

PRESS RELEASE

GOCYCLE NAMED IN TIME'S LIST OF THE 100 BEST INVENTIONS OF 2020



- USA's TIME magazine names the fast-folding Gocycle GXi electric bike in their list of 2020's 100 Best Inventions
- GXi's industry-leading technology includes a patented automotive-inspired Daytime Running Light, LED cockpit and Gocycle's electronic predictive shifting
- The 2020 debutant's fast-folding frame enables users to fold and stow the bike in just 10 seconds while housing a fully-integrated 375 Wh battery which provides a range of up to 50 miles.
- UK-headquartered Gocycle has achieved 50% global sales growth during 2020 and doubled its workforce to support exciting future product and growth plans.

LONDON, 1 December 2020: Pioneering urban e-bike brand Gocycle has achieved recognition on the international stage with its fast-folding GXi model being named as one of [TIME's 100 Best Inventions of 2020](#).

Each year the iconic US magazine reveals its list of the 100 Best Inventions that are making the world better, smarter and even a bit more fun.

The [fast-folding Gocycle GXi](#) went on sale at the start of this year and quickly gained plaudits across the globe, setting a new standard for rider-focused technology in the rapidly growing folding electric bike segment.

The GXi delivers the ultimate blend of design purity, 10-second ultra-fast-folding convenience and exceptional rider fit and riding dynamics. GXi's stunning array of industry-leading technology includes a patented automotive-inspired Daytime Running Light (DRL), LED cockpit and Gocycle's electronic predictive shifting.

Richard Thorpe, Gocycle Designer and Founder, said: "We are absolutely delighted with this accolade for our fast-folding GXi – you don't get much more prestigious than TIME! Breaking the mould isn't easy and this award is a testament to the hard work that goes on behind the scenes here at Gocycle. We are driven by the

pursuit of designing the world’s best urban electric bikes, taking a no compromises engineering approach to continually improve our products.”

“The challenges of 2020 have given the world a chance to reset and assess how we do things, how we move around and how we look after ourselves. More people than ever are switching onto the enormous health and lifestyle benefits that comes with two-wheeled electric travel.”

“E-bikes will become the dominant form of sustainable personal urban transport and improve the air quality, noise pollution and congestion in our cities.”

TIME’s recognition caps off a year which has seen Gocycle achieve 50% growth in global sales with more people beginning to realise the enormous benefits of electric bikes for healthier and more sustainable journeys.



The business has doubled its global workforce over the last 12 months in order to meet the increased demand and to support its exciting future product plans and growth plans.

For 2020’s list, TIME solicited nominations both from its editors and correspondents around the world and through an online application process. It then evaluated them on factors including originality, effectiveness, ambition and impact.

The results: everything from a smarter beehive to a greener tube of toothpaste to the technology that could catalyze a COVID-19 vaccine.

You can see the full list here: time.com/best-inventions-2020

See the international cover of TIME featuring the 100 Best Inventions of 2020 here: bit.ly/3IJM8ss

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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 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 entered production in 2020 with the aim of being the most rider-focused folding e-bike yet.

About Gocycle GXi

The fast-folding GXi is the latest development of Gocycle's nocompromises® approach to design and will set a new standard for rider-focused technology in the rapidly growing folding electric bike segment. GXi offers the ultimate blend of design purity, convenience of fast folding, and exceptional rider fit and riding dynamics. Its industry-leading technology includes a patented automotive-inspired Daytime Running Light (DRL), LED cockpit and Gocycle's electronic predictive shifting.

GXi's fast-folding frame enables users to fold and stow the bike in just 10 seconds while housing a fully-integrated 375 Wh battery which provide a range of up to 50 miles. All electronics are elegantly routed through the frame giving a clean, stylish, design that does not attract dirt and is perfect for storing in the office or in tight city living spaces.

Gocycle GXi MSRP: £3,699; €4,199; \$4,799

About TIME Magazine

Since its founding in 1923, TIME Magazine has been one of the most authoritative and informative guide to what is happening in current affairs, politics, business, health, science and entertainment. Every week over 20 million subscribers worldwide turn to Time for award winning exclusive coverage.