

Sand to Snow

California to Colorado by ePerformance Bikes



PRESS RELEASE - AUGUST/SEPTEMBER 2016

SAND TO SNOW SHORT FILM PREMIERS AT EUROBIKE

3,100 MI FROM CALIFORNIA TO COLORADO BY HAIBIKE EPERFORMANCE BIKES

- Movie premiers introducing Sand to Snow, the longest tour by Pedelec Adventures to date
- 3,100 miles (5,000 km) cycled through Western USA on Haibike ePerformance bikes of the SDURO line with Yamaha drive system (500 W, 20 mph)
- 187,000 feet (57,000 meters) altitude climbed from the lowest point of North America to the highest mountains of Western USA
- 180 hrs in the saddle at an average speed of 16 mph (26 km/h) consumed 95 battery charges (38 kWh)
- The evolving e-bike market in the U.S. proves to be open and cycle friendly
- eMTB enable experiences of extremes and open up horizons



PREMIERE AT EUROBIKE IN FRIEDRICHSHAFEN, GERMANY
Wednesday, August 31, 12:30 pm, Foyer East, main stage

The short film of Pedelec Adventures' most recent trip, *Sand to Snow - California to Colorado*, celebrates its first screening at Eurobike. A team from Berlin-based feinfilm went all the way to capture emotional moments, spectacular landscapes, and life on the road on film - from the splendour of the San Francisco Bay to colourful flowers in Death Valley and icy passes in the Rocky Mountains. Once introduced at the main stage, the short film will be shown at the Haibike booth (B2-300) and in the ExtraEnergy exhibition (East Foyer, 2nd floor) from Aug 31 - Sep 4, 2016.

U.S. PREMIERE AND TRAVEL TALK AT INTERBIKE IN LAS VEGAS
Thursday, September 22, 4:00 pm, Electric Theater

The movie's U.S. premiere is set for Interbike on Sep, 22 at 4:00 pm and will be part of a multimedia live report by Susanne Brüsche. The Pedelec Adventures founder and e-bike expert will guide through the ups and downs of her e-bike journey with insightful information: How long does the battery last? How to charge off grid? What is essential baggage? Can e-bikes survive icy river crossings and hot, dusty trails?

PEDELEC ADVENTURES

WITH SUSANNE BRÜSCH

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EXPERIENCING THE EXTREME - FROM SAND TO SNOW BY E-BIKE

Electric mountain bikes are on the rise but few venture far enough to explore the limits of both, the human and the machine. The experienced e-bike traveler and pedelec pioneer, Susanne Brüschi does so regularly and has just completed her latest tour called Sand to Snow successfully. About 3,100 miles (5,000 km) lay behind Brüschi and her team, who went from the Pacific coast of California to the heart of Colorado over ten weeks. The e-bikers spent 180 hours on Haibike SDURO ePerformance bikes as they pedaled from the lowest point in North America over the highest mountain ranges of the Western United States. They climbed record-breaking 187,000 vertical feet (57,000 meters). Reliably assisted by the Yamaha drive, the team mastered any terrain and endured temperatures of up to 106°F (41°C) in the desert before facing the cold at 12,000 feet (3,700 metres) above sea level. They worked their way through deep sand and endless snowfields before ultimately, despite detours, reaching the final destination of the longest Pedelec Adventure to date - Denver.

Eurobike will see the first screening of the Sand to Snow short movie. Berlin-based film production studio feinfilm captured the whole trip. The filmmakers went all the way to get as close as possible to the action and the riders. Furthermore, freshly crowned "Haibike Hero" and Pedelec Adventuress Susanne Brüschi will offer insight into the everyday life of an e-bike traveler and talk about essential experiences on stage. Her focus is on both, the technological and human aspects of the adventure "pedelec".

The e-bike trip deviated from the route a "classic" road trip in the U.S. would take. With two Haibike SDURO HardSeven RC models and one RC SDURO AllMtn the riders, including Andreas Toerpsch and Michael Burger, explored the "Wild West" mostly off the highways. When travelling from one National Park to the next, they discovered countless highlights between the highlights which tourists in cars rarely ever get to see.

