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Bicycle Retailer AND INDUSTRY NEWS

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SHOW AND TELL DAILY DAY 1



HOT DAMN

Scorching bikes make for fiery riding at Demo Day

WHAT NIRVE

Jamis buys cruiser brand, commits to IBD-only distribution

SPIN CITY

Cyclists transform Vegas — yes, Vegas — from Sin City to Spin City

BIKES BELONG TO HISTORY

Advocacy group rebrands

E-bike adventure film promotes pedelecs' prowess

For three years, the woman who coined the word "pedelec" has been on a mission to see just what electric pedal-assist bikes are capable of. From Morocco to Mongolia to Iceland, Susanne Bruesch, co-founder of Pedelec Adventures, has shown that e-bikes are rugged enough to handle a variety of exotic terrain.

Today, Bruesch is introducing a short film of her latest adventure to Iceland. She and co-founder Ondra Veltrusky rode two eFlow Nitro e-bikes some 1,500 kilometers (930 miles) around much of the Nordic island.

"Iceland has amazing scenery and was so versatile," Bruesch said Tuesday. "We had the glaciers, the volcanoes, lovely green meadows, black lava deserts, and fjords."

Currie Technologies, the American distributor of eFlow, is hosting two showings of the *Iceland Challenge* film at Interbike. The first is during a happy hour at 5 p.m. today at Currie's booth, 24098; and the second is 5 p.m. Thursday at the LEVA eBike Lounge, in the southwest corner of the Bayside D Hall.

The premium e-bike brand, which is already on the market in the U.S., is launching in Europe next year.

The Pedelec Adventures team modified the bikes somewhat for the rugged conditions of the trip, adding a suspension fork and off-road tires, and water-

proofing the motor with silicone sealant.

"They did well. We really put them through a tough test because they are mainly made for urban users, although they have this mountain-bike style," Bruesch said. "They performed extremely well on paved roads and on good gravel roads. We used them anywhere. We crossed rivers and did steep uphill climbs."

Bruesch said she hadn't intended to create marketing campaigns for e-bike brands. She was more interested in seeing how e-bikes performed in real-world conditions.

For her first Pedelec Adventures trip in 2011, Bruesch and a German retailer rode two prototypes of a bike he was launching across the mountains and deserts of Morocco. They towed trailers equipped with solar panels.

The following year, Bosch sponsored a trip to Mongolia to accompany the launch of its e-bike system. Bruesch and Veltrusky didn't cover a lot of distance but made a lot of new friends.

"The most difficult thing was to get started in the morning because there



Stunning backdrops abound in *Iceland Challenge*, which chronicles a 930-mile e-bike trip around the Nordic island. The film screens at 5 p.m. today and Thursday.

were so many people from all the yurts around us who wanted to talk to us," she said. "They wanted to test ride and they wanted to know what was going on."

For its Iceland trip this summer, Pedelec Adventures rounded up several sponsors, including Samsung and HiTech Energy. They hired Andreas Gutmann to film and Uwe Schlemender for technical support.

Bruesch said the exotic locales help promote electric bikes.

"The motorcycle industry, the car industry, the mountain bike industry all have discovered beautiful scenery for

their advertisements," she said. E-bike ads tend to be plainer. "I wanted to give some inspiration to a new kind of mobility with pictures from very different backgrounds."

Bruesch has been involved in electric bikes since she was a college student. She began working with a longtime friend and fellow student, Hannes Neupert, who founded a German e-bike testing and education organization called ExtraEnergy.

A language student, Bruesch helped Neupert translate materials into English. She soon realized that the e-bike market was so new there weren't enough words to describe the products.

As part of her college thesis, Bruesch came up with the word "pedelec" for a bike that receives power only when the rider is pedaling, to differentiate it from a bike with an independent throttle control.

Today, "pedelec" is the common description for most European e-bikes.

"It's caught on, and wherever I see it today, it still makes me happy," Bruesch said.