

Drive ride

Advertising feature

The electric bike takes new form

The notion of an electric bike is nothing new, in fact, they've been around for more than a century with US patents on record from as far back as the late 1800s.

And while the idea of an electric bike has always held an inherent appeal, the reality has always fallen well short of the mark both in terms of practicality and aesthetic appeal.

In a century that is unmatched for its rate of technical innovation and evolution, when a calculator has shifted from the size of a house to something so small that it can only be comprehended under a microscope, the electric bike seems to have been left behind.

In recent years however, it has undergone a radical re-invention and for the first time in its rather chequered history, it has shifted from a fringe concept into the mainstream, and its adoption seems destined to grow exponentially from here.

The sudden change in the electric bike's fortune can be attributed to several factors; technological advances, changing social attitudes and growing economic and environmental imperatives.

Gone is the almost comically designed, 'electric' bike, with its oversized, short-life battery pack and rear wheel drive motor that compromised balance, comfort

and safety. In its place sits the new generation 'e' bike. Elegantly designed, ingeniously engineered and perhaps most importantly — inconspicuous to the casual observer. And they are definitely catching on.

Unsurprisingly, China with its enormous population and significant use of conventional bicycles in urban centres, is leading the way.

In less than two decades, the number of e-bikes on China's roads has jumped from a few thousand to over 120 million and the world is taking notice.

India, Europe and the US are all also experiencing an explosion in the popularity of e-bikes, with countries like the Netherlands directing more than a third of their traditional bicycle expenditure to the electric powered models.

Australia too it seems is embracing the e-bike and while adoption is tentative at the moment, the scene is set for an e-bike revolution. Gavin Carey, managing director of Gette Bikes has begun importing a range of new generation e-bikes and response to the product by the Australian public is promising to say the least. "We're thrilled with how people are responding to the Gette bike," says Gavin.

"People are consistently surprised by how good they look and how easy they are to handle,



and they have an incredibly broad appeal.

"Everyone from the weekend cruiser, those easing their way back into an exercise regime, or the busy city commuter looking to beat traffic all seem to love it. Gette Bikes represent the pinnacle of new generation e-bikes, both in terms of design and function.

"Powered by a unique, mid-mounted motor that feeds power straight into the pedal crank, Gette Bikes deliver exceptional power, battery efficiency and ride comfort. And its European design gives it a sleek appeal that most comparative bikes just can't match.

"It's the perfect way to get from A to B," says Gavin. "They're designed with the average commuter in mind. You can pedal them just like an ordinary bike, but also use the electric assistance to travel further faster.

"It's a sweet smooth ride that respects the environment. There's no registration or insurance required, no pain at the fuel pump, parking fees or public transport delays. In short — it's the perfect way to get around."

To find out more about Gette bikes or to see one first hand, visit www.gettebikes.com for specifications and dealer information.

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Introductory 2 week offer*
\$2,150



Introductory 2 week offer*
\$1,950

Gette ELECTRIC BIKES

Whether you're an everyday rider or a weekend warrior, you'll love the Gette next generation electric bike.

With Gette's pedal assisted power and unique direct drive system that uses all the gears, you'll make light work of the steepest of hills, and get to where you want to go faster. With the money it saves you on petrol, rego and bus fares, you can afford to make some stops along the way.

Gette bikes offer more than just innovative technology, with their slick, stylish and modern looks you'll turn heads wherever the road takes you.

So come and test ride the Gette next generation electric bike today, and see how you can Gette further, faster.

gettebikes.com  

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at your nearest dealer

Gette Dealers:

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Flemington Cycles
450 Racecourse Road
03 9376 9933

HIGHETT
Terry Hammond Cycles
497 Highett Road
03 9555 8263

RICHMOND
Bike Force
53-55 Burnley Street
03 9429 6858

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494 Nepean Highway
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*Offer ends Sunday November 14th

