



PEDELEC ADVENTURES



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FOR IMMEDIATE RELEASE

E-Bike Africa Expedition Starting in Glasgow on 19th November

E-Bike Africa is a world record setting expedition from Glasgow to Cape Town. This 20,000 kilometer journey on electric bikes provided by German e-bike pioneer Haibike aims to raise awareness of the environmental and human cost of climate change. Pulling solar trailers this ambitious project promotes innovative technology that can be part of the solution, whether you live in a European city or rural Africa.

Organised in partnership with the project's lead sponsor Pedelec Adventures, E-Bike Africa is the first action of new Scottish Charity, The Purple Heart Network. "We want environmentally sensitive sustainable technologies to be affordable, accessible and practical for everyone in Scotland and beyond so that everyone can play a meaningful part in tackling climate change," emphasises Chair of The Network, Johanna Speirs.

The lead rider of the expedition is Cape Town born, Glasgow based, entrepreneur and co-founder of The Purple Heart Network, Bruce MacLeod. On key parts of the trip, Bruce will be joined by Susanne Brüsch, electric bike journalist, photographer, and founder of Pedelec Adventures. "Having cycled Morocco, Mongolia and Iceland, E-Bike Africa is another spectacular pedelec adventure and a once-in-a-lifetime chance to see Africa from inside while putting today's e-bike technology to the longest test ever. The aims and values of The Purple Heart Network add another dimension to my work and desire to make a global impact" says the inventor of the word *pedelec*. This term stands for pedal electric cycle and is internationally used to describe the type of e-bike that needs the rider to pedal for motor support.

500 extra Watts of Solar Energy

The bikes of choice for this adventure are speed-pedelecs provided by Haibike, Germany's leading e-performance bike brand. Empowered by Bosch's widely used eBike System, the expedition's high-performance XDURO models provide up to 500 Watts of motor power when pedaling and reach a maximum assisted speed of 45 km/h.

Pulling custom-built solar trailers to recharge the batteries of the bikes and other electronic devices will allow the adventurers to travel in a fully self-sufficient way while leaving the lightest possible carbon footprint.

Leaving from Glasgow on 19th November

The E-Bike Africa expedition starts at 10 am on Thursday 19th November when Bruce and Susanne will be leaving from Nelson Mandela Place in Glasgow that perfectly represents the historical connection between the city and South Africa. Passing Newcastle and Amsterdam, they will cycle to the COP21 UN Climate Change Conference in Paris that takes place in early December. In light of the tragic events in Paris on 13th November, the team re-evaluated these plans and decided that as long as COP21 goes ahead they will be there too, with a positive message, and as a mark of respect and solidarity.

Starting again from Paris in February, the second leg of the expedition will continue through France, Switzerland, Italy and reach the African continent in Alexandria, Egypt. The 13 countries to be crossed in Africa include Sudan, Kenya, Ethiopia, Uganda, Tanzania, Malawi, Mosambique,

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Zimbabwe, Botswana and South Africa with Swaziland and Lesotho until Bruce will reach his home-town Cape Town in about one year from now.

Highlights will be the Pyramids at Giza, the Rwenzori Mountains in Uganda, home of Africa's fast disappearing glaciers. "We will visit environments and people experiencing immediate impacts of climate change," says Bruce MacLeod, father of two sons. "Africa's highest peak, Mount Kilimanjaro, the Victoria Falls and the only Penguin Colony in Africa at the continent's most southern tip are iconic examples."

Bruce is especially passionate about visiting some of Africa's biggest and most