

The electric bike finally catches up

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

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 reinvention 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 bikes fortunes 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 rest of 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 over 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 Australia 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 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 the fuel pump and parking fees or public transport delays. In short – it's the perfect way to get around'.

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