

Press Release

Harlow, UK – September 2008

Contact: Geoff Pick
Website: www.infineumbike.co.uk
Email: geoff.pick@akhter.co.uk
Tel: 01279 821218

High Resolution Photographs are available on request from Geoff Pick

INFINEUM

AN EFFORTLESSLY SMOOTH EXPERIENCE

Infineum raises the stakes with a 2 year warranty announcement covering its unique stackable battery system

Electric bikes are the fastest growing sector in the bicycle market, thanks to innovation in battery technology this sector is heading for further impressive growth.

The **Infineum** range of electric bicycles offer an innovative British design that takes a major leap forward in power assisted cycling. The unique **Infineum** battery system can be expanded to increase the travel range. Each additional battery increases the range by approximately 30 miles. The **Infineum** range of bicycles have their batteries discretely housed in the rear rack and have stylish standard length frame, rather than elongated frames with batteries are housed behind the seat post as many electric bicycles have.

Infineum are the first British electric bicycle supplier to offer a **comprehensive 2 year warranty** that includes the **Infineum battery system**. The **Extreme** is the launch model and will come with the extended warranty as standard.

*“When we conceived a new electric bike range last year, and we 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. In recognition of the distinctive premium approach, we have created the new range ‘**Infineum**’ to highlight the unique identity. As a measure of our confidence in the life of the new **Infineum** battery technology, we have opted to extend the two year warranty to include the battery.”*

Wazz Mughal – Managing Director, PowaCycle

--- Ends ---

SALES CONTACT DETAILS

Website: www.infineumbike.co.uk
Email: info@infineumbike.co.uk
Tel: 01279 821243

Company Background

Infineum and PowaCycle are trading brands of Ultima Networks PLC, a company committed to green transport.

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