

Press Release

E-bike brand Gocycle® cruises into the US market at the Fort Lauderdale International Boat Show

LONDON, 27 October 2014: Karbon Kinetics Ltd. (KKL) formally launches its award winning electric bike Gocycle® in the US, at the Fort Lauderdale International Boat Show.

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!

The lightest-in-class electric Gocycle is developed with a no compromise approach to design by former McLaren Cars engineer Richard Thorpe.

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, 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.

Lightweight (16kg) and stowable, no other e-bike has the versatile dynamics of Gocycle. The streamlined chassis and interchangeable PitstopWheels® make cleaning Gocycle fast and easy.

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

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.

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 GocycleConnet 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 for a limited time directly at www.gocycle.com/FLIBS and with a special USA Ft Lauderdale International Boat Show launch price ending November 10th.

Gocycle is establishing a reseller network through out the US starting in South Florida where the product can be purchased following the show. Aside from the traditional bike and e-bike reseller network, 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 www.gocycle.com/resellers)

Gocycle – Automotive Engineering Excellence - No Compromises

- Ends -

Editor's Notes

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Download full press pack here:

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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.

www.gocycle.com

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