

PRESS RELEASE

GOCYCLE PARTNERS WITH E-BIKE SPECIALISTS FULLY CHARGED TO HELP EASE THE COMMUTE OF ESSENTIAL LONDON NHS WORKERS

Gocycle is providing a fleet of its GS electric bikes for NHS workers commuting in the capital and hopes other UK ebike brands and bike dealers will work together to provide better transport alternatives for NHS staff.



- Urban e-bike brand Gocycle provides a fleet of e-bikes for use by London's frontline NHS commuters
- Gocycle GS fleet will provide a healthier and safer alternative to public transport for their commute to the Capital's hospitals
- Each Gocycle GS available on a free-of-charge three-month loan and kitted out with commuting essentials
- Gocycle and Fully Charged urge bicycle manufacturers and cycle shops to join the movement and help to mobilise as many NHS staff as possible
- Interested NHS staff should contact Fully Charged <https://promo.fullycharged.com/nhs-support>

LONDON, 30th March 2020: Gocycle has partnered with London e-bike specialists Fully Charged to provide their electric bikes to frontline NHS staff in the capital.

The fleet will give key NHS workers the option of a healthier and safer alternative to public transport for their daily commute to London's hospitals.

Interested NHS staff are invited to get in touch with Fully Charged and other participating London dealers directly. Each Gocycle GS model will be available on a free-of-charge three-month loan and will be kitted out with commuting essentials such as lights, mudguards and a lock.

The two businesses hope other ebike brands and cycle dealers will join the initiative with it now being more crucial than ever to offer alternatives to crowded public transport.

Gocycle Founder & Designer Richard Thorpe said: “We’ve all seen the images of packed tubes in the capital in the last few days. With far less traffic above ground, and the reduced number of trains being made available, ebikes are probably the best solution for essential NHS workers to move around the city. The last thing frontline staff need after a long day saving lives is being confined within a crowded train carriage or bus or to be stuck standing in a long queue.”

“Bicycles are part of the solution, but tired legs will appreciate the benefits of an electric motor to assist them home with less effort. It’s a tough time for everyone being on lock down and very hard for small businesses everywhere. We really appreciate the chance to help London’s frontline NHS staff, however small our role might be.”

“It’s clear that cycling and electric bikes are more important than ever in keeping the nation moving. We urge other bicycle manufacturers and bike shops to come together as an industry to help mobilise even more vital NHS staff.”



Leading London e-bike retailer Fully Charged, located in Bermondsey Street, will prepare the first delivery of NHS GS Gocycles and distribute them to interested parties in the capital.

Dan Parsons, Fully Charged Director of Operations, said: “With bicycle stores excluded from the government’s list of mandatory closers amid the COVID-19 crisis, we see this as recognition of the importance of cycling to the nation – a viable alternative to using public transport and for its hugely positive effects on health and well-being, especially during exercise whilst isolated.



We at Fully Charged remain open to support our Key Workers and strategic business clients, who’s eBikes and eCargo bikes are in more demand than ever in the vital roles that they are playing with deliveries.

With exhibitions cancelled and demo bikes going unused, Fully Charged aim to facilitate getting these into the hands of NHS workers for their use during difficult times – and I hope that this will inspire greater action from the industry.

Gocycle are our first partner in this project, but we look to increase the offering with more support from suppliers in due course as the cycle industry comes together to show our support for the NHS.”

Interested NHS workers and cycle industry businesses prepared to offer project support can are invited to register their interest with Fully Charged using the dedicated website <https://promo.fullycharged.com/nhs-support>

– ENDS –

The Gocycle GS is priced from £1,999 in the UK and available to order at www.gocycle.com or through select resellers across the country. It can be ordered on the UK Cycle Scheme with significant savings at participating dealers.

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

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 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 Gocycle renowned the world over for its innovative products, no compromises approach, stylish designs and pioneering spirit.

In 2009, after an extensive development process, the business launched the groundbreaking lightweight Gocycle G1 to international acclaim. The G1 capitalised on Richard’s expertise from a 25-year career working in the motorsports and light electric vehicle industry, becoming the first injection-moulded magnesium alloy bicycle in history. It set the foundations which have enabled Gocycle to continually 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 range-topping Gocycle G3 in 2016, which debuted an automotive inspired Daytime Running Light (DRL) – yet another industry first – and the all-rounder Gocycle GS in 2017. Gocycle launched the fast-folding GX at the start of 2019 and it has gone to become the fastest-selling Gocycle in history. The new fast-folding Gocycle GXi enters production in 2020 and it set to be the most rider-focused folding e-bike yet.

About Fully Charged

Fully Charged was established in February 2014 with the mission to offer a new type of transport culture. Capitalising on the increasing popularity of more environmentally-friendly light electric vehicles (LEVs) and the huge growth potential for the UK, it is Fully Charged’s aim to increase the awareness of alternative

transport solutions and introduce people to the numerous benefits offered by LEVs, starting with electric bikes; achieved by offering industry-leading demonstrations, sales guidance, customer service and technical support.

With its stores in London Bridge and Silverstone, and London's largest one-of-a-kind dedicated eBike and eCargo bike workshop, Fully Charged has established itself as one of the UK's largest electric bike retailers and purveyors of the highest quality and largest selection of electric bikes from brands including Coboc, Desiknio, Gocycle, Moustache, Riese & Müller, Tern, Urban Arrow and others.