

Press Release

Karbon Kinetics Launches Lightweight Gocycle® Black in Limited Production

LONDON, 18 February 2010: Karbon Kinetics Ltd. (KKL), producer of the award-winning electric two-wheeler Gocycle®, announced today the launch of Gocycle Black—a new, non-electric-powered model produced in limited quantities for the year 2010, finished in a matt black colour and offered at a suggested retail price of £995.

Designed to appeal to urban cyclists who commute to work primarily for fitness, Gocycle Black comes without the standard electric Gocycle EmpowerPack™ (motor, battery and charger) and weighs 12.2 kg. Gocycle Black also features a steeper head angle to provide sportier handling over the standard Gocycle.

As an option, Gocycle Black customers can purchase the EmpowerPack at any time to upgrade the model with electric power.

According to Richard Thorpe, KKL's founder and design engineer, "We have designed the Gocycle product platform for performance commuting. At the heart of this is our focus on superior pedal drive-train efficiency, rider ergonomics, and ease of free-wheeling, which are performance factors fundamental to Gocycle Black. Gocycle Black customers ride fast and don't mind breaking a sweat on their way to work, so on-demand electric power is not a priority for them. The 4kg saved in weight and the £500 lower price point are a bonus."

Thorpe continued, "When purchased through a salary sacrifice scheme or KKL's Gocycle-to-Work™ scheme, Gocycle Black at a £995 retail price offers commuters the maximum possible tax savings." Gocycle Black comes standard with all of the award-winning design innovations of the standard Gocycle, such as the PitstopWheel® for quick and easy repair of flat tyres, Vgonomic™ adjustment for excellent rider ergonomics, and the fully-sealed Cleandrive® drivetrain, which keeps the rider's clothing clean. Gocycle Black also features the same Magflow® lightweight injection moulded magnesium frame as the standard Gocycle.

Gocycle Black is available for purchase online at www.gocycleblack.com with delivery throughout the European Union. MSRP £995 (incl. VAT).

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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.
