

PRESS RELEASE

Berlin, March 3, 2014

ICELAND CHALLENGE

eflow through ice and fire

Fairly and Pedelec Adventures invite for Asia Premiere of Iceland Challenge

Fairly Bike Manufacturing of Taiwan and Pedelec Adventures of Germany invite for their live presentations and film screenings of *Iceland Challenge - eflow through ice and fire* at Taipei Cycle Show. The trade show, which is one of the bicycle industry's leading event, will take place in Taiwan's capital city from March 5-8, 2014.

Live Presentations at Fairly Booth

Fairly Bike Manufacturing will host four thirty-minute live presentations for the Pedelec Adventures team to share their unique experience from a 4,000 kilometer journey through Iceland last summer. On this unrivaled trip Susanne Brüsich, Ondra Veltrusky, Uwe Schlemmer and Andreas Gutmann faced the elements of the North on speed-pedelecs of the tour's main sponsor eflow.

The interactive presentations will take place at the booth of Fairly (Mo519) on the 4th floor of Nangang Exhibition Center on March 5 and 6, 2014 at 11:00 a.m. and 2:30 p.m. on both days.

Enjoy spectacular pictures and stories in two different slide show versions and get a very personal insight into the highlights and challenges of this one-month journey which was meant to show what's possible on the eflow electric bikes.

Asia Film Premiere

The *Iceland Challenge - eflow through ice and fire* short film is part of each presentation at the Fairly booth at Taipei Cycle Show. The screening on March 5, will be the first public showing in Asia.

In about eight minutes, the Pedelec Adventurers share their impressions of riding through the amazing variety of the Icelandic landscape.

Kind regards,

The Pedelec Adventures team

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4,000 Kilometers Hardness Test

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 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 well-proven pedelec nomads 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 4,000-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.”

About Pedelec Adventures

In 2011, journalist and electric bike expert Susanne Brüsche and expedition manager Ondra Veltrusky started 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

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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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