

PRESS RELEASE

Berlin, August 20, 2013

## ICELAND CHALLENGE

### Film Premiere at Eurobike

For Midsummer 2013, the Pedelec Adventures team went on another pioneer trip on electric bikes. For this year's journey, the adventurers chose Iceland – a country that has been shaped by ice and fire, wind and water, long days in summer and long nights in winter. Traveling between glaciers and hot springs, the founders of Pedelec Adventures, Susanne Brüsche and Ondra Veltrusky and their team members Uwe Schlemender and Andreas Gutmann faced the Nordic elements on speed-pedelecs of the eflow brand. In urban Reykjavík, on remote gravel roads in the West Fjords and in the rough terrain of the highlands with its rivers and lava desert, the bicycle-fans challenged the all-round talent of their bikes which were provided by the tour's main sponsor eflow.

After fantastic four weeks in Iceland with 4000 kilometers covered by four team members and four bikes, the Pedelec Adventures team has safely returned to Germany, bringing home amazing pictures and videos and the most beautiful memories.

At the international bicycle show Eurobike in Friedrichshafen, Germany (August 28-31, 2013), the Pedelec Adventures team will share their unique experiences in the world premiere of their film about "Iceland Challenge – eflow through ice and fire". The film documents this amazing journey and the challenges that the outdoor-fans faced while cycling through the beautiful surroundings of the Icelandic countryside.

### Share the Iceland experience at Eurobike's fashion show stage in the Foyer East

**World premiere:** Thursday, August 29, 2013, 5:15 p.m. (trade visitors only)

**First public screening:** Saturday, August 31, 2013, 12:30 p.m (public day)

### Presentation at LEVA & ETRA Dinner

Thursday, August 29, 2013, 6:30 p.m., Zeppelin Hangar Restaurant, Eurobike grounds  
(Registration required, please find more information at: [www.iceland-challenge.com/leva](http://www.iceland-challenge.com/leva))

Trailer and more about the film: [www.iceland-challenge.com/film](http://www.iceland-challenge.com/film)

Learn more about Iceland Challenge

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

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

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

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

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

Kind regards,

Yours Pedelec Adventures Team

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## About Pedelec Adventures

In 2011, journalist and electric bike expert Susanne Brüsck 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 had with these vehicles. After riding pedelec tours through Morocco and Mongolia, Iceland Challenge has been 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 Currie Technologies.

[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.

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

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