

PRESS RELEASE

GOCYCLE TEAMS UP WITH CLARENCE COURT EGGS TO RAISE AWARENESS OF THE HEALTH BENEFITS OF E-BIKES AMONGST UK CONSUMERS



- Gocycle partners with leading egg brand Clarence Court to promote the health benefits of e-bikes to UK consumers
- Clarence Court will give away two fast-folding Gocycle GXs in their first ever e-bike competition
- Bespoke fast-folding Gocycle GX competition inserts set to feature in more than 600,000 Clarence Court packages in UK supermarkets over the next four weeks
- Fast-folding GX is the most versatile e-bike on the market, offering unrivalled rider comfort and dynamics and a sub-10 second fold into a compact package
- Gocycle GX owners reported improved health, wellbeing and reduced car usage in a recent survey
- You can find more information about the competition and enter at: <https://www.clarencecourt.co.uk/competitions/>

LONDON, 24th July 2020: Gocycle has teamed up with Clarence Court Eggs to increase the awareness of the health benefits of e-bikes amongst UK consumers.

Clarence Court's first-ever e-bike competition will see the leading egg brand give away two fast-folding Gocycle GXs with the aim of encouraging its audience to consider e-bikes as a healthier and more sustainable transport alternative.

Gocycle GX owners reported improved health, wellbeing (49%) and reduced car usage (62%) in a recent owner survey highlighting the enormous opportunity to make the UK a more sustainable place if e-bike adoption is increased.

The fast-folding Gocycle GX is one of the most versatile e-bikes on the market. It offers unrivalled riding comfort and dynamics over long distances while being capable of being folded into a compact package in just 10 seconds.

Richard Thorpe, Gocycle designer and founder, said: “We are seeing the dawn of e-bikes here in the UK as more people realise their benefits for a smarter, healthier and more sustainable commute. E-bikes empower more people to cycle more of the time and are the perfect route back onto two wheels for anyone looking to lead a more active lifestyle – and most importantly they are fun!”

“We are really excited to partner with a respected brand such as Clarence Court Eggs, giving us opportunity to showcase our fast-folding Gocycle GX to their health-conscious audience. There has never been a better time to try an e-bike with the UK Government moving to prioritise cycling and making it safer for new riders. It’s time to leave your car behind and experience the benefits of two-wheeled electric travel!”

Bespoke Gocycle GX inserts will feature in more than 600,000 Clarence Court packages in UK supermarkets across the next four weeks to promote the competition. Interested individuals can enter the competition by completing a simple form on [Clarence Court’s site](#).

Adrian Gott, CEO of Clarence Court said: “We are delighted to be collaborating with electric bike specialists, Gocycle, to give our customers the chance to win one of two Gocycle GX bikes. Our customers lead very health conscious lifestyles and with bike culture booming in many towns and cities across the UK now seems the perfect time to run such a fantastic competition.”

Gocycle’s most popular model first entered the market in March 2019 and quickly went to become the fastest-selling Gocycle in history. It gained critical acclaim across the globe including being named “Best Electric Bike” by leading technology magazine T3.



The 2020 GX’s fast-folding front frame has been developed specifically for the GX using hydroformed aluminium technology mated to Gocycle’s proven and patented injection metal moulded magnesium Cleandrive system and PitstopWheels.

Users will appreciate the intuitively designed folding system that allows for a fast-fold and ease of manoeuvring by rolling on its wheels once stowed. The GX’s portability brings peace of mind for owners, folding into a compact package that can be easily stored in your home or workplace when not in use – you never have to leave the GX behind.

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.

The 2020 Gocycle GX 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 GocycleConnect App, which provides infinite customised driving modes as well as interesting health statistics such as calories burned, maximum and average pedal power.

For information on Clarence Court and the Gocycle GX competition please visit: <https://www.clarencecourt.co.uk/competitions/>

The winners of the competition will be announced week commencing Monday 24th August.

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 –

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Notes to Editors:

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 Clarence Court Eggs

In 1928 Clarence Elliott brought jungle fowl back from Patagonia to Gloucestershire. Clarence's rare birds were crossbred to create pedigree hens, and generations later, they still lay superlative, colourful, hard-shelled eggs with the most exquisite, deep golden yolks. 90 years of caring have gone into our fabulous birds, ensuring they enjoy the pinnacle of health and welfare. Clarence Court birds are never rushed, laying at their own natural, slow speed, which results in beautifully distinctive, richer eggs.

Clarence Court eggs are a reminder of an earlier era, when taste and wellness came naturally. That's why today, they are the most superior eggs in Britain, encapsulating those bygone qualities and offering a reassuring continuity that is instantly comforting and satisfying. No matter how many minutes you prefer to cook your 'slow egg', we suggest you take your time enjoying this traditionally produced 'comfort food' that has enjoyed taking its time to get to you.

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%)