

Press Release

## Get Ready for Bike Week 2010 with Gocycle

*- Team Green Britain says cycling can be a pleasure for everyone;  
the Gocycle electric bicycle will prove it –*

*London, 18 June 2010:* Grab your cycle helmet and brush up on your Highway Code...because [Team Green Britain's Bike Week](#) begins on 19<sup>th</sup> June and will show the nation that cycling is not only good for the environment, your health and your wallet, but is a lot of fun, too. Whether you're a beginner or a pro, a commuter or a fair weather cyclist, the Gocycle electric bicycle is the easiest way to enjoy the ride.

Gocycle is the first ever two-wheeler with a frame and wheels moulded from magnesium alloy, making it not only super light but extremely tough—perfect for urban cyclists who ride several times a week. It seems there are plenty of those: statistics show that we're currently experiencing a 17-year high in the number of cyclists on the roads, with [42% of those being commuters](#). With commuting and congestion charges still prohibitively high for some, cycling is for many a great way to save money.

With electric power at the touch of a button, Gocycle is not only great for anyone who doesn't want to arrive at the office hot and sweaty, but is also perfect for beginner cyclists who are gradually building up their stamina. With enough battery power to take you up to twenty miles, Gocycle can give you a boost if you're struggling uphill, riding into the wind or setting off from traffic lights. On top of that, Gocycle's patented Cleandrive<sup>®</sup> system—combining a fully enclosed chain drive with the interchangeable and side-mounted PitstopWheel<sup>®</sup>—makes fixing a flat tyre easy, and office workers need not worry about getting grease on their clothes in time for that important lunchtime presentation.

Richard Thorpe, designer of Gocycle and founder of manufacturer Karbon Kinetics Ltd., believes that Bike Week is the perfect opportunity for beginners to find out how much fun cycling can be. "Gocycle caters for all types of cyclist, whether you're looking for an easy and enjoyable commute or are ready for a serious weekend workout," he explains. "Team Green Britain is aiming to show that cycling is for everyone, and we believe the versatility of Gocycle can prove it. Of course, being electric-powered means that Gocycle is also eco-friendly—another reason for you to ditch the car."

If you're feeling inspired, the [Cycle Challenge](#) from the Department for Transport will give you a reason to get on your bicycle. This competition pits teams against one another to see who can cycle the most miles, with prizes on offer for the winners. With current figures showing that, so far, the

calories burned by the teams is equal to more than 24,000 cupcakes, it's another incentive to notch up a few miles of your own with a Gocycle.

Gocycle is available from just £49 per month under the Gocycle-to-Work™ scheme, or can be purchased directly online at [www.gocycle.com](http://www.gocycle.com) or through a Gocycle Dealer\*. MSRP £1,495.

- 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.

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### *Notes to Editors*

\*For a full list of Gocycle Dealers go to [www.gocycle.com](http://www.gocycle.com)