The team experienced ten weeks of climatic and scenic extremes. The high-tech forge of Silicon Valley was soon followed by the signal-free deserts and wilderness of the USA. Yosemite National Park was still snowy but the cyclists found a blooming desert in Death Valley soon after. Glowing heat enveloped Nevada and southern Utah so hydration and a cautious eye for rattlesnakes became the order of the days. Once the team had left the heat behind, they once again faced snow-covered passes in the Rocky Mountains.

The adventurers' drive was more than the sheer desire to travel. Sand to Snow was an attempt to inspire the young market for electric bikes in the USA. On the steep hills of San Francisco it barely took an explanation, the pedelec's advantages were self-evident. Initial skepticism of hard-core mountain bikers in MTB Mecca Moab quickly gave way to the additive driving pleasure, too.

"It was a lot of fun and a great challenge, it is addictive," admits Brüschi. The Haibike ePerformance bikes in combination with Yamaha's motor attest the Japanese's claim "to be one with the machine" - on challenging trails in particular. The bikes reliably mastered every terrain be it tarmac, gravel, sand, or snow.

The 500 Watt Yamaha system that assists up to 20 mph (32 km/h) allowed the riders to reach a comfortable traveling speed of 16 mph (26 km/h) on average, including thrilling downhill, steep climbs and up to 30 kgs of luggage in waterproof Ortlieb bags. A fully charged 400 Wh battery lasted for 30 - 40 miles (roughly 50-60 km), even at temperatures down to 23°F (-5°C) on tour. A day's leg was between 50 - 95 miles (80 - 150 km) long. Throughout the trip, main rider Susanne Brüschi consumed 38 kWh equaling 95 battery charges. That is as much energy as a dryer requires for ten loads, or a computer needs to operate for 1,000 hours.

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High-resolution press pictures and digital press releases are available in the Press Center at www.pedelec-adventures.com.

Please contact me for any questions or further information. I will be happy to meet up for interviews and a more personal story at Eurobike in Friedrichshafen and Interbike in Las Vegas.

Kind regards,

Susanne Brüsch

MORE ABOUT THE TOUR

- @ Website & blog: www.pedelec-adventures.com
- @ Video diary and reports at YouTube: [Pedelec Adventures](#)
- @ Facebook: [PedelecAdventuresSusanneBruesch](#)
- @ Instagram: [PedelecAdventures](#)
- @ Twitter: [ladypedelec](#)

ABOUT HAIBIKE

Winora Group CEO Susanne Puello and her husband Felix established Haibike in Germany in 1995, yet its roots date back to 1914 when Susanne's great grandfather founded E. Wiener Retail Trading Company, a custom bicycles manufacturer. Haibike USA is the firm's North American subsidiary established in 2015 and selling the company's popular ePerformance collection of XDURO and SDURO bikes exclusively. With superior Bosch and Yamaha drive systems and dynamic inverted motor placement, Haibike's ePerformance bicycles lead the electric bicycle industry.

www.haibike.com

ABOUT YAMAHA

Japanese Yamaha is the world's pioneering manufacturer to mass-produce pedelec systems and leader in high-performance motorsports. The Sand to Snow tour is the first long-distance tour powered by Yamaha worldwide and features Haibike's SDURO line with industry-exclusive Yamaha motors. The company's credo is "Kando". The Japanese term can be translated as "emotionally moving" and Yamaha Motor strives to realise peoples' dreams with ingenuity and passion, while continuously searching for the next exciting product.

www.yamaha-motor.com

<http://global.yamaha-motor.com/business/e-bike-systems>

ABOUT PEDELEC ADVENTURES

With spectacular expeditions and e-bike projects, Pedelec Adventures inspires sustainable mobility and pioneers a new lifestyle by sharing the experiences of freedom, strength and pleasure with the world. Pedelec Adventures is led by Susanne Brüsch, a renowned journalist with 20 years experience in communicating e-mobility globally. In 2011, the inventor of the term pedelec (short for pedal electric cycle) started organising and riding electric bike tours, together with a specialist team. Their epic e-bike traverses of Mongolia, Iceland, and Africa (tbc) are known across Europe and beyond.

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