

PRESS RELEASE

## ICELAND CHALLENGE

### eflow through ice and fire

On June 17, 2013, the founders of Pedelec Adventures, specialized journalist Susanne Bruesch and expedition manager Ondra Veltrusky will take off on their next expedition on electric bikes. It is their third adventure tour on speed-pedelecs (pedal electric cycles) after having crossed Morocco's Atlas Mountains and Sahara desert in 2011 and self-sufficiently crossing Mongolia's wide steppe in 2012. For this year's journey, the outdoor fans have chosen the Nordic beauty of Iceland to show what's possible on electric bikes – a country that has been shaped by ice and fire, wind and water, long nights in summer and short days in winter. Traveling in between glaciers and hot springs, the adventurers are going to face the elements on speed-pedelecs of the eflow brand. In a variety of surroundings including urban Reykjavík, remote gravel roads in the North-West Fjords and the rough terrain of the highlands with its rivers and lava desert, the sporty design bikes will prove their all-round talent.

For Iceland Challenge, the Berlin-based team has joined forces with other professionals in their fields. Uwe Schlemender, founder of the service company ecomoz1 for electric mobility will support the tour with an escort truck, technical service and logistics. While Andreas Gutmann, owner of Allesgutmann Media and Design will create a documentary of the tour.

Don't miss the tours film premiere from August 28-31, 2013 at the world's largest bicycle trade show, Eurobike in Friedrichshafen, Germany.

While in Iceland from June 17 till July 21, 2013, on the road or off the beaten track, the Pedelec Adventures team will report their adventures on their blog at [www.iceland-challenge.com](http://www.iceland-challenge.com).

Follow us

@ Blog: [www.iceland-challenge.com](http://www.iceland-challenge.com)

@ Twitter: [www.twitter.com/#!/pedelecadv](http://www.twitter.com/#!/pedelecadv)

@ Facebook: [www.facebook.com/PedelecAdventures](http://www.facebook.com/PedelecAdventures)

Press photos in print resolution are available for download at [www.iceland-challenge.com/press/press-center](http://www.iceland-challenge.com/press/press-center)

You will find more information about the previous tours at [www.tour-de-mongolia.com](http://www.tour-de-mongolia.com) and [www.tour-de-sahara.com](http://www.tour-de-sahara.com)

We are happy to answer questions, provide interviews or more photos. Contact us!

Kind regards,

Yours Pedelec Adventures Team

Berlin, June 15, 2013

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## About Pedelec Adventures

In 2011, journalist and electric bike expert Susanne Brüsche and expedition manager Ondra Veltrusky founded the Pedelec Adventures project, focused towards developing travel concepts by combining adventures on pedelecs and e-bikes with inspiring destinations around the globe. The Berlin-based travel enthusiasts turn this concept into reality by taking off on multi-week excursions that function as both a product field test, as well as a way to inspire the electric bike world with exciting reports, presentations, unique photos and films.

By sharing their experiences and their own enthusiasm for the new bicycle species, the Pedelec Adventures team aims to promote electric mobility in a way that demonstrates the fun that can be reached with these vehicles. After the Sahara and Mongolia tours, Iceland Challenge will be their third adventure. And there are more to come – stay tuned!

[www.pedelec-adventures.com](http://www.pedelec-adventures.com)

## About eflow

The eflow brand name stands for elegant and sporty, high-performance electric bikes with an award winning design. eflow bikes are all-round talents, that are made for a fast and fun ride in a variety of surroundings including urban areas as well as nature trails. No matter if they are specified as a pedelec or throttle controlled e-bike, eflow has already made itself a name thanks to design awards and happy customers in the US, where the sporty cross-bikes are distributed through Curry Technologies. This fall, the bikes are set to be available in Europe.

[www.eflowbikes.com](http://www.eflowbikes.com)

## About HiTech Energy

HiTech Energy Inc. provides customized energy solutions for light electric vehicles. The Taiwan-based company delivers high-performance products with market-leading safety standards – based on Lithium-ion technology and advanced battery-management systems.

[www.htenergy.com.tw](http://www.htenergy.com.tw)

## About Samsung SDI

Samsung SDI Co., Ltd. is the world's leading Lithium-ion battery company, providing battery solutions for our convenient lifestyle. The large variety of products powered by Samsung batteries includes means of individual transportation such as e-bikes, e-scooters as well as mobile IT devices, power tools, garden tools and small consumer electronics.

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