more visibility*



REFLECTIVE  
STICKER



VELCRO FOOTREST  
STRAP

### CARRIER SYSTEM

*easily install and remove your  
seat in just a couple of seconds*



CARRIER SYSTEM

### VELCRO FOOTREST STRAP

*for greater ease and speed in  
adjusting the foot*

FRAME



EMBOSSSED  
LOGO AND  
PATTERN  
ENGRAVED

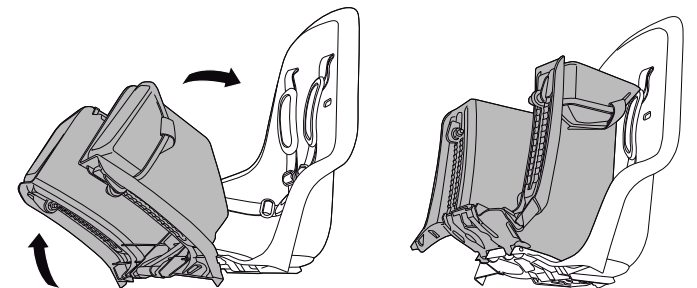
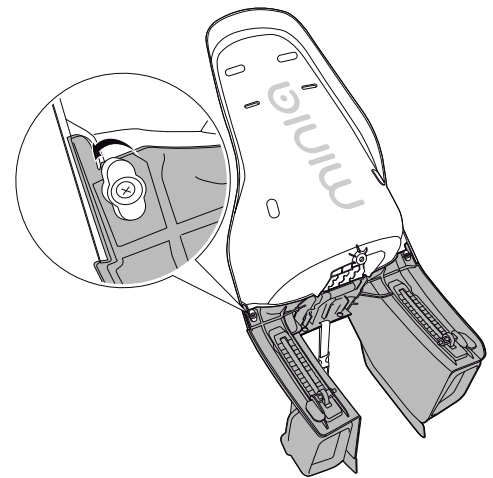
EXCLUSIVE NEW HOLDER



