

Press Release

Award winning Gocycle® electric bicycle showing strong sales in the luxury marine market after Fort Lauderdale and Miami Boat Shows

LONDON, 19 February 2015: Karbon Kinetics Ltd. (KKL) formally launched its award winning electric bike Gocycle® to the marine industry at the Fort Lauderdale and Miami Boat shows.

The lightest-in-class (16kg) electric and portable Gocycle has been developed with a no compromise approach to design by former McLaren Cars engineer Richard Thorpe.

Gocycle is stowable and packs away perfectly for transit or storage where space is tight making it ideal for super yachts and pleasure boats. Designed with a low center of gravity, the bike is agile and responsive to ride, and easy to lift and manoeuvre on board.

“Boat owners are used to having folding bikes onboard, but historically, the choice has been limited to cheap, door hinge folding frame type bikes. These products really don’t match the quality, style, and performance of modern pleasure boats and super yachts. Now there is a choice. Not only is Gocycle packed with high tech F1 technology, it’s electric – and portable. No other e-bike has the versatile dynamics of Gocycle,” says Richard Thorpe, Gocycle’s designer.

Craig Nairn Gocycle’s Sales Director added, “Our marine customer base is definitely growing and Gocycle is establishing itself as the premium lightweight and portable electric bicycle for boat owners. If you want to see more of the port or town and have more fun, Gocycle’s cool looks and clean powerful electric drive will enable you to do just that. The electric drive makes hills and hot climates a no sweat deal, riding is more social considering different fitness levels.”

Gocycle’s streamlined chassis and interchangeable PitstopWheels® make cleaning Gocycle fast and easy. A bespoke micro-electric motor powers the front wheel and pedals power the back to deliver balanced two wheel drive. Gocycle’s predictive electronic gearshift ensures that you are never in the wrong gear, so you can always make a clean getaway.

Gocycle’s Vgonomic™ designed seat-post and frame geometry offers an automotive inspired adjustable driving position that can fit every rider. Cars come in one size with an adjustable position and so does Gocycle.

The absence of cables, chains, gears and sprockets make Gocycle a clean and easy to live with transport solution for casual morning to cocktail hour rides.

Thorpe continues, “I left McLaren Cars to start the company with the intention to make a super lightweight, portable, and cool electric bicycle. Gocycle is the result of many years of development and application of advanced lightweight materials and F1 technology. It is a joy to own and ride.”

They say you can’t re-invent the wheel or improve the design of the bicycle. Gocycle did both. An automotive joy to live with; ergonomic, elegant, lightweight, ingenious and fun. A talking point wherever it goes!

Gocycle comes in a concise palette of monochromes enhancing its clean lines whilst complementing yachting shapes, landscapes and backdrops. Available colours are So White, Gunmetal Grey and Stealth Black – with the white option giving out a positively nautical vibe.

A further enhancement comes in the form of the bespoke GocycleConnect app. Downloadable from i-Tunes or Google Play store the GocycleConnect app connects via *Bluetooth*® wireless technology to Gocycle. Using the app, the rider can program the bike by selecting one of three pre-set driving modes—*City*, *Eco* or *On Demand*—or edit the *Custom* mode to fine-tune the motor assistance for a “friendly, fun, no-fuss” workout or a gentle ride.

Gocycle is available for purchase through select resellers throughout the United Kingdom and worldwide. Aside from the traditional bike and e-bike reseller channels, KKL is approaching specialty lifestyle shops and different markets including yachting, private aviation, motorhome, and five-star hotel properties — all segments where demand for Gocycle has been proven in Europe. (see <http://gocycle.com/store-locator>)

MSRP:

£2,799 (inc. VAT)

€3,499 (inc. VAT)

Press Contact

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

Download our marine brochure here: <http://preview.intellimag.com/go/gocycle-marine/>

Download our auto brochure here: http://preview.intellimag.com/go/gocycle_en/

About us:

Karbon Kinetics Limited was founded in 2002 with a mission to develop accessible and affordable high-performance and lightweight electric vehicles, starting with Gocycle®, the award-winning electric two-wheeler that is shaking up the electric bicycle industry.

Gocycle is the brainchild of Richard Thorpe, a 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. Lightweight, environmentally sustainable and stylish with on-demand electric power, Gocycle offers commuters a new and exciting way of getting around town at a lower cost than using public transport.

Company Fast Facts:

- January 2002: Karbon Kinetics Limited is founded by former McLaren Cars design engineer Richard Thorpe.
- March 2008: Gocycle G1 wins awards for Best Innovation and Best Complete Bicycle at Taipei International Cycle Show.
- January 2009: Gocycle G1 wins Bicycle Innovation Award at FietsVAK, Amsterdam.
- April 2009: Gocycle G1 launches in Europe to international media acclaim.
- September 2009: Gocycle G1 wins IF GOLD Award in the electric bicycle category at EUROBIKE, Germany.
- February 2011: The first-generation Gocycle G1 is now sold out!
- September 2011: Karbon Kinetics announces Gocycle G2 specifications.
- August 2012: Karbon Kinetics premieres the Gocycle G2 at EUROBIKE 2012.
- August 2012: Gocycle G2 is awarded the EUROBIKE Award honouring innovation in the bicycle industry.
- March 2015: Gocycle G2 is awarded the Red Dot Product Design 2015 award

www.gocycle.com