

Press Release

## Karbon Kinetics' Gocycle® wins GOLD at EUROBIKE

*LONDON, September 15:* Karbon Kinetics Limited (KKL) today announced that Gocycle®—a new class of city bicycle combining on-demand electric power, and clean, seamless urban design—has won the IF GOLD Award at the 2009 EUROBIKE show, the world's leading tradeshow for the bicycle industry.

Organised by iF International Forum Design GmbH and sponsored by Messe Friedrichshafen, the EUROBIKE GOLD Award was presented to Gocycle on September 2<sup>nd</sup> in Friedrichshafen, Germany. Out of 400 total entries from 25 countries around the world, Gocycle received the top honour in the electric bicycle category for outstanding achievement in design and innovation.

The jury for the EUROBIKE GOLD Award issued this assessment: "The Gocycle is a fascinating, pioneering solution. Usually, the individual bike parts from different manufacturers are simply screwed together pragmatically. Not so with the Gocycle: these parts are designed individually for the basic concept to create an integrated whole. And it still also combines all the trends: urban mobility, electric bike, good design and system integration."

The EUROBIKE GOLD Award is a "seal of design quality" and an important endorsement of outstanding design to help distinguish a product in a large market. All of the prize-winning entries will be presented in the iF online exhibition on the iF website at [www.ifdesign.de](http://www.ifdesign.de).

"We are proud to receive this prestigious award and industry-wide recognition," said Richard Thorpe, KKL's founder and Gocycle's design engineer. "Gocycle is a groundbreaking departure from traditional design and manufacturing processes for bicycles, and we've delivered it to the market at significant volumes and competitive pricing. Gocycle is the lightest production electric bicycle currently available and the first injection-moulded magnesium alloy bicycle in history. We are proud of these and other cycle industry firsts, and we remain focused on leading the industry in design, engineering and production innovation in the urban two-wheeler segment."

- Ends -

### Editor's Notes

#### *Press Contact*

For more information, please contact [pr@gocycle.com](mailto: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.

---