

Winkworth Go Green with Gocycle®

LONDON, September 18: Winkworth, one of the largest independent estate agency groups in the UK, are ditching their cars in favour of Gocycle—the world's lightest production electric bicycle.

With 56 offices and over 225 agents in London alone, Winkworth will trial a fleet of 20 Gocycles in order to evaluate a more time and cost-efficient method for estate agents to conduct viewings of properties and to help reduce their carbon footprint.

Will Yule, director of Winkworth's Knightsbridge office, said, "On average, a Winkworth estate agent will make eight journeys by car each day and could spend many hours behind the wheel as he or she notches up over 30 miles conducting viewings and valuations every week. In the current challenging economic environment, using Gocycle as a transportation method offers a more relevant and greener mobility alternative to operating a fleet of cars."

Designed, developed and assembled in the UK by Karbon Kinetics Limited, Gocycle is the lightest electric bicycle in the world and offers customers on-demand power, portability and style for a no-effort, no-emission and low-cost commute.

"You don't often find something that is exciting, fun and healthy that also saves you time and money. But that is exactly what riding Gocycle even one day a week will deliver," said Richard Thorpe, KKL's founder. "And the Gocycle-to-Work™ scheme will allow Winkworth employees to purchase a Gocycle at half the Recommended Retail Price¹ via affordable payments of £49² per month."

Gocycle is now available across the UK. Customers can purchase Gocycle through their employer on the Gocycle-to-Work scheme or directly from www.gocycle.com. Alternatively, customers can visit one of Gocycle's many Certified Dealers nationwide.

- Ends -

¹ Gocycle will cost £599 over a twelve-month period through Gocycle-to-Work and £1198 fully assembled at retail

² Calculated based on £30,000 gross annual salary and based on tax and national insurance information for the 2008-9 financial years. Monthly figure of £49 does not include final one-off payment of £38 for employees who wish to purchase Gocycle at the end of the contract.

Editor's Notes

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.

About Winkworth

Established in 1835, Winkworth is one of the largest independently owned and operated estate agency networks in the UK, specialising in residential sales, lettings and management. Winkworth became the first franchised UK estate agency network in 1981. Since then, Winkworth have experienced a sustained and organic growth. Dominic was appointed Managing Director of Winkworth Franchising Limited in 2004, to work alongside his Father, Simon Agace the Chairman of the company.