

Trade Release

Karbon Kinetics Appoints Paul Stratta as CEO to Lead Rapid Growth of the Gocycle® Brand

LONDON, 17 June 2013: Karbon Kinetics Ltd. (KKL)—manufacturer of the award-winning electric two-wheeler Gocycle®— today announced the appointment of Paul Stratta as chief executive officer, effective immediately. Stratta is charged with the overall responsibility for the management of the company and the accelerated development of the commercial side of the business globally.



Stratta commented, “Gocycle leads the way in design and technological innovation in the fast-growing electric bicycle market, and I am thrilled to be the champion of a team that is so passionate about the product. I recognize Gocycle’s huge market potential, and enthusiastically look forward to kicking off an aggressive expansion of this exciting brand throughout Europe and beyond.”

Richard Thorpe, founder of KKL and designer of Gocycle, will transition his management role to chief technical officer to focus on product design, development and the smart, cost-effective industrialization critical to meeting Gocycle’s rising global demand.

Thorpe commented, “I am pleased to welcome Paul to the Gocycle team and am extremely positive about our future with him as the lead. He brings a combination of business and marketing acumen that is essential to the future of KKL and the Gocycle brand, and we look forward to new levels of growth and success.”

Stratta will immediately put to work the significant skills and extensive international operating experience developed in his management of brands across the sporting goods, cycling and outdoor sectors, particularly those of sales strategy, product launches, new business development and global marketing.



Easton-Bell Sports and the Coleman Company are just two among the leading corporate organisations Stratta has served in principal management and director positions. Other previous roles included VP, global marketing at Hi-Tec Sports, and international director at Alpargatas Argentina.

Stratta is multilingual and holds an MBA in marketing and international business from Northwestern University's Kellogg School of Management in Evanston, Illinois.

Developed by a former F1 design engineer, the award-winning, lightweight (15.6kg) electric Gocycle features an innovative seamless design, torque-sensing pedals to activate the electric motor and a free App to fine-tune the riding experience via smart-device Bluetooth® connectivity. Compact when stowed, Gocycle offers portability and convenience to the traveller and ease of operation in an urban environment.

Gocycle G2R with its suggested retail price of €3,499 is available for purchase through select resellers throughout the European Union and Switzerland (see www.gocycle.com/resellers), and directly through www.gocycle.com for mainland United Kingdom customers.

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Editor's Notes

Press Contact

For more information, please contact pr@gocycle.com. To download product images, visit www.gocycle.com/presskit.

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. Designed and developed in the United Kingdom by KKL, Gocycle is specifically engineered to excel in a city environment, living up to its creed of performance commuting. Honoured with distinguished industry awards for design and innovation, Gocycle also received the iF GOLD Award at the 2009 EUROBIKE Show and the iF Award at the 2012 EUROBIKE Show in the electric bicycle category.

www.gocycle.com