

PRESS RELEASE

GOCYCLE PREVIEWS NEW FAMILY CARGO ELECTRIC BIKE AHEAD OF 2024 DEBUT

The world deserved a better bike. Gocycle® designed it.



- Pioneering urban electric bike brand previews new Gocycle Family Cargo model ahead of 2024 launch.
- Family Cargo entrant will complement award-winning fast-folding G4, G4i and G4i+ models in Gocycle's 2024 product line-up.
- Gocycle confirms intention to expand entire product range and enter multiple new market segments in the coming years.
- More details on Gocycle Family Cargo will be released early 2024. Interested parties can register for exclusive updates and priority order access at launch here: <https://gocycle.com/gocycle-fc/>

LONDON, 26th October 2023: Pioneering urban electric bike brand Gocycle today announced its intention to enter the Family Cargo segment in 2024.

The globally respected brand, famed for its innovative design and pioneering spirit, will showcase the latest evolution of its OneDesignDNA® philosophy in its first-ever Family Cargo model.

These values of class-leading, lightweight, seamless design and complete integration with fun at the core have been inherent in each Gocycle to date and will underpin all future models.

Gocycle's Family Cargo will embody the latest evolution of these principles alongside some revolutionary new technologies to create one of the world's most compelling urban electric bikes.

Gocycle Designer & Founder Richard Thorpe said: *"Today, we introduce the Gocycle Family Cargo - a complete lifestyle upgrade for parents, grandparents, kids, pet lovers and stuff haulers across the globe. When you see it, you'll know it's a Gocycle. We're bringing Gocycle's legendary class-leading, lightweight, seamless*

design, complete app/e-drive system integration and portability to the cargo bike market.”

“However, this isn't just another product launch; it's a remarkable milestone in our ongoing journey. In the years ahead, we'll be expanding the G4 Gocycle range with additional new models across diverse market segments including both non-folding and non-electric.”

“At the core of this transformation is Gocycle's patented OneDesignDNA® philosophy and vision which runs through the entire Gocycle product family. In a world of bicycle soup, Gocycle stands apart - clearly recognisable and distinctive. For over two decades, we've honed and mastered our craft to create the perfect urban e-bike and the optimal platform for healthy and sustainable personal transport. Now we're leveraging our deep understanding, IP and experience to extend the Gocycle brand across multiple new market segments.”

“At Gocycle, we've never settled for compromise; we aim to create the best urban electric bikes on the planet. But this is not only about the product; it's about redefining how people move. Welcome to a new era of Gocycle - for family, for fun, for life.”

The Gocycle Family Cargo will complement the award-winning fast-folding G4, G4i and G4i+ models in Gocycle's 2024 product line-up.

Gocycle will release further details about its new Family Cargo entrant early next year. Interested parties can register for exclusive updates and priority order access at launch here: <https://gocycle.com/gocycle-fc/>

Watch the Gocycle Family Cargo preview here: <https://youtu.be/DCM23sIZc-U>

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

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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.