

# Press Release

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High Resolution Photographs are available on request from Geoff Pick

## INFINEUM

AN EFFORTLESSLY SMOOTH EXPERIENCE

### ***Infineum Extreme is the latest word in Electric Cycling***

**Infineum Extreme is the first electric bike from the new Infineum brand of high-end electric bikes. Based on an innovative British design the Infineum Extreme takes a major step forward in power assisted cycling with the longest ever continuous cycling distances, a result of the unique Infineum stackable LPX battery system.**

The Infineum range brings a radical new concept in power-assisted-cycling by introducing for the first time a unique patented stackable battery system that multiplies the travel distance as extra batteries are added to stack on the dedicated rear rack. For long journeys between recharges the Infineum Extreme can accommodate extra batteries on the same rack, so greatly extended distance journeys become feasible, without stopping to change the batteries or recharge.

The Infineum Extreme is built for quality, incorporating quality components throughout, including Shimano Alivio gears and brake sets, Rock Shox shock absorbers and a Cane Creek headset. A back lit bicycle computer shows battery level and speed mph. The Extreme is based on a lightweight aluminium frame and weighs just 20kg including the battery.

A quiet efficient lightweight motor has an outstanding 80% efficiency for maximum power utilisation. This compares favourably with normal motors that are generally less than 70% efficient. The motor gearbox has a smooth epicyclic friction drive system that is extremely quiet, and delivers a highly efficient power transmission. The motor weighs just 2kg.

The Infineum is designed to be easy to maintain. All the electronics have been designed in a modular format to make servicing of the bike, both easy and quick to complete. Just unplug the motor for easy tyre replacement, if and when required.

The Infineum stackable batteries are lightweight at around 1.82kg and they can deliver 25-33 miles of Power Assisted Cycling. The batteries simply clip into place and are locked securely, preventing unauthorised removal. Stacked together the batteries will discharge in parallel.

As the batteries are discretely housed in the rear rack they are not obviously visible, and the Extreme has the appearance of a normal bike. This contrasts with the typical electric bike elongated frame, where batteries are housed behind the seat post. The rack is designed to support up to 15kg.

The Infineum batteries are based on Lithium Polymer technology giving high power to battery weight ratio, (five times better than Lead Acid batteries), ideal characteristics for an electric cycle. There is no memory effect, so even with partial recharges the battery maintains its performance. The batteries are safe and stable unlike Lithium Ion batteries that can become hazardous, if subjected to impact damage.

The Infineum Extreme incorporates Triple mode operation, providing a choice of modes: A twist grip throttle provides power without any pedalling, "Pedal assist" gives effortless cruising while pedalling, or normal cycling without any power. The throttle will operate while using pedal assist or cycling to boost power for tackling hills or rapid take-off as required.

Infinium Extreme bikes will be available from over 100 bicycle dealers nationwide from September 2008. Future additions to the Infineum range will include high-end lightweight folding frames and quality step-thru frame electric bikes.

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#### **SALES CONTACT DETAILS**

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#### **Company Background**

Infinium 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