

Press Release

Karbon Kinetics Announces New Gocycle GS Model for 2018

LONDON, 1 October 2017: Karbon Kinetics Ltd. (KKL) today announced the introduction of its new entry level Gocycle GS model. The GS was launched on Kickstarter in October 2016 and after a year of development, KKL has completed the Kickstarter which enabled the company to develop the product and bring it into production successfully. Normal production is now underway and product is shipping from the factory to fulfil new orders.

Richard Thorpe, designer of Gocycle, commented, "Following the success of our Kickstarter last year, we are delighted to now be able to offer an entry level version Gocycle to complement our existing premium G3 model. The GS model builds on the core Gocycle DNA such as lightweight, clean design and versatility but at a more accessible price point."

The Gocycle GS model comes in a wide range of two tone colour combinations. It features torque sensing, direct mechanical shifting and a bespoke oversized handlebar design. It is compatible with all of Gocycle's own designed integrated accessories such as mudguards, lights, front and rear panniers, and an integrated lock holder. The GS is also compatible with the GocycleConnect App, which provides customized driving modes as well as interesting health statistics such as calories burned, maximum and average pedal power.

Thorpe continued, "With its sporty feel and peppy performance, the GS makes commuting, running errands, or getting exercise fun and enjoyable. Setup is very easy with the 2018 GocycleConnect App - simple and easy to get riding straight out of the box. Of course all Gocycles are portable for easy transport or storing in tight living spaces."

Gocycle GS is available for purchase now from Gocycle.com and through select resellers throughout US, Canada, UK, and EU.

MSRP: £2,499; E2,799; \$2,799.

www.gocycle.com

Press Contact

For more information, please contact sales@gocycle.com.

About Karbon Kinetics Limited

So passionate was Richard Thorpe about creating the perfect e-bike that he left a dream design job with McLaren Cars to dedicate all of his time to that purpose. With his experience in designing lightweight racing car components and enthusiasm for innovative engineering excellence, Richard believed that an e-bike should be elegant, desirable, a joy to live with and fun.

Karbon Kinetics Limited (KKL) was founded in 2002 with a mission to develop the best electric bikes in the world.

After an extensive and in-depth product development process, KKL's multi-award winning breakthrough product Gocycle was first made available to the public in April 2009. Inspired by F1 high-performance and automotive 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.

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.

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.
- January 2016: Gocycle G3 introduced in Europe.
- October 2016: Gocycle GS model launched on Kickstarter
- August 2017: Kickstarter Backers fulfilled with new GS model
- October 2017: Gocycle GS model launched for sale in US and EU.

www.gocycle.com

