

PRESS RELEASE

Berlin, August 26, 2013

ICELAND CHALLENGE

eflow through ice and fire

4000 Kilometers Hardness Test | Film Premiere at Eurobike

In the summer of 2013, the Pedelec Adventures team went on their third pioneer trip to show what's possible 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, endless days in summer and endless nights in winter. Traveling between glaciers, hot springs and volcanos, the founders of Pedelec Adventures, Susanne Brusch and Ondra Veltrusky and their team members Uwe Schlemender and Andreas Gutmann faced the Nordic elements on speed-pedelecs provided by the main tour sponsor, eflow.



In urban Reykjavik, on remote gravel roads in the West Fjords and in the rough terrain of the highlands, the outdoor-fans challenged the all-round talent of the eflow bikes. Riding through Iceland's amazing countryside with wind and rain hitting their faces in 24 hours of daylight and temperatures between 0 and 15 degrees Celsius, the cyclists put to test the rear hub motor and the latest battery pack technology from co-sponsor HiTech Energy using high-performance Lithium battery cells from Samsung SDI.

After a month, the bikes and their electric propulsion system had survived a 4000-kilometer real-life vibration test. "The bikes were most fun to ride on paved roads and smooth gravel surfaces at a pleasant traveling speed of up to 32 km/h" says project director and rider Susanne Brusch. "Thanks to the system's high torque we could easily climb up inclines of 17 percent even on bumpy ground." Although the eflow bikes are primarily designed for urban surroundings, with small modifications, they withstood all the rough terrains of the highlands that included several hundred kilometers through the Krepputunga lava desert and crossing snow fields and rivers, sometimes in heavy rain.

Charging the batteries at power outlets along the ring road, mostly at camp sites, was no problem. Traveling in a self-sufficient way in more remote areas, however, remained a challenge because solar panels were not efficient enough in Iceland's unstable weather. That's why the pedelec pioneers carried plenty of spare batteries and chargers, twelve in total.

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The nature-lovers were most fascinated by the diverse Icelandic landscape from gigantic waterfalls, huge glaciers and snow-covered mountains, to black lava desert, green valleys and natural hot springs. All these spots and the sandy beaches and steep cliffs of the West Fjords made it more than worth trying to see most parts of the island. Standing in the desolate 50 sqkm large Askja crater with its crystal clear lake, or next to the luminous-blue icebergs that float through the glacier lagoon of Jökulsárlón were unforgettable moments. As was scuba diving between the European and American continental plates, in ice cold water wearing dry suits and then cycling back to the dive site on our bikes – in full diver's gear.

"Instead of trading a pedelec for a horse ride like we did in Mongolia last year, we traded eflow for a flight." remembers expedition manager and rider Ondra Veltrusky. "The pilot loved the ride just as much as we enjoyed the flight in a 4-person Russian Yak aircraft across the colorful mountains and volcanic landscapes of Landmannalaugar."

After a spectacular four weeks with 4000 kilometers covered on four bikes, the four team members share their unique experiences in a film titled *Iceland Challenge – eflow through ice and fire*, which will have its world premiere at Eurobike in Friedrichshafen on August 29, 2013. Then in September at Interbike in Las Vegas, the documentary of this amazing journey and its challenges will have its premiere in the United States.

World Film Premiere at Eurobike in Friedrichshafen (August 28 - 31, 2013)

Documentary film at Eurobike Stage, East Foyer

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)

Short Film at LEVA & ETRA Dinner, Zeppelin Hangar Restaurant

Premiere: Thursday, August 29, 2013, 6:30 p.m.

(Registration required, please see www.iceland-challenge.com/leva)

USA Premiere at Interbike, Las Vegas, (September 18 - 20, 2013)

Wednesday, September 18, 2013, 5:00 PM at the Currie Technologies booth (#20498)

Thursday, September 19, 2013, 5:00 PM at the LEVA eBike Lounge

Watch the trailer here: www.iceland-challenge.com/film

Learn more about Iceland Challenge

@ Blog: www.iceland-challenge.com

@ Facebook: www.facebook.com/PedelecAdventures

@ Twitter: 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

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 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 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

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

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

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

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