

PRESS RELEASE

GOCYCLE PARTNERS WITH NUTRITION BRAND FUEL10K TO PROMOTE THE BENEFITS OF E-BIKES FOR ACTIVE LIVING



- Gocycle partners with leading protein breakfast brand FUEL10k to highlight the benefits of e-bikes for leading a more active lifestyle
- FUEL10k will give away five fast-folding Gocycle GX electric bikes as part of its biggest-ever on-pack competition between January and April as well as hundreds of other prizes
- The competition will feature on three million breakfast drinks and porridge pots in outlets across the UK
- Countless research studies highlight the long-term health and fitness benefits of using an e-bike
- You can find out more about the competition at: www.fuel10k.com/win

LONDON, 15th January 2019: Gocycle is set to partner with leading protein breakfast brand FUEL10K to increase awareness of how e-bikes can help more people to lead an active lifestyle

Countless research studies highlight that e-bikes encourage more people to cycle and are a great way to improve your health and wellbeing in the long term.

FUEL10k will give away five fast-folding Gocycle GX electric bikes as part of their biggest-ever on-pack promotion between January and April.

The GX will feature on three million of the brand's high-protein breakfast drinks and porridge pots in outlets nationwide.

Richard Thorpe, Gocycle designer and founder, said: "We are really excited about the opportunity to spread the message of the enormous health benefits of e-bikes to millions of people across the UK. E-bikes are the perfect travel solution for people who want to lead a more active and sustainable lifestyle – and above all they are fun!"

“This partnership is all about fuelling more people to lead a more active lifestyle in the long-term. E-bikes are a great way to get back out onto two wheels. Having the electrical assistance on tap removes many of the daunting elements of cycling and encourages more people to cycle more of the time which can only be a good thing.”

Individuals can enter the competition by purchasing a FUEL10K breakfast drink or porridge pot that features a Gocycle on the packaging. They will be presented with a unique code which they can enter on Fuel10k’s competition site to be in with chance of winning a fast-folding Gocycle GX and other prizes such as sports T-shirts, water bottles or discount codes.

Scott Chassells, FUEL10k Managing Director, said:

“We are an increasingly time-poor society and everyone seems to be busier than ever, but that shouldn’t be at the detriment of our health. Fuel10k exists to give people a better for you, protein-based, breakfast on-the-go, which helps them to maximise the precious little time they have in the morning and fuel their active day ahead. We are really excited by this partnership as e-bikes can really enhance the lifestyles of busy people by helping them to have a healthier, more sustainable and speedier commute.”

E-bike sales are booming across Europe as more people realise their benefits for leading a more active and sustainable lifestyle. Many research studies highlight that e-bikes encourage higher usage and riders travel longer distances on average, resulting in a positive impact on their health and fitness over a longer period.



The fast-folding Gocycle GX is one of the most versatile urban e-bikes on the market. It offers unrivalled riding comfort and dynamics over long distances while being capable of being folded and stowed in just 10 seconds. It folds into a compact package and can be rolled on its wheels once stowed, making it incredibly versatile and easy to live with.

Gocycle launched the fast-folding GX to the world at the start of 2019 and it quickly went on to gain critical acclaim. T3 Magazine crowned it as 2019’s Best Electric Bike’ while Expert Reviews coveted it as ‘the most practical e-bike you can buy right now’ following their five-star review.

The GX 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.

It's 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 find FUEL10k Gocycle breakfast drinks and porridge pots in Asda, Sainsburys, Tesco, Coop and Morrisons across the UK.

For information on the competition please visit: www.fuel10k.com/pages/our-biggest-competition-ever

The fast-folding Gocycle GX is available to order now from www.gocycle.com and through select resellers throughout US, Canada, UK, and EU.

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

– ENDS –

#Gocycle #FUEL10k

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

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About Gocycle

Gocycle's mission is clear: 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 was another exciting year for the business with the launch of the fast-folding Gocycle GX. The award-winning GX is capable of being folded and stowed in under 10 seconds making it the perfect travel companion. 2020 will see the arrival of the fast-folding GXi, which will be the most rider-focused urban e-bike yet.

About Fuel10k

In 2013, FUEL10K transformed the UK breakfast market creating a home-grown brand for the modern generation. The first brand to offer a protein boosted breakfast designed to fill you up and fuel your journey. For the past 7 years they have been at the forefront of breakfast innovation. Creating healthier on-the-go breakfast solutions. With a five-star taste profile to match their functionality. Granola that is filling and packed with flavour. Delicious porridge pots ready in minutes. Breakfast drinks that you can swig on the bus if you don't have time for anything else. Its slow energy release fuels everyone from fitness enthusiasts to freelancers, mountaineers to mums.