

Press Release

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High Resolution Photographs are available on request from Kate Harris

INFINEUM

AN EFFORTLESSLY SMOOTH EXPERIENCE

Infineum Extreme Electric Bike – Available 4-April-2009

PowaCycle, the UK's leading bicycle brand, have been forerunners in the UK by launching new battery technology and innovative design to the electric bike market.

PowaCycle have announced that after great demand for the **Infineum Extreme**, production volumes have increased resulting in stock being available from April 4th. The **Infineum Extreme** will be released at £1,170 (inc. VAT) and is the first brand from a British supplier to provide a two-year warranty to cover the patented **Infineum LPX** stackable battery, yet another first for PowaCycle in setting future standards for the fast emerging electric bike industry.

The battery weighs just 1.8kg and is discretely housed in the rear rack, making it barely visible. The **Extreme** has a stylish standard length frame, eliminating the elongated frame used by competitors to house batteries under the seat, and the latest Lithium Polymer battery provides 25-33 miles of power-assisted cycling. With spare batteries retailing at £292, the stackable technology could make any ride effectively limitless.

*"We conceived a new electric bike range last year, and set-out to differentiate this range from the mainstream. The result has been an entirely new concept that brings a radical patented power/battery design, outstanding motor efficiency, and high-end components in bikes that are built to last. As a measure of our confidence in the life of the **Infineum LPX** battery technology, we have opted to extend the two year warranty to include the battery."*

Wazz Mughal – Managing Director, PowaCycle

Already unique in its own right, the ***Infineum Extreme*** sets new standards in product design and engineering performance with multiple patents protecting the brand. The patented ***Infineum*** modular connectors allow the key components such as the motor, the controller, and the battery to be connected via a central wiring loom. This ensures that servicing the ***Infineum*** electric bike is an easy task by simply unplugging the motor.

The ***Infineum*** motor is small and discreet to look at, yet powerful in performance. Thanks to its epicyclic friction drive technology, the motor weighs just 2kg, is 80% efficient compared to the 70% of competitors' motors and is silent in its operation. The motor is situated in the front wheel, so that when the ***Infineum*** is used in pedal assist mode, the bike is an all wheel drive vehicle. The cycle computer on the ***Infineum*** range of bicycles allows the rider to see how fast they are travelling, how far they have travelled, and how much battery power they have left. In addition to this, the cycle computer enables the rider to select how much pedal assistance they get from the bike, ranging from minimal for the more energetic rider, or maximum assist for an effortless journey.

The ***Infineum Extreme*** incorporates Triple Mode operation, providing a choice of levels: A twist-grip throttle provides power without pedalling; "Pedal Assist" offers effortless cruising; and normal, without any pedalling at all. Whilst using pedal assist or cycling, the throttle can operate to boost power for tackling hills or rapid acceleration when required. This, combined with the unrivalled 2 year warranty that covers the frame, the electrics and the batteries, provides customers and the trade with peace of mind, and confirmation of the quality behind the ***Infineum*** name.

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SALES CONTACT DETAILS

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Company Background

Infineum is a new brand for high range electric bikes from PowaCycle, a trading style of Ultima Networks PLC, a company committed to green transport. PowaCycle were the first British electric bike brand to introduce Lithium Polymer Batteries to the electric bike market.

Infineum Extreme

Specifications

Triple - Mode of Operation

Motor power only - 15mph max speed

Assisted power - Motor and Pedals - 15mph max speed

Cycling only - Without Motor Assist

Description of motor: Lightweight with greater than 80% motor efficiency

High Spec

Triple Mode Power:

- Independent twist grip throttle
- Pedelec power assistance
- Can be ridden as a bicycle

Intelligent brushless motor in front hub

Bicycle computer – back lit display showing:

- Speed mph
- Battery level
- Select level of assistance
- Odometer

Brakes and Gears

Shimano Alivio:

- Trigger gear shifters
- Brake levers
- 24 gear mechanism
- V-brakes front and rear
- Cranks (170mm)
- Chain

Front Shock Absorbers – Rock Shox

Headset – Cane Creek

Modular components for easy serviceability

Battery Performance

Lithium Polymer battery – 36V 6.5Ah = 234 Watt hours

25-33 miles per battery with gentle pedalling on a flat surface

Full battery recharge in 5 hours

Rechargeable battery 1000 cycles

Battery locks into cycle

Physical Features

Diamond shaped aluminium frame

26 inch wheels

Handlebar height - 102cm to 104cm

Saddle height – 90cm to 104cm

Length of cycle - 171cm

Weight without battery 18.24kg

Battery weight 1.82kg

Weight including battery 20.1kg

Extras included

Battery charger

Rear rack supporting up to 15kg