

Press Release

Gocycle® Supports The Prostate Cancer Charity and The Tour of Britain

LONDON, September 18: For the second year, The Prostate Cancer Charity has chosen Gocycle® as the VIP electric-powered cycle for The Prostrate Cancer Charity Tour Ride that today preceded the eighth and final stage of The Tour of Britain—UK’s biggest professional bike race.

Hosted this year by the London Borough of Newham, the professional rider route of the London stage of The Tour of Britain is a 12km circuit that winds through the heritage-rich and vibrant community of London’s Docklands. The Tour Ride took place two hours ahead of the professional race on the same route, meaning that the amateur cyclists had the opportunity to pave the way for the professional riders.

Taking part in The Tour Ride on a fleet of Gocycles provided by Karbon Kinetics Ltd were some high-profile celebrity and VIP cycling fans. Rudolph Walker OBE, star of BBC One’s *EastEnders*, led the pack on a Limited Edition, specially commissioned Prostate Cancer Charity blue and black Gocycle. Other Gocycle VIP riders included TV comedian David Schneider of BBC’s *I’m Alan Partridge* fame, DIY guru Tommy Walsh and former *EastEnders* star Nicholas Bailey.



*Pictured above, left to right: 1) Tommy Walsh, Rudolph Walker, David Schneider, Nicholas Bailey
2) Nicholas Bailey, Rudolph Walker*

Richard Thorpe, designer of the Gocycle, said, “We are very pleased to have the opportunity to support the event and The Prostate Cancer Charity for the second year running. With its combination of on-demand electric power, portability and style, Gocycle offers riders a no-effort, no-emission and low-cost commute and complements an active, healthy commuter lifestyle.”

The Prostate Cancer Charity's head of community fundraising Claire Walsh said, "The London Tour Ride has been a huge success, and we have seen a host of famous faces and hundreds of amateur cyclists saddling up to raise awareness of prostate cancer, which is the most common cancer in men in the UK. This is our second year of partnership with The Tour of Britain and indeed the second year that Karbon Kinetics has loaned us Gocycles for the events. We appreciate their support, and by all accounts, everyone who has used one of the Gocycles seems to have had a whale of a time."

Karbon Kinetics has donated its Limited Edition Prostate Cancer Charity Gocycle to be auctioned off at The Prostate Cancer Charity Swaps Ball, which takes place on 1 October 2010.

- Ends -

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.