

PRESS RELEASE

GOCYCLE G4 E-BIKE NOW MORE AFFORDABLE WITH NEW SHOWROOM RETAIL PROGRAMME



- Gocycle's Showroom Partner (GSP) programme brings the G4 to a wider urban commuter and retailer base at a more accessible price point: £3,299, €3,799, \$3,999 MSRP
- Business streamlines its new GSP retail programme to pass more value to the consumer while providing more flexibility for retailers
- Participating showroom partners hold less stock and lower admin costs whilst earning comparable margins through pre/post-sales support, test rides, and service
- Business launches Green Commute Initiative Cycle to Work Scheme and 0% financing options to offset rising costs of travel and help people to go electric
- Retailers interested in joining the GSP programme can get in touch [here](#).
- Award-winning Gocycle G4 available to order now from www.gocycle.com

LONDON, 1st June 2022: Pioneering urban e-bike brand Gocycle has launched its new Gocycle Showroom Partner (GSP) programme to pass more value to customers and provide more flexibility for retailers.

The move enables the business to retail its award-winning Gocycle G4 model at a more accessible price point with the aim of encouraging more people to transition to lower cost, healthy and sustainable urban transport.

Gocycle has also integrated 0% financing options and the Green Commute Initiative Cycle to Work Scheme in the UK making its pioneering electric bike range more accessible than ever.

G4 is available to buy direct from Gocycle and in GSP retail stores with individuals being able to nominate their local Gocycle Showroom Partner who will be on hand to offer test rides, pre/post-sales support and a free 100-mile service.

Richard Thorpe, Gocycle Designer & Founder, said: “The world has changed and we must too! Amidst a challenging and dynamic global economic backdrop we’ve adapted and streamlined our G4 model sales approach to pass on savings to our customers and provide stock flexibility to our retailers. Things are tough out there with cost-of-living increases and stock availability. We’ve taken a look at all of the areas in our promotion, warehousing, delivery and sales process, and where possible, we’ve implemented cost savings to make our entry level model more competitive and accessible to a wider customer and retailer base.”

“The result is that our Gocycle Showroom Partner programme brings the G4 model into a price range compatible with many government cycle to work purchase and tax credit schemes in the UK, US, and EU. We have also implemented some amazing interest free finance options for our customers that reduce monthly ownership costs.”

“Our retail partners benefit by not having to hold extensive stock at a time where credit is becoming more expensive. In particular, we have focused on lowering the barrier to onboarding Gocycle with new dealers as we continue to invest and grow our retailer partner network. Many dealers are not able to benefit from our global brand PR, promotions and offers, but with our GSP programme, they now can and will.”

The G4 launched in April 2021 as part of Gocycle’s pioneering Generation Four line-up which also features the halo G4i and G4i+ models.

It’s gained critical acclaim across the globe with its award-winning combination of the ride comfort and dynamics of a full-size bike with all the versatility of a folding e-bike.



The Gocycle G4 is available to order now direct from Gocycle. Customers can test ride and get showroom pre-sales support at any of our participating Gocycle Showroom Partners.

Customers can nominate their local Gocycle retail partner for a free 100 miles/160 km initial service by visiting that dealer and using a dealer free service voucher code at checkout. Customers prefer the convenience of local service and support as well as presales localized language.

The halo G4i and G4i+ models are not impacted by the G4 pricing update or launch of the Gocycle Showroom programme.

Global retailers interested in joining the GSP programme are invited to get in touch [here](#).

Electrify your lifestyle with the Gocycle G4: <https://youtu.be/Q-26iMuhQCw>

– ENDS –

Gocycle G4 available to order now from www.gocycle.com and to test ride at participating Gocycle Showroom partners.

Gocycle G4 MSRP: £3,299, €3,799, \$3,999

Gocycle G4i & G4i+ available to order now from www.gocycle.com through select resellers throughout US, Canada, UK, and EU.

Gocycle G4i MSRP: £4,999 / €5,499 / \$5,999

Gocycle G4i+ MSRP: £5,999 / €6,499 \$6,999

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

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

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Notes to Editors

G4 Highlights

- **All-New G4drive** - Smooth and quiet, Gocycle's bespoke new G4drive™ delivers more torque with class leading compact packaging.
- **Injection Moulded Composite Mid-Frame** - This central component of G4's monocoque chassis has the important job of connecting the hydroformed aluminium front frame and Gocycle's patented magnesium Cleandrive.
- **Carbon Fibre Single-Sided Front Fork** - The Gocycle G4's all-new single-sided carbon front fork houses the fully-integrated G4drive electric motor. Its smooth and flowing lines help to reduce stress and overall weight.
- **New Gocycle Tyre** – MotoGP-inspired treaded tyre infused with silica compound for superior grip and sure-footed handling
- **Integrated USB Port** – 1amp USB charger for phone charging on the go
- **Low Energy Bluetooth** – Improved phone and Gocycle app connectivity
- **Fast-charging** – New Gocycle charger enables fast charging across the range – 3 hours (G4)

About Gocycle

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, GocycleG1 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.

Gocycle G4 Technical Specifications

	G4
Price (MSRP)	£3,299 / €3,799 / \$3,999
Shifting	Mechanical Twist Shift
Frame Material	Aluminium/injection moulded composite mid-frame /magnesium
Wheels	Magnesium Fixed
Power Boost Control	Power Boost Button
Daytime Running Light (DRL)	No
Gear Display	Mechanical
Battery Display	LED Mini Dash
Range	Up to 65km (40 miles)
Speed Display	No
Battery Power Efficiency	LED Dash
Colour	White, Matte Black, Blue
Riding Modes	Multiple, programmable via GocycleConnect App
Charger	Gocycle 4A 36V Charger
Charging Time	3 hours
Handlebar adjustment	Quick Folding

Brakes	Hydraulic disk, front and rear
Internal Cables	Partial External
Grips	Gocycle Ergo Sport
Pedals	Gocycle Folding Standard
Saddle	Velo Sport
Seat Post	Aluminium
Folding Method	Fast Folding
Accessories	Fits All New G4 Accessories (and existing Front Pannier & Travel Case)
Weight	17.6kg / 38.8lbs (including kickstand and pedals)