



FOR IMMEDIATE RELEASE

**A longboard that folds *itself* into your backpack,  
built by a Silicon Valley Engineer**

*BoardUp is a Self-Folding Pro Longboard That Travels Anywhere*

San Francisco, CA (November 16, 2016) – “I routinely longboard to work and I feel ridiculous carrying the huge thing to my desk”, says Bin Lubin Wang, founder of BoardUp, a SF startup.



As a veteran Silicon Valley engineer, Bin set his sights on building BoardUp, a mobile longboard that is easy to learn and can be taken anywhere. Bin was determined to build an easy-to-ride, practical, longboard that people would love. To do that, he consulted professional skateboarder **Aaron Kyro**. After 9 generations of prototypes and 19 months, they finally built a dream board. BoardUp is a longboard featuring a patented mechanism which enables longboarders the ability to throw out the board to ride, while simply stepping on the aluminum Kick Pad in the front to fold it up.

With BoardUp, riders love the premium Canadian Maple deck, high quality bearings, and the fact that it fits in a backpack! “I didn’t realize how much better longboarding is than biking to work, until I learned. Now my goal is to make mobile longboards that anyone can learn in less than 5 hours!” said Bin.



BoardUp is launching their kickstarter campaign at [www.GoBoardUp.com/kick](http://www.GoBoardUp.com/kick) on November 16th, 2016.

**For more information please contact:**

Arnab Raychaudhuri, BoardUp

[Arnab@GoBoardUp.com](mailto:Arnab@GoBoardUp.com)

1 (202) 643 -1191

[www.GoBoardUp.com](http://www.GoBoardUp.com)

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**About BoardUp**

BoardUp was founded in the summer of 2015 by experienced Silicon Valley engineers, headquartered in sunny San Francisco. Its mission is to offer a premium, convenient, and easy to learn mode of transportation for anyone. To learn more, please visit [www.GoBoardUp.com](http://www.GoBoardUp.com).