

MONOCLE

INSIDE: THE NEW 'HIGH LINE'? PLUS: THE BATTLE FOR SAN FRANCISCO AND HOW TO BUILD AN AIRPORT

M **A** to **F** **AFFAIRS:** Medics all at sea **BUSINESS:** What the supermarket did next **CULTURE:** The tour-bus architects
DESIGN: Mexican brutalism **ENTERTAINING:** Steven Pinker's 'last meal' **FASHION:** Norway's hottest hikers scale new heights

"This is flight M114 heading for an interesting future"

"We'll be stopping off in Hong Kong, Bologna and Toowoomba"

LET'S

GO

NOW!



WHERE NEXT? AND HOW DO WE GET THERE?

Faster, cleaner, friendlier – the people and vehicles fixing your mobile life.

PLUS pull up to the bumper with the valet-parking pros
(and the airport lounge reimagined)

"I like you in control – please don't go driverless"



"Hey handsome, you going my way?"

+ **REPORT:** The perfect hotel in 20 steps, and London's latest opening shifts the city's focus. Our guide to funky GWANGJU in SOUTH KOREA and the Marseille shop that's BEST IN CLASS. Plus: the lowdown on BERGEN and ABU DHABI+.

The future commute

We've all been there: stuck bumper to bumper in a three-lane jam or sweating it out on a packed train into town. But now there's a very real solution to the everyday woes of winding your way to work – you can escape the grind in one compact, secure and powerful package. What you see to the left is the Qooder, the world's first and only four-wheel leaning vehicle.

Designed and built by Swiss manufacturer Quadro Vehicles, the Qooder has all the agility and manoeuvrability of a motorbike but comes complete with the comfort and safety of a car. Just watching one lean into the test-track curves with all four wheels firmly gripping the tarmac is exhilarating in itself.

The Qooder's ability to lean is key. Employing a technology called the HTS Hydraulic Tilting System, which the clever team at Quadro designed in-house, it can outmanoeuvre any car while taking the edge off those terrifying two-wheel wobbles.

With shock-absorbing hydraulic single-wheel suspension, a low centre of gravity and a host of extras (including a helmet), the Qooder has all the versatility of a certain country's army knife. There really is nothing like it – and it makes for exciting times for mobility.



Q&A

Paolo Gagliardo
CEO, Quadro Vehicles S.A.

The specs

1. **Built to last**
Steel-tube frame and hydraulic suspension, front and back
2. **Fine details**
Optional extras include an adjustable windscreen with sat-nav holder
3. **Easy does it**
Four-wheel, hydraulic, left-and-right lever-braking system
4. **Strong performance**
Powerful single-cylinder, four-stroke, four-valve, 400cc electronic injection engine
5. **Ahead of the curve**
Unique HTS Hydraulic Tilting System

You have worked at big brands such as Ford, Piaggio and Abarth. What first attracted you to Quadro?

Quadro had many assets that were not being exploited. My task was to rejuvenate and restructure it to make it strong and profitable. With Quadro I found a treasure: a brand with a unique product. And I fell in love.

What makes the Qooder unique in the industry?

Qooder is a new category of product. It has all the safety, comfort and excellent performance of a four-wheeler but the agility of a two-wheeler. Forty per cent of our customers are car drivers looking for something more nimble. Another 40 per cent are two-wheel vehicle riders wanting something safer. The other 20 per cent is people who are disappointed by both worlds.

Have there been challenges to launching?

The challenge is to clarify the brand promise of something completely new to the market. And furthermore, we also need to get across the mission that the Qooder is a commuter vehicle. You can come from outside the city and while you're there you get all the advantages of a flexible vehicle. And let me tell you, the ride is very addictive. In 2019 we will also be presenting a new zero-emission Qooder, the E-Qooder, which will be more than just the "vegan brother" of the 400cc. Watch this space – you will see!

Why did you choose to work with Rankin for advertising?

Because this is a brand new concept, we wanted to do something completely unexpected. Rankin first tested the vehicle to understand its

purpose. The result is not a description of the product but how it feels to ride it. Rankin also came up with the "More is More" positioning.

What are some of the reasons why you think the Qooder will become such a big success?

Everybody is talking about new mobility concepts but, at the end of the day, they are only concepts – and Qooder is a reality. The product solves myriad problems that customers have when they make their daily commutes, such as traffic, parking and unpredictable road conditions. All of a sudden, with Qooder, you have a new category of vehicle that provides the solution to everything. And now you can also experience the click-to-buy feature on Q-store, our e-commerce site, which even offers home delivery of your new vehicle.



A brand-new class of vehicle has arrived: Qooder combines the stability and performance of a car with the agility of a motorcycle.

QOODER