

Press Release

## Karbon Kinetics Displays 12.9kg Electric Gocycle® at London Cycle Show

*LONDON, October 8:* Karbon Kinetics Limited (KKL) today at the *Cycle Show* in London displayed its Gocycle® BlackR model weighing 12.9kg—the lightest electric bicycle ever produced by an original equipment manufacturer (OEM).

The Gocycle BlackR uses KKL's breakthrough Magflow® technology, sharing the same frameset, PitstopWheel®, patented three-speed Cleandrive®, and motor/control system currently available on the £1,198 MSRP Gocycle, which weighs 16.2kg. The Gocycle BlackR saves approximately 3kg by employing a lighter saddle, pedal crank assembly, handlebar stem assembly and lithium battery. Gocycle is the first injection-moulded magnesium bicycle in history.

"The Gocycle BlackR demonstrates continued optimisation and development of Magflow—our groundbreaking magnesium production process for bicycles," said Richard Thorpe, KKL's founder and Gocycle's design engineer.

The majority of electric bicycle manufacturers and developers design and produce single components only, such as frames or wheels, motors or batteries. KKL is different and operates as a true OEM—designing, testing and manufacturing all key components of the Gocycle, from the frameset and the drive train, to the electronics and the motor.

Continued Thorpe, "Typically what you find in the electric bicycle industry is a 'pick-and-mix' approach to design and manufacturing. Batteries are now standardised to clip onto the bike frame or rear luggage rack, and a wide variety of motors are available to fit standard bike wheels. So it is relatively easy for new players to enter the e-bike market, but with little product differentiation, competition is fierce. Making a true breakthrough and delivering innovation into the marketplace requires different DNA. Gocycle and the 12.9kg BlackR represent clean-sheet designs employing OEM component integration."

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### Editor's Notes

#### *Press Contact*

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*About Karbon Kinetics Limited and Gocycle*

Based in London, Karbon Kinetics Limited (KKL) was founded in 2002 by Richard Thorpe with the aim of developing and commercialising light electric vehicles. Developed and manufactured in the United Kingdom by KKL, Gocycle is specifically designed to operate in a city environment. Gocycle received the GOLD Award at the 2009 EUROBIKE show in the electric bicycle category. Gocycle meets EN 14764, BS 6102 North American Bicycle standards and has CE certification on electric components.

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