

PRESS RELEASE

GOCYCLE RESEARCH SHOWS OWNING AN E-BIKE MAKES YOU HEALTHIER, HAPPIER AND LESS LIKELY TO USE YOUR CAR

Gocycle Founder Richard Thorpe urges the UK Government to recognise the enormous health benefits of e-bikes



- Gocycle GX e-bike riders report improved health and wellbeing and reduced car usage in owner survey
- 62% of GX owners have used their car less since owning the bike, with their ideal trip length being 5-10 miles
- 59% believe the bike has had a noticeable impact on their fitness while 49% stated that their general sense of health and wellbeing has improved a lot
- Gocycle reports x4 increase in demand for its fast-folding GX model in urban areas as commuters look for a smarter and healthier journey to work
- Gocycle Founder Richard Thorpe urges the UK Government to recognise the enormous health benefits of e-bikes and the vital role they can play as the lockdown eases

LONDON, 21 May 2020: E-bike riders are healthy, happier and less likely to use their car according to new research from leading urban e-bike brand Gocycle.

The business surveyed owners of its fast-folding Gocycle GX model and found that 62% have used their car less since owning the bike, with 27% saying they have reduced their monthly car mileage by an impressive 25-50 miles.

Owners reported that their ideal trip length on their bike is 5-10 miles (39%), highlighting the suitability of e-bikes for urban riders who are returning to work as the lockdown eases, with 68% of all UK journeys being under 5 miles.

Gocycle GX owners also reported improved health and wellbeing since owning their bike. 59% of owners believe that the bike has had a noticeable impact on their fitness while 49% stated that their general sense of health and wellbeing has improved a lot during ownership.

The business has seen a x4 increase in demand for its fast-folding GX model in the last 6 weeks in urban areas across the world, with a significant spike in London, as more people realise the benefits of e-bikes for a healthier and smarter commute.

Gocycle urges the UK Government to switch onto the huge health benefits that e-bikes bring and acknowledge their essential role in ensuring the Prime Minister's proclamation of a "Golden Age of Cycling" is a long-lasting reality and not a one-season wonder.

Richard Thorpe, Gocycle Designer & Founder, said: "This research highlights the enormous opportunity to make our urban areas healthier and more sustainable places in the long-term. Most bicycles that are bought end up in the shed after a season – e-bikes are different. You don't have to be fit to ride ten miles. But after riding an ebike for a few months, your health and wellbeing will improve. Transitioning from a car to a bike is not easy. Going from a car to an e-bike is – with e-assistance removing many of the daunting elements of cycling – worries about fitness levels, headwinds, hills or arriving to work hot and sweaty."

"We have a once in a generation opportunity to make positive permanent changes to our urban areas and our governments must seize this opportunity and endorse electric bikes as probably the best all-round alternative to cars, buses, trains, and the underground."

Steve Garidis, Executive Director of UK cycling industry trade body The Bicycle Association of Great Britain, said: "We shouldn't think of e-bikes simply as 'enhanced bicycles', but also as highly efficient 'light electric vehicles' capable of moving people and goods for a significant portion of everyday journeys. They don't cause pollution or congestion, and they're good for our health. That's why we are calling for Government to stimulate the market for this fantastic technology with purchase incentives for e-bikes just like those already available for electric cars."

Gocycle GX Owner Survey Full Findings

****Research conducted between December 2019 – February 2020 - 259 respondents****

1. 63% of GX owners use their bike for commuting to work.
2. 62% reported that they have used their car less since owning the GX with 53% saying that they only use the car when it's the best option.
3. 59% of GX owners believe that the GX has had a noticeable impact on their fitness, while 35% stated that it's improved their fitness a lot.
4. 49% of GX owners reported that their general sense of health and wellbeing has improved a lot since owning the bike, while 46% answered somewhat.
5. 57% percent of GX owners live in an urban area, with their nearest supermarket or shopping centre being just 0-3 miles away (83%)

6. The fast-folding GX is the first-ever e-bike purchase for 81% of our owners
7. 27% of GX riders have reduced their monthly car mileage by 25-50 miles
8. GX riders believe that ideal trip length for them and their GX is 5-10 miles (39%)
9. 43% of GX owners use their bike just for fun and getting some exercise (38%)

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 20 employees in the UK.

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Notes to editors

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. Eighteen 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 Fast-folding Gocycle GX

The fast-folding GX exudes the Gocycle DNA of lightweight, stylish, clean design in a package that has been carefully tailored for the urban commuter. It is capable of being folded and stowed in less than 10 seconds into a compact package that can be

wheeled along making it the perfect travel companion. Following its 2019 launch it quickly became the fastest-selling Gocycle ever while gaining critical acclaim across the globe, including being crowned as 2019's "Best Electric Bike" by leading technology magazine T3.