



Press Kit

Booth # 13046

Interbike 2016

About Us

Bellelli was established over 25 ago by Mr. Tiziano Bellelli, an entrepreneur who, at the time, already had 30 years of solid experience in plastic moulds and manufacturing of plastic products for FERRARI, MASERATI, FIAT and other prestigious industrial brands for whom “*top quality is a must, with no room for compromise*”. After 20 years, these values still embody the core of the Company’s mission.

In just one year the Bellelli child bicycle carriers obtained the TUV-GS approval. An outstanding achievement for such a young venture. Bellelli became the first Italian company in the child bicycle carrier industry to obtain the TUV-GS approval. First class quality at its best!

In 2005 Bellelli moved to a new modern and highly sophisticated (100,000 square feet) site equipped with a privately owned dynamic crash-test facility. To-date, Bellelli is the only Italian company in this industry to own an in-house crash-test facility.

In 2009 the *MammaCangura* brand was created, a new leap into the future, aimed at offering higher quality products with extra care and attention given to enhanced safety features, design, comfort and style.

In 2012 *MammaCangura* opened North American operations in Montréal (Canada), quickly expanding across Canada and the United States as an market leader.

Our Values

Our motto is not just meaningless words – it is based on facts and true commitment. **MammaCangura** , by Bellelli, is a brand built on experience, safety and responsibility, a success story born from a true **passion for excellence**. A world leader, well-known for the design of child bicycle carriers and trailers, Bellelli’s company goals and mission have always been “*top quality and distinction*”. That is why Bellelli was the first Italian company to produce TUV-GS approved child bicycle carriers. Our on-going success is rooted in our values and built on extensive investment in R&D; a wonderful story now continuing with the **MammaCangura** brand. Thanks to our experience, responsibility, enthusiasm and attention, our child bicycle carriers and trailers offer our young customers the best and safest products on the market. Advanced technology, quality, endurance, outstanding safety and highest comfort are our defining features blended with unique Italian elegance and design .

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