FOLDABLE



NEW CONCEPT  
SPACE SAVING



minia

S U S T A I N A B L E   P R O D U C T

# minia



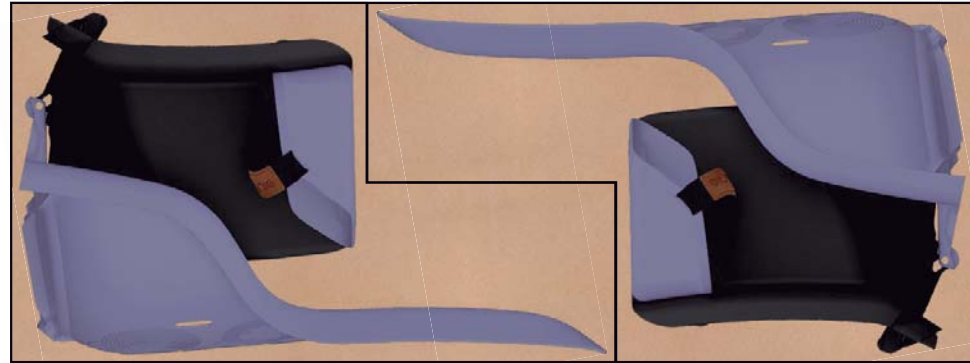
## GREEN PRODUCT



PRODUCT AND PACKAGING  
DEVELOPED HAVING IN MIND  
OUR ECOLOGICAL FOOTPRINT



# PACKAGING



## FOLDABLE DESIGN

- GREAT FOR SHIPPING
- LESS COSTS
- MORE QUANTITY PER ORDER:  
LESS CO<sup>2</sup> COMSUMPTION



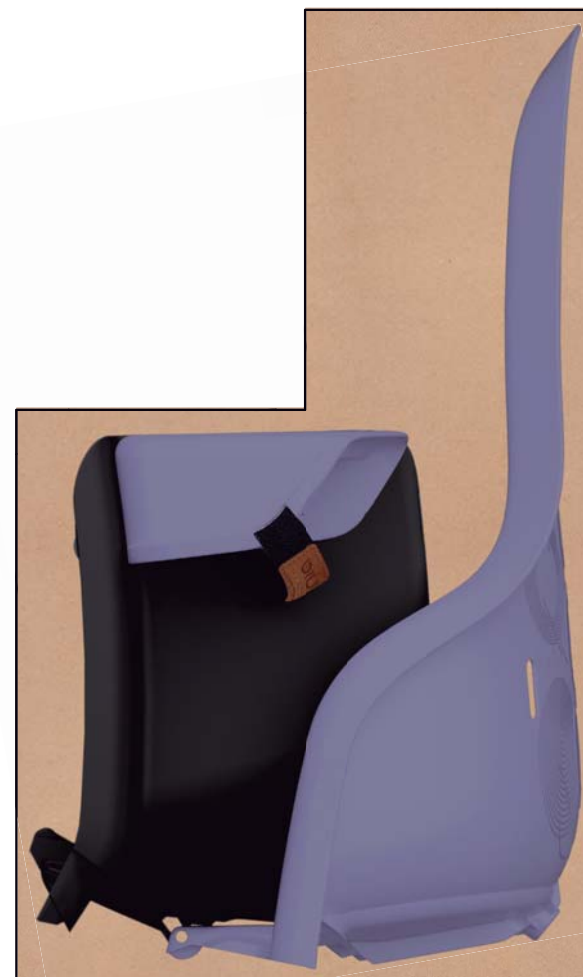
## THERE IS NO PLANET B



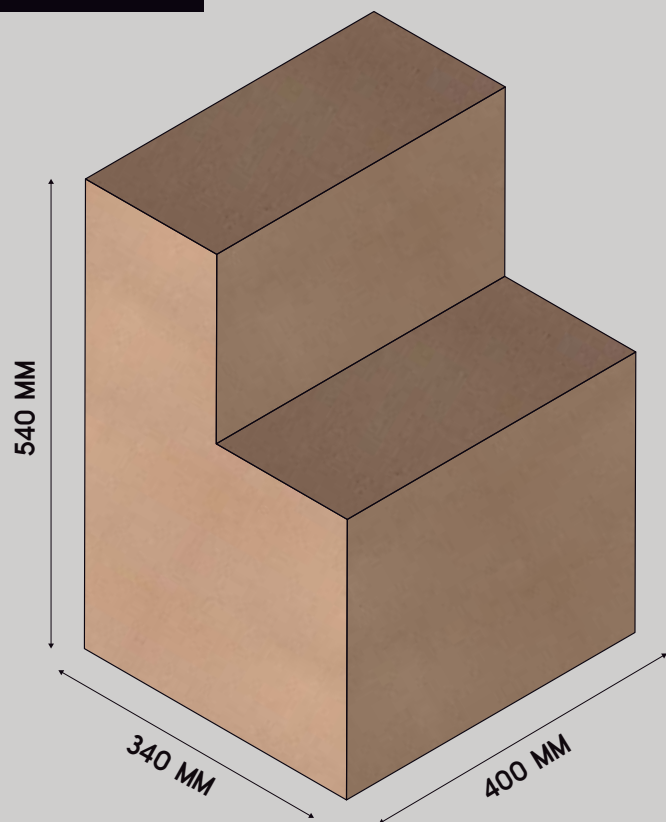
- PACKAGING DEVELOPED  
HAVING IN MIND OUR  
ECOLOGICAL FOOTPRINT
- FSC SUSTAINABLE MATERIALS



