



Tern is dedicated to the goal of sustainable transportation. It designs and manufactures bicycles for urban transport with a focus on portability and utility. Tern donates at least 1% of net profits every year to social and environmental causes.

Press Contacts Europe
Uwe Weissflog
InMotion Mar.Com
Email: uweissflog@inmotionmar.com,
jens.weller@inmotionmar.com,
info@inmotionmar.com
Tel: +49-7141-9131-31/-32

North America
Craig Randall
Verde PR & Consulting
Email: craig@verdepr.com
Tel: +1-303-955-2357

International
Eric Mah
Email: marketing@ternbicycles.com
Tel: +886-2-2999-5623 ext. 221

Website
ternbicycles.com

Press Photos
photos.ternbicycles.com/products
Password: ternberd

Facebook Page
facebook.com/ternbicycles

Twitter
twitter.com/ternbicycles

YouTube Channel
youtube.com/ternbicycles

News Release

Tern Appoints Evans Cycles for UK Distribution

Tern bikes to be available in UK in 1Q 2012

Taipei, Taiwan – October 13, 2011 – Urban transport specialist, Tern, today announced a partnership with Evans Cycles for UK distribution of Tern bicycles and accessories. Evans will officially begin trading activities January 1, 2012.

“We’re incredibly pleased to be partnering with Evans Cycles for distribution in the UK,” stated Joshua Hon, Tern vice president. “Evans has a fantastic, passionate team and are a perfect fit for Tern. They have been responsible for selling a significant proportion of all the folding bikes sold in the UK for best part of 40 years. The combination of their strong retail presence and their rapidly expanding import portfolio of bikes and accessories makes them a natural choice as a partner.”

“We are looking forward to working with Tern, who are already recognised as a leader and innovator in the folding bike market,” said Michael Rice, managing director of Evans Cycles. “Their urban bikes really hit the mark for our commuting customers and will make a great addition to our Ride2Work offerings.”



Tern bicycles will be offered through Evans stores and other complementary independent bike dealers. Sales, marketing and after-sales activity will be supported by Cyclemotion, headed by Mark Bickerton.

“Evans were the first retailer to stock my father’s folding bikes 40 years ago, so I have a long-standing relationship with Evans,” commented Mark Bickerton. “Since then, Evans has developed from a single shop at the Cut in Waterloo to a market-leading independent chain with over 45 stores. I have seen their activities recently add the import and distribution of a number of brands including Pinnacle, Jamis, BMC, Fuji, and most recently Norco. Evans also have a strong working partnership with many other independents through their successful Ride2Work scheme.”

Tern showcased its lineup of 22 models publicly for the first time at Eurobike in August. Tern bicycles will be available in UK shops in January 2012.



Mark Bickerton of Cyclemotion and Michael Rice of Evans Cycles