

PRESS RELEASE

GOCYCLE SET TO BECOME FIRST UK BUSINESS TO PAY EMPLOYEES FOR COMMUTING TO WORK BY E-BIKE



- Urban electric bike brand Gocycle has introduced a UK-first scheme to pay employees for commuting to work by e-bike
- Employees will be entitled to claim 40p per mile when commuting to Gocycle's Chessington headquarters by e-bike
- Gocycle Founder Richard Thorpe announced the policy at the 2019 E-Bike Summit in Oxford this morning
- Thorpe called for the UK government to promote such schemes and for other businesses to offer similar incentives

LONDON, 10 April 2019: Urban electric bike brand Gocycle will pay its employees for commuting to work by e-bike in a UK-first scheme announced today.

Employees will be entitled to claim 40p per mile when choosing to commute to Gocycle's Chessington-based headquarters on an e-bike rather than using their car.

Gocycle designer and founder Richard Thorpe announced the policy this morning at the 2019 UK E-Bike Summit held in Oxford, a forum attended by business leaders and key figures working in the sector to explore how to advance e-bike mobility.

Richard Thorpe, Gocycle designer and founder, commented: "Our cities are at breaking point with traffic congestion resulting in pollution levels that are causing health problems and premature death. It is no longer acceptable to do nothing; we all have a role to play no matter how small. At Gocycle we truly believe that e-bikes are the perfect solution to help us live healthier and more sustainable lifestyles. We can't wait for government policy to change, and it's no good expecting others to act first. So,

we're starting with what we can do now and taking direct action to reward our employees for making the switch to more sustainable and healthy transport."

"There are countless studies that indicate the enormous cost savings that pedal power can bring to the NHS and wider communities. Paying people to choose to commute by e-bike over a car is an investment in future cost savings for our communities and good for the planet. It just feels like the right and smart thing to do, and I urge the Government to support businesses with tax credits for all cycle miles commuted, or at least allow the mileage allowance to be tax free to the employee."

"My message to other businesses is simple – join us! There are huge benefits for businesses beyond contributing to reduced pollution levels. Research shows that encouraging cycling reduces sickness levels and contributes to a more productive, healthier and happier workforce."



Gocycle is an urban electric bike brand that was founded in 2002 by former McLaren Cars design engineer Richard Thorpe. The business is based in Chessington, Surrey and employs 15 employees in the UK.

2019 marks the 10th anniversary since the launch of the first Gocycle model. Today the business has three models; the all-rounder GS, recently launched fast-folding GX and range-topping G3.

The business will also pay 20p per mile to employees who choose to commute to work using a non-powered bicycle.

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 –

#Gocycle #ebikemiles

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

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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. Seventeen 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 the eBike Summit

The summit will bring together business leaders and key players working in the sector, to explore how we advance full eBike mobility. The summit is a high-level business forum based on the dual themes of business engagement and thought leadership from the most senior, influential and informed people in the sector. The summit will be attended by 120 of the most connected people in the eBike space and these delegates, sponsors and speakers will be active participants, shaping the debate and the contours of the new eBike mobility industry.