

**PRESS RELEASE**

**GOCYCLE TO SHOWCASE PIONEERING RANGE AT FIRST-EVER  
E-BIKE CHALLENGE EVENT IN MINNEAPOLIS**



- Gocycle to display pioneering range at first-ever E-Bike Challenge event in Minneapolis between 23-24<sup>th</sup> March
- E-bike Challenge Minneapolis is a place for consumers to test and compare the latest electric bikes
- Visit **Booth B27** to view the newly revealed fast-folding Gocycle GX model and test ride the all-rounder Gocycle GS and range-topping G3 models
- The new Gocycle GX is capable of being folded and stowed in under 10 seconds and is available to pre-order now ahead of its Spring launch

**LONDON, 19 March 2019:** Gocycle is set to display its pioneering range at the first-ever E-Bike Challenge Minneapolis event between 23-24<sup>th</sup> March.

E-Bike Challenge is a place for consumers to test and compare the latest electric bikes and learn more about the incredible benefits they can offer for all lifestyles.

Visitors to the Minneapolis Convention Center will get a first glance at the new fast-folding Gocycle GX model which was revealed to the world at the start of February.

Gocycle's latest model is capable of being folded and stowed in under 10 seconds making it the perfect travel companion. Once folded it can be rolled along on its two wheels making it incredibly versatile and easy to live with.

Gocycle's team of experts will be on hand to showcase the new model while offering test rides of the all-rounder GS and range-topping G3 models.

**Richard Thorpe, Gocycle designer, commented:** "Minneapolis is the perfect location for the first-ever US E-Bike Challenge event as it's a great city for cyclists. We are really excited to showcase our pioneering Gocycle range and to help spread

the message of the incredible benefits e-bikes can have in helping us to live healthier and more sustainable lifestyles.”

“At Gocycle we are driven by the goal of creating the perfect urban electric bike, taking a no-compromises approach. There is no e-bike out there like the Gocycle. Each Gocycle is built upon a core DNA of lightweight, stylish, clean design while offering incredible versatility and most importantly – fun!”

The new fast-folding Gocycle GX was revealed to the world at the start of February. It features an intuitively designed folding system that allows for a fast-fold and ease of manoeuvring by rolling on its wheels once stowed. It’s the first Gocycle model to feature the new Gocycle All Weather tyre which provides all of the dynamic capabilities of the current performance tyre with enhanced grip and puncture resistance.

Owners can specify their new fast-folding GX in one of three bespoke Gocycle colour options: Electric Blue, Matt Black, or White with a Black Cleandrive. It features torque sensing, direct mechanical shifting and an integrated LED battery fuel gauge housed within Gocycle’s unique oversized handlebar design that allows users to monitor battery charge level while on the move. The battery is fully-integrated in the GX’s frame for ease of travel and can be quickly removed for charging or maintenance if required.



The newest model in the Gocycle range is compatible with Gocycle’s key own designed accessories for the commuter such as mudguards, lights, and front pannier. It is also compatible with the Gocycle Connect App, which provides infinite customised driving modes as well as interesting health statistics such as calories burned, maximum and average pedal power.

You can view and download Gocycle news releases and images on our [Gocycle Media Library](#).

Gocycle models are available to order now from [www.gocycle.com](http://www.gocycle.com) and through select resellers throughout US, Canada, UK, and EU.

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

Gocycle GX MSRP: £2,899; €3,199; \$3,299.

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

– ENDS –

For more information visit [www.gocycle.com](http://www.gocycle.com) or contact:

**Conrad Allum**  
International PR Manager

T: +44 7701 366 096

E: [conrad@gocycle.com](mailto:conrad@gocycle.com)

### **About Gocycle**

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 in the process. 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.

2019 is set to be another exciting year for Gocycle with the introduction of its new fast-folding GX model. The GX, which was revealed to the world at the start of February, will be capable of being folded and stowed in under 10 seconds making it the perfect companion for daily commuting.

### **About E-Bike Challenge Minneapolis**

E-bike Challenge Minneapolis is a place for consumers to test and compare e-bikes. The first event of its kind in the United States, the E-bike Challenge will be held at the Minneapolis Convention Center on March 23–24, 2019.

Also called “pedal-assist” bikes, an e-bike has a battery that allows a bicyclist to ride farther—from 50–55 miles—and with greater ease. Some bicycles carry two batteries allowing a reach of up to 70 miles. The bicycle doesn't do all the work—the rider must pedal for the “assist” to engage, enabling an easier ride.

Attendees of E-bike Challenge will learn about—and be able to test ride—the many types of e-bikes and accessories from a variety of vendors with at least 30 bicycle brands. From e-bikes for commuting and recreation, to e-cargo bikes, e-family bikes, e-trikes—even e-fat-tire bikes for winter or off-road riding, as well as e-bike accessories.

You can find more information about the event and buy tickets at:

<http://ebikechallenge.com/>