

Press Release

Change Your Commute

*- Karbon Kinetics Limited announces the arrival of Gocycle®
— a No Sweat™ choice for urban commuting—*

LONDON, April 2009: Karbon Kinetics Limited (KKL) today announced the launch of Gocycle®, a revolutionary, lightweight electric two-wheeler designed to shake up the urban cycling industry with its sleek design and pioneering technology.

Gocycle has been developed with city professionals and their families in mind. Not only can you pedal Gocycle as well as the best-engineered bicycle, but you can also activate Gocycle's on-demand power at the touch of a button. Instant electric power combined with innovative design and breakthrough technology is set to transform the way we commute.

"Gocycle offers the customer electric power and clean, seamless design. Not only is it fun, but also economical and sustainable," says Richard Thorpe, KKL's founder and Gocycle design engineer.

"Along with the usual health benefits gained from pedalling a bicycle, Gocycle offers the rider a no-effort, no-emission and low-cost urban transport solution. With Gocycle you can say goodbye to the daily grind of commuting."

Thorpe, having gained extensive experience in lightweight vehicle design working for companies such as McLaren Cars, launched KKL in 2002 and uses cutting edge technology to break the mould of conventional bicycle design and manufacturing. With Formula 1 engineering analysis, KKL has overcome significant design challenges to bring a number of firsts to city-specific two-wheelers. Gocycle's entire frame and wheels are injection-moulded in high-tech and lightweight magnesium alloy. "Magflow® brings the smooth, seamless look and performance of carbon fibre but at one-tenth of the cost. This makes it possible for us to deliver Gocycle to the customer at a price that is affordable for both young city professionals and their families," says Thorpe.

Gocycle's high-powered electric motor and controller are innovatively packaged in the easily replaceable front motor fork assembly. The motor is discreetly hidden in the cycle's front hub and allows the rider to quickly reach 15mph and travel for up to 20 miles on a single charge depending on pedal input.

Gocycle is the world's first production bicycle to feature a completely enclosed multi-speed chain-drive with side-mounted wheels. This cutting edge and patented Cleandrive® system means no grease and grime on your clothes, and with the revolutionary side-mounted and interchangeable PitstopWheel®,

there is No Sweat™ to fixing a flat tyre. When it comes to storage, Gocycle has the perfect space-efficient solution for urban living—it neatly and quickly disassembles and packs tightly into a lightweight soft bag or sleek, white hard case.

Thorpe continues, “Urban commuters around the world are becoming increasingly disillusioned with poor transport infrastructure, city government actions to reduce traffic-congestion and the ever-increasing costs associated with travel. Our research shows that the electric two-wheeler market is expected to have double digit growth in the next decade. At KKL, we aim to harness this market opportunity by providing better city-specific mobility solutions that are both cost-effective and fun for the city dweller.”

In another first, Gocycle will be introducing a virtual business model to the cycling industry. Where traditional bicycle manufacturers are locked into multi-layered distribution and sales channels, Gocycle will be going direct to the customer, as well as working with specialist high-end retail partners to deliver a face-to-face consumer service.

“Our objective is to bring Apple design and Dell distribution to the current two-wheeler marketplace. Today, direct selling opportunities are largely off limits due to conflicts of interest between the bicycle manufacturer and retailer,” says Thorpe. “At KKL we want to change this accessibility by delivering the Gocycle story direct to our customers, whether online or through in-store displays at our Gocycle Certified Dealers. Aside from wear items such as tyres and brake pads, KKL’s business model facilitates a radical approach to servicing customers by offering total replacement of parts under warranty and stock fulfilment of in-store purchases within 24 hours to UK mainland and two to three days to Europe,” concludes Thorpe.

Gocycle will be available across the UK from April 2009. Customers will be able to purchase Gocycle directly from www.gocycle.com or through KKL’s Gocycle-to-Work™ scheme. Alternatively, customers can visit one of Gocycle’s many Certified Dealers nationwide.

Gocycle will cost between £599* – £1198** including VAT, depending on the point of purchase.

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Editor’s Notes

*Gocycle-to-Work scheme and **fully assembled at Gocycle Dealers. For more information on KKL’s Gocycle-to-Work scheme and for a list of Gocycle Dealers, visit www.gocycle.com.

Press Contact

For more information, please contact pr@gocycle.com.

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.
