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AWARD-WINNING CITY BIKE REDEFINES E-BIKE CATEGORY

The ultimate electric propelled utility bicycle to be launched on Kickstarter

PALO ALTO, CALIF., July 17, 2012 — [Faraday Porteur™](#) -- the award-winning electric bicycle that captured the imagination of cyclists, tech enthusiasts, designers, and the press last year -- is coming to market. The first production run of Faraday bicycles will be pre-sold on [Kickstarter](#) starting July 17, 2012. Faraday evolved last year when the [Oregon Manifest](#) bicycle design competition invited the global design and innovation firm, [IDEO](#), to create a modern utility bike for the contest. After winning the People's Choice Award at the Oregon Manifest and widespread accolades in the media, lead designer Adam Vollmer left IDEO to found Faraday Bicycles™.

The Faraday Porteur looks and feels like a high-end city bicycle, but it performs in a class of its own. The bike appeals to a broad range of consumers, from bike lovers to commuters, baby boomers, techies, gadget gurus, and anyone with hill phobia. Inspired by the classic European delivery bikes of the 1940's and 50's, the Faraday Porteur has been updated with state-of-the-art components and construction techniques. An integrated, all-weather computer manages the intelligent pedal assist system that senses the rider's output and powers the front wheel. A "boost" switch provides an extra surge of power, but only when desired. High-powered, integrated front and rear LED lights turn on and off automatically, and the batteries are hidden seamlessly within the frame. At just under 40 pounds (without the removable rack), the Porteur is light enough to easily carry up stairs or load on the bus.

"Bicycle ridership and commuting is booming in the U.S., yet there is still a total lack of compelling electric bike products. With Faraday, we are redefining people's expectations for what an e-bike – or any bike – can be," explains Vollmer. "People are drawn to Faraday because it's an elegant solution to their daily transportation needs – but they fall in love with it because it's just too much fun!"

Faraday was named after Michael Faraday, the 19th century physicist whose pioneering research in electromagnetism helped pave the way for the safe, modern electric motors we use today. The name Faraday is our homage to one of the greats of modern science.

About Faraday

The Faraday Porteur is a new electric bicycle that will revolutionize the way we navigate our cities and streets. The creators of Faraday are engineers, designers, and industry veterans who passionately believe that better bikes make a better world. The editor of Bicycling Magazine called Faraday “the best-looking electric bike I’ve ever seen.” Faraday was also dubbed “the ultimate modern utility bike” by the Oregon Manifest bicycle design competition and won the contest’s [People’s Choice Award](#) in October 2011. Follow Faraday at: <http://twitter.com/#!/faradaybikes>.

About Kickstarter

Kickstarter is a crowd funding website for creative projects. Kickstarter has funded a diverse array of endeavors, ranging from consumer products, indie films, music and comics to journalism, video games, and food-related projects.

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