



Tern is dedicated to the goal of

#### Press Contacts

##### Europe

Alban Manz  
inMotion mar.com  
Email: [alban.manz@inmotionmar.com](mailto:alban.manz@inmotionmar.com),  
[info@inmotionmar.com](mailto:info@inmotionmar.com)  
Tel: +49-711-351-640-93 / -91

##### North America

Zach Kadletz  
The Brand Amp  
Email: [zachk@thebrandamp.com](mailto:zachk@thebrandamp.com)  
Tel: +1-949-438-1102

##### International

Galen Crout  
Tern Bicycles  
Email: [galen.crout@ternbicycles.com](mailto:galen.crout@ternbicycles.com)  
Tel: +886-905-151-291

##### Website

[ternbicycles.com](http://ternbicycles.com)

##### Press Photos

[photos.ternbicycles.com/products](http://photos.ternbicycles.com/products)

##### Facebook Page

[facebook.com/ternbicycles](https://facebook.com/ternbicycles)

##### Twitter

[twitter.com/ternbicycles](https://twitter.com/ternbicycles)

##### Instagram

[instagram.com/ternbicycles](https://instagram.com/ternbicycles)

##### YouTube Channel

[youtube.com/ternbicycles](https://youtube.com/ternbicycles)

This release is issued by Mobility Holdings Ltd., which retains the ultimate responsibility for the content.

\*\*\*\*\*EMBARGO UNTIL October 19<sup>th</sup> 2016\*\*\*\*\*

## Press Release

# Tern Launches Bosch-Powered Folding Electric Bike on Kickstarter

*The technology leader in folding comes together with the market leader in electric bikes*

Los Angeles, CA, October 19, 2016 - Tern is launching an electric bike on Kickstarter that combines best-in-class folding technology with the world's leading electric drivetrain. The Tern Vektron\*, designed in collaboration with Bosch, pushes the envelope of electric bike design by solving three critical shortcomings of conventional electric bikes: portability, storage, and theft.



GET IT ON  
**KICKSTARTER**



“Electric bikes are fundamentally transforming the way people get around in cities,” stated Josh Hon, Founder and Team Captain of Tern. “They flatten hills, make headwinds disappear, and shorten commute times—that’s why people love them. But, they’re really hard to put in a car or take on public transport. And most electric bikes are difficult to store in downtown apartments, leaving them vulnerable to theft. The Vektron solves these issues.”

The Vektron is a Bosch-powered electric bike that you can take anywhere. It folds in under 10 seconds and easily rolls aboard buses, subways, and trains. It goes into elevators so you can park it under your desk at work. And a pair stash conveniently in the trunk of a car for weekend getaways.



With a low-step frame and a patented adjustable stem, the Vektron is fit to share among family and friends—anyone from 4’10” - 6’5”. Adjusting the bike for a custom fit takes only seconds, so a single bike can serve many people. And with the



included rack and optional child seat, it's perfect for smaller passengers. School runs have never been so much fun!



While small wheels flaunt conventional bike design, they're a game-changer when paired with an electric drivetrain. Since every Bosch motor is calibrated to a bike's wheel size, the 20" wheel Vektron cruises at the same 20 mph speed as other large wheeled bikes, but accelerates even faster. The exceptionally low center of gravity makes the bike extremely stable and easy to ride. And thanks to Bosch's best-in-class power efficiency, riders can expect a remarkable range of between 40 and 80 miles on a single charge.

"There's a reason a Vespa is designed with small wheels," says Joakim Uimonen, Design Director of Tern. "With small wheels you get punchy acceleration, a more maneuverable ride in traffic, and plenty of space between the wheels and rider for cargo-carrying. The Vektron brings together all of these benefits, plus it folds small, so it fits anywhere. Try putting a Vespa under your desk."



With the help of Kickstarter, the Vektron is available for customers throughout the U.S. at a special backer price from October 19th until mid-November. In contrast to many Kickstarter campaigns, where bikes are delivered un-assembled in a box to consumers, Tern will be fulfilling orders through its network of more than 125 dealers across the United States. That means bikes can be picked up from the shop, tuned-up and ready to go. Most importantly, they're covered by Tern Care, a 10-year warranty and rider-support program, so buyers have the assurance of a decade of reliable service. And service for the drivetrain can be provided by Bosch's extensive service network of certified electric bike technicians throughout North America.



Looking at the 100% fulfillment rate of last year's Kickstarted Cargo Node bike, there's no hint of vaporware in Tern's campaign. Final stage prototypes have been tested in the field for more than three months. Tern recently debuted prototypes at Eurobike, the world's largest bicycle trade-show, where they were test-ridden



by more than 500 bike dealers and designers from around the world. Check out their reactions here:

[https://www.youtube.com/watch?v=pP\\_\\_CUnR3SM](https://www.youtube.com/watch?v=pP__CUnR3SM)

With the industry's leading electric bike system, Tern's proven folding technology, an unsurpassed support network, and a significant backer discount, now is the time to discover a new way of getting around.

Download high-resolution images of the Tern Vektron here:

<http://photos.ternbicycles.com/p742197913>

Watch the Vektron launch video here:

[https://www.youtube.com/watch?v=eqS\\_iq1PZz0](https://www.youtube.com/watch?v=eqS_iq1PZz0)

And stay tuned for the campaign, arriving on October 19<sup>th</sup>.

Visit the Vektron microsite at

<http://www.ternbicycles.com/us/vektron> to get notified when the campaign launches