

Trade Press Release

Karbon Kinetics Announces Growth Plans and Next-Generation Gocycle®

LONDON, November 29: Karbon Kinetics Ltd. (KKL) today announced completion of its market evaluation phase of the award-winning, electric two-wheeler Gocycle® and shares its future plans for growth.

In 2011, KKL will transition from its market evaluation phase towards growth. The business will build on recognised core competencies of product development, design, manufacturing technology, brand development and management of an outsourced supply chain. KKL's future sales and distribution model will focus on higher volume and market penetration delivered by robust national and international promotion and distribution.

Richard Thorpe, founder of KKL and designer of Gocycle, said, "We have built up a solid network of resellers throughout Europe. We recognise the importance of providing local language and territory support for both our resellers and end consumers, which is a key part of our sales and distribution plans for 2011."

During this transition in 2011, KKL will soon sell out of the first-generation (G1) Gocycle and will continue providing service to its customers. In 2012, KKL will introduce its next-generation Gocycle (G2 model), leveraging experience and investments in design, advanced materials and manufacturing technology and understanding of the market. The G2 Gocycle will have many improved features and will position KKL at the forefront of the electric two-wheeler market opportunity.

Thorpe continued, "By 2030, urban areas will be home to more than 60% of the projected world population of 8 billion people, putting tremendous pressure on the environment, as well as public infrastructure that is already struggling to meet the growing demand for transportation and basic services. This increasing pressure will drive a paradigm shift in city transportation, and a new breed of sustainable personal urban transportation will emerge. Our long-term vision is to be a leader in this market with Gocycle: cool, green electric transport for an affordable price."

KKL is actively engaging with a number of sales and distribution partners worldwide and is soliciting enquiries from interested parties. Contact sales@gocycle.com.

The company is also in the process of closing a growth investment round. Contact invest@gocycle.com.

- Ends -

Editor's Notes

Press Contact

For more information, please contact pr@gocycle.com. Sales enquiries: sales@gocycle.com.

Investment enquires: invest@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.