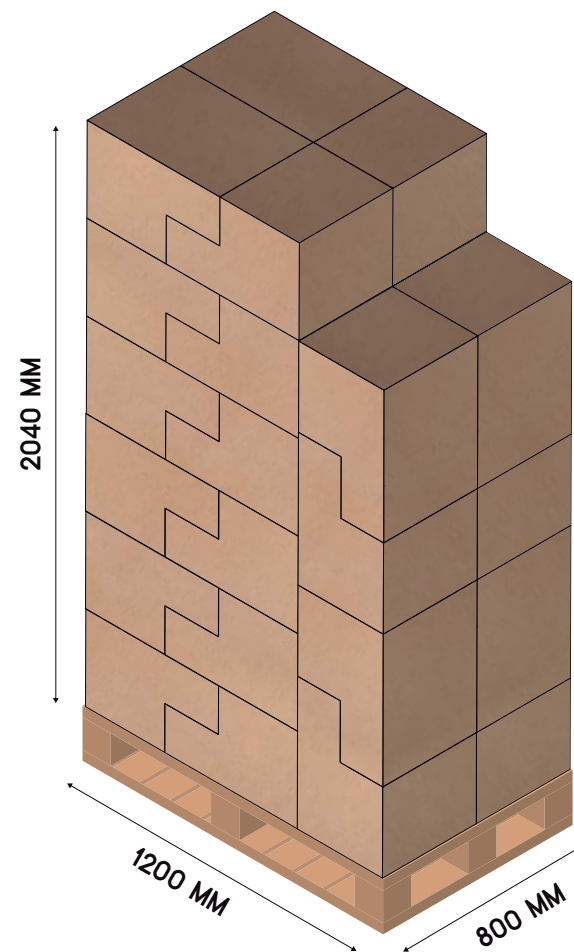
# MINIA BOX



## PACKAGING DIMENSIONS

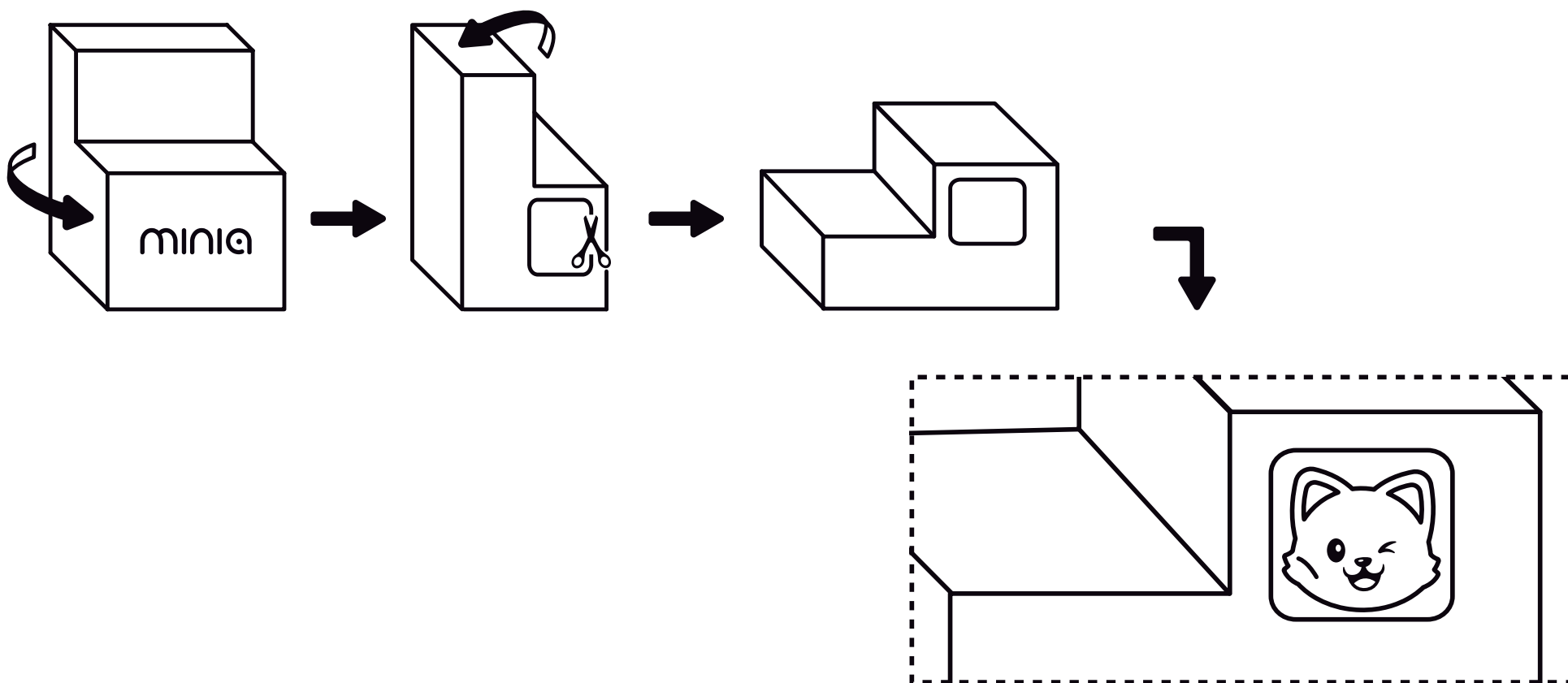


individual box: 400 x 340 x 540 mm  
Pallet: 32un



MINIA BOX  
2<sup>nd</sup> life

Make a minian  
house for a pet



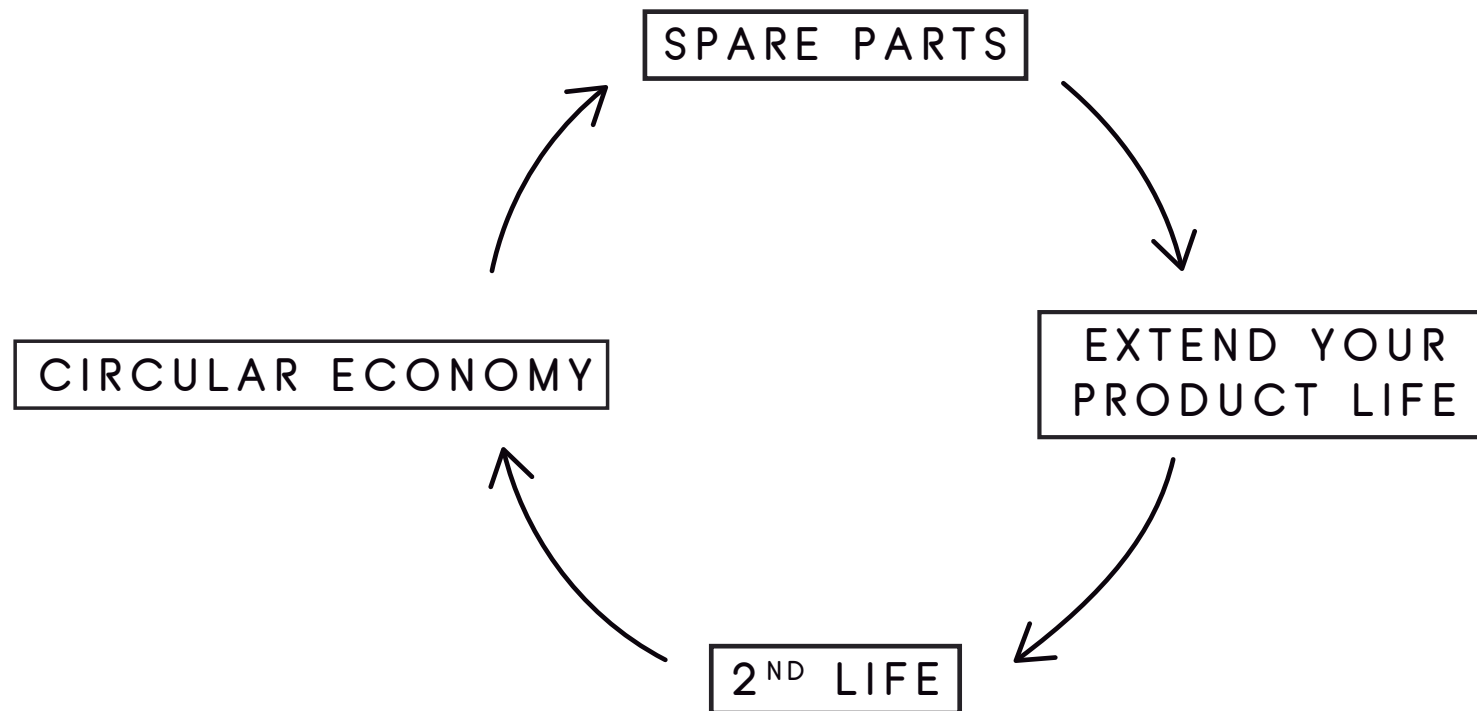
MANUAL +  
QUICK GUIDE



ALL PRODUCT PACKAGING  
MADE FROM  
SUSTAINABLE RESOURCES



MINIA  
SPARE PARTS



# minia

ASSEMBLING GUIDANCE

## MINIA ASSEMBLING GUIDANCE



## PRODUCT INSTRUCTIONS

- QR CODE FOR TECHNICAL INSTALLATION VIDEO
- COMPLETE MANUAL IN 13 LANGUAGES
- TECHNICAL 3D ASSEMBLING VIDEO
- UNBOXING & ASSEMBLING – REAL USER

by **Polisport**

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PROMOTIONAL CONTENT

MINIA  
ACTIVATING THE BRAND

- LIFESTYLE SESSIONS [PHOTO & VIDEO]
  - EXPLORE THE WORLD
  - EXPLORE THE NATURE
  - EXPLORE THE CITY
- 3D PICTURES
- PRODUCTS PHOTOS IN ALL COLORS, MOUNTING SYSTEMS AND DETAILS
- PRODUCT MODELLING

# minia

VALUE PROPOSITION

Explore neighbourhood, explore  
your town, explore the World.

Live more, get out more  
[in safety], enjoy.

Expand your limits. Don't be  
afraid. Don't hold on yourself.

EXPAND YOUR LIMITS

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# OVERCOMING YOUR LIMITS

## OVERCOMING YOUR PHYSICAL LIMITS

> ride more, do more exercise,  
become healthier.

## OVERCOMING YOUR EMOTIONAL LIMITS

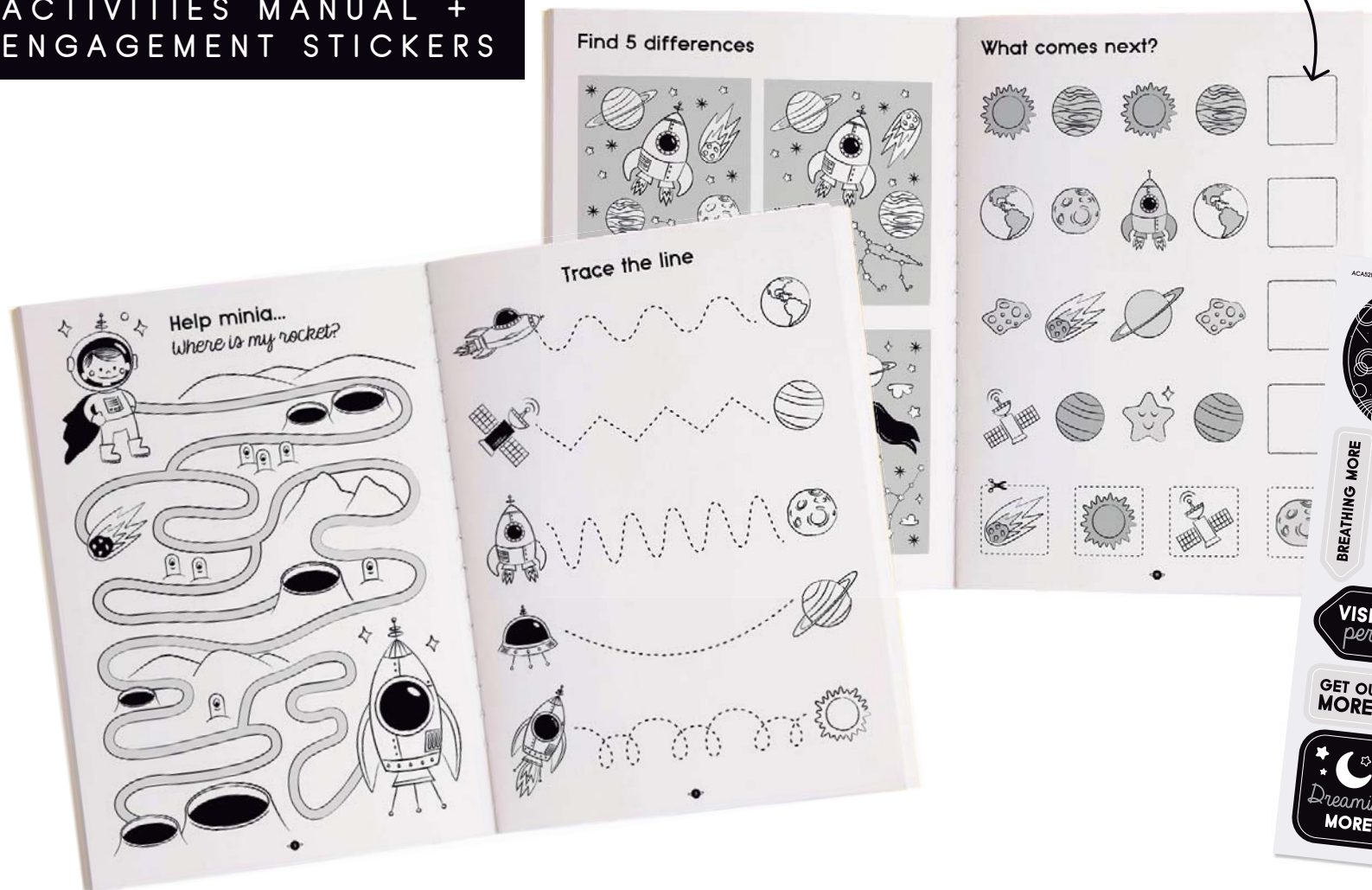
> don't be afraid to be different,  
spend more time with your kids while riding, raise a nature loving child,  
take care of our planet.

## OVERCOMING YOUR GEOGRAPHIC LIMITS

> explore every inches of your  
town like it was the first time, absorb the world while riding.

# MINIA ACTIVITIES MANUAL + ENGAGEMENT STICKERS

ACTIVITIES FOR KIDS



STICKERS

EXPAND YOUR LIMITS



MINIA  
MONTHLY ENGAGEMENT

Register your

minia at

[www.cosmo-mobility.com](http://www.cosmo-mobility.com)

and **access to monthly activities**  
**to explore the world with your kids!**



e x p a n d   y o u r   l i m i t s

The background is a dark navy blue. It is decorated with numerous thin, light gray concentric circles of varying sizes, some of which are intersected by straight lines of the same color. Small white dots are scattered throughout the background, resembling stars or dust particles.

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