

PRESS RELEASE

**GOCYCLE TO DISPLAY NEW FAST-FOLDING ELECTRIC GX AT
SCANDINAVIA'S BIGGEST BIKE SHOW**



- New Fast-folding Gocycle GX electric bike will make its Scandinavian debut at the Copenhagen Bike show between 16-17th March
- Gocycle GX is capable of being folded and stowed in under 10 seconds making it the perfect companion for daily commuting and storing at work or home
- Visit **Stand 152** at the Øksnehallen Exhibition Centre to view the new GX alongside Gocycle's pioneering all-rounder GS and range-topping G3 models
- The GX is available to pre-order now with first deliveries taking place in April

LONDON, 6 March 2019: Gocycle's new fast-folding electric GX model will be displayed on Scandinavian soil for the first time at the Copenhagen Bike Show between 16-17th March.

The GX exhibits the stylish, lightweight Gocycle design and unrivalled ride dynamics in a package that can be folded and stowed in under 10 seconds. Once folded it can be rolled along on its two wheels making it incredibly versatile and easy to live with.

The game-changing new model will be on display at Stand 152 at the Øksnehallen Exhibition Centre alongside the brand's all-rounder Gocycle GS and range-topping G3 models.

It is the first time Gocycle will feature at Scandinavia's biggest bike show and will have a team of experts on hand to showcase its pioneering range and answer any questions.

Richard Thorpe, Gocycle designer, commented: "Copenhagen is one of the best cycling cities in the world making it the perfect place to showcase the Gocycle range in Scandinavia. We truly believe that there is no electric bike out there like the Gocycle – they are lightweight, desirable, fun and a talking point wherever they go. Our new

GX model exhibits all of these qualities in abundance in a carefully tailored package aimed at the urban commuter.”

The Gocycle GX capitalises on more than 10 years of electrified engineering expertise with its launch coming a decade after Gocycle’s first model entered the market. Gocycle’s engineering team are driven by a no compromises approach with every single part either unique or specially designed for the Gocycle in order to create the perfect urban electric bike.

The new Gocycle GX builds upon this DNA, featuring 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 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 or contact:

Conrad Allum

International PR Manager

T: +44 7701 366 096

E: 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 Copenhagen Bike Show

We look forward to opening the fifth edition of Scandinavia's biggest bike fair: Copenhagen Bike Show. We have chosen to move venue into the heart of Copenhagen in Øksnehallen after four exciting editions in Lokomotivværkstedet. The new venue is located only 100 metres from Copenhagen central train station. Øksnehallen is a fascinating building itself with a unique history and currently the venue houses some of the most exclusive fairs in Scandinavia. Cobblestones covers the roads around Øksnehallen and furthermore, there is close to no traffic offering the opportunity to test quite a few different demo bikes. If you prefer riding on tarmac the length of safe bicycle paths is counted in kilometres in area close to Halmtorvet, Tietgensgade and Ingerslevgade.