

PRESS RELEASE

****FOR IMMEDIATE RELEASE****

GOCYCLE APPOINT CONRAD ALLUM AS INTERNATIONAL PR MANAGER



- Karbon Kinetics Ltd. (KKL), creators of the Gocycle electric bike, appoint Conrad Allum as International PR Manager
- Allum joins after four years working in various global public relations roles with British automotive manufacturer Jaguar Land Rover
- 2019 set to be breakthrough year for the Gocycle brand with new products and record growth forecast for the electric bike market

LONDON, 11 December 2018: Karbon Kinetics Ltd. (KKL), the business behind the pioneering Gocycle electric bike brand, today announced the appointment of Conrad Allum as International PR Manager, effective immediately.

Allum will be tasked with setting the global public relations strategy for the Gocycle brand, driving exposure and awareness for its products, with 2019 set to be an exciting year for the London-based business.

Gocycle's International PR Manager said: *"I'm incredibly excited to join a brand with such a unique and exciting product, operating in a market that is booming across the world. The potential for Gocycle is endless – there is no electric bike like it on the market: its stunning design, incredible ride and technology truly set it apart. I cannot wait to start spreading Gocycle's incredible story and generating the awareness and exposure this product deserves."*

Allum joins from British manufacturer Jaguar Land Rover where he spent four years undertaking various roles across the global public relations function. He specialised in Land Rover design, technology, motor shows and corporate affairs before spending his final two years working in Jaguar's UK press office.

Richard Thorpe, Designer of Gocycle, said: *"I'm delighted to welcome Conrad to the team at what is a pivotal time for Gocycle. His public relations skillset and experience will help us to spread the Gocycle story even further, creating the global awareness we need to drive our ambitious growth plans."*

Gocycle's mission is simple: to create the world's best urban electric bikes. A task which began in earnest in 2002 when former McLaren Cars Limited design engineer Richard Thorpe established his own business, Karbon Kinetics, to embark upon creating his two-wheeled electric dream. Sixteen years on and that dream is a reality with the Gocycle brand renowned the world over for its innovative products, stylish designs and pioneering spirit.

Following the launch of the ground-breaking, lightweight Gocycle G1 to international acclaim in 2009, the business has continued to push boundaries with each of its three new models. The Gocycle G2 entered the market in 2012 becoming the first production electric bike to have Bluetooth connectivity. It was followed by the Gocycle G3 in 2016, which debuted an automotive inspired Daytime Running Light (DRL) – yet another industry first – and the Gocycle GS in 2017.

The Gocycle GS and G3 are available to purchase now from www.gocycle.com and through select resellers throughout US, Canada, UK, and EU.

Gocycle GS MSRP: £2,499; E2,799; \$2,799.

Gocycle G3 MSRP: £3,499; E3,999; \$4,499.

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For more information visit www.gocycle.com or contact:

Conrad Allum

International PR Manager

T: +44 7701 366096

E: conrad@gocycle.com

About Gocycle

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.

