

PRESS RELEASE

**GOCYCLE TO RELEASE SPECIFICATION OF ITS FOURTH GENERATION E-BIKE
LINE-UP AHEAD OF SPRING LAUNCH**



LONDON, 9 February 2021: Leading urban electric bike brand Gocycle has teased a glimpse of its new fast-folding generation four (G4) models ahead of their Spring launch.

The new 2021 Gocycle G4 and G4i models represent the brand's un-wavering commitment to its nocompromises® design approach which focuses on lightweight performance and automotive inspired design.

The teaser image gives an exclusive preview of the G4's all-new carbon front fork built around the clean-sheet designed G4 motor system.

The G4 and G4i build on the success of the award-winning fast-folding GX and GXi and their full technical specification will be revealed to the world in March.

Richard Thorpe, designer and founder of Gocycle, said: "It's been more than a decade since we launched the iconic G1 Gocycle in 2009. Every year we see unique and different bicycle and e-bike designs hit the market, but very few stand the test of time and go on to develop year on year. As a pioneer in the e-bike industry, I'm proud to be announcing our 4th generation design – the Gocycle G4!"

“Our generation four Gocycle range not only sets a new standard for Gocycle, but will raise the bar for all of our competitors in the folding electric bike segment. What’s really exciting to me is that G4 has the potential to challenge traditional non-folding e-bikes as well. When it comes to storage and security, there’s no compromise with a fast e-folder and Gocycle’s acclaimed riding dynamics just got even better with G4! It’s the most significant step change in development we have ever made and I cannot wait to reveal more details!”

The business has already started production of the new Gocycle G4 & G4i and will reveal their full technical specification in March. More information on how to order the new Gocycle G4 will become available at this time, with first deliveries beginning from Spring onwards.

A countdown timer to the generation four (G4) Gocycle reveal is now live on www.gocycle.com and interested parties can register to be amongst the first to hear about the innovative new models.

Gocycle G4 MSRP: £3,199 / €3,499 / \$3,999
Gocycle G4i MSRP: £3,999 / €4,499 / \$4,999
Gocycle G4i+ MSRP £4,999 / €5,499 / \$5,999

You can view and download the Gocycle G4 tease image on the [Gocycle Media Library](#).

#NoCompromises

– ENDS –

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

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Notes to Editors:

About Gocycle

Born electric. They say you can't reinvent the wheel or improve the design of the bicycle. Gocycle® did both. So passionate was Richard Thorpe about creating the perfect e-bike that he left a dream design job with McLaren Cars to dedicate all of his time to that purpose.

With his experience in designing lightweight racing car components and enthusiasm for innovative engineering excellence, Richard believed that an e-bike should be elegant, desirable, a joy to live with and fun. First dreamed of in 2002, Gocycle G1 design was perfected over years of dedicated research and development, and launched in Europe in 2009 to international acclaim, winning Best Electric Bike award at Eurobike.

Since then, Gocycle® has introduced the first e-bike with Daytime Running Lights, the only bike with quick-release side-mounted wheels, and to universal acclaim a fast-folding bike in 2019.

Gocycle® started by re-thinking every element of the bicycle and designing a uniquely integrated machine. We will continue to change perceptions of what a bicycle can be and do.

Notes to Editors:

- New fast-folding Gocycle G4 and G4i preview comes on the back of a successful year for the pioneering e-bike brand which saw it achieve 50% growth in global sales volume.
- Gocycle 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 – starting with the launch of its generation four line-up.
- Growth driven by popularity of the fast-folding GX, which continued to capture the hearts of urban riders and critics alike across world with its award-winning sub-10 second fold and clean, easy to live with design.
- GX was joined by the range-topping fast-folding GXi in January 2020. The GXi set out to be the most rider-focused folding e-bike yet, with a host of industry-leading technology including a patented automotive-inspired Daytime Running Light (DRL), LED cockpit and Gocycle's electronic predictive shifting.

- GXi proved to be a whirlwind success with the business selling through its entire UK and European stock within just six months of its launch. The GXi's innovative design was recognised in November when iconic US magazine [TIME named it in their list of 2020's 100 Best Inventions](#),