

Press Release

Gocycle G2 from Karbon Kinetics Ltd. successful in the Red Dot Awards 2015

London, United Kingdom | 30 March 2015: The latest Gocycle® G2 electric bicycle model from Karbon Kinetics Ltd., has been awarded the 2015 Red Dot prize for Product Design. Developed by former McLaren Cars engineer Richard Thorpe, the Gocycle G2 is strongly influenced by automotive engineering principles.

“I’m delighted and honoured that the Gocycle G2 has been recognised by this prestigious 2015 Red Dot Product Design award. As a designer, the end result of your work is defined by the product’s DNA – the building blocks. A no-compromise mind-set in the choice of materials, production processes, and total component integration so that all parts work and fit together is what sets the Gocycle G2 apart; it has more in common with a car than a bicycle.”

Thorpe continues, “Materials choices and construction processes expand the possibility for a designer to come up with different creative solutions. Gocycle’s fluid form is a result of my choice to work with different materials such as lightweight and exotic magnesium alloy. Using an injection metal moulding process for the construction of the frame and wheels yields smooth and naturally flowing lines in the form. The weight is balanced, the power is balanced, central and dynamic from a visual perspective – and you feel this too when you ride an electric Gocycle.”

The lightest-in-class (16kg) electric Gocycle G2 is stowable and packs away perfectly where space is tight making it ideal for storage on super yachts and boats or in the car boot for active weekends away. Designed with a low center of gravity, the bike is agile and responsive to ride, and easy to lift and manoeuvre.

The streamlined chassis and interchangeable PitstopWheels® make cleaning Gocycle fast and easy. An electric bespoke micro-motor powers the front wheel and pedals power the back. Gocycle’s predictive electronic gearshift ensures that you are never in the wrong gear. The Vgonomic™ designed seat-post and frame geometry offers an automotive inspired adjustable driving position that can fit every rider.

Professor Dr Peter Zec, Founder and CEO of the Red Dot Award: “For 60 years, the most-respected design experts have been convening every year in Essen to seek out the best designs. This year we had a record number of almost 5,000 entries – a huge amount of work for our jury members, who assessed each individual product,

and a special value of the distinction due to the high standard. The laureates of the Red Dot Award: Product Design 2015 have demonstrated exceptionally high achievements and have thus been deservedly successful in the world's largest design competition."

A Multi-award Winning Design

Gocycle G2 continues to lead in the design of electric bicycles. Karbon Kinetics Ltd., the company behind the Gocycle continues to innovate with the G2, building off the extensive and successful award winning track record of the Gocycle G1.

Key Distinctions & Awards

2015 Red Dot Award Product Design

2012 EUROBIKE iF Award

2010 BikeBiz Awards Winner: Product Innovation

2010 British Library One of fifteen most iconic inventions of this century's first decade

2010 Brit Insurance Designs of the Year Nominated

2009 EUROBIKE iF GOLD Award

2009 iGIZMO Eco Product of the Year

2009 The Gadget Show Live Top Five Gadget

2009 FietsVak Bicycle Innovation Award

2008 Taipei International Cycle Show Best Complete Bicycle and Best Innovation

2006 igus Gold Manus Award

Press Contact

For more information, please contact pr@gocycle.com. To download product images, visit [Gocycle](#)

About KKL:

Karbon Kinetics Limited was founded in 2002 with a mission to develop the world's most innovate and technologically advanced electric bicycle. Using automotive engineering and design, KKL has produced Gocycle®, the award-winning electric two-wheeler that is shaking up the electric bicycle industry.

Gocycle is the brainchild of Richard Thorpe, a former McLaren Cars design engineer with a 25-year career working in the motorsports and light electric vehicle industry.

After an extensive and in-depth product development process, Karbon Kinetics' critically acclaimed breakthrough product Gocycle was first made available to the public in April 2009. Inspired by F1 high-performance and design, Gocycle is the first injection-moulded magnesium alloy bicycle in history. Lightest in class, environmentally sustainable and stylish with on-demand electric power, Gocycle is an automotive joy to live with. Ergonomic, elegant, lightweight,

ingenious and fun. A talking point wherever it goes.

Related Websites:

[Gocycle](#)

[Red Dot Design Award](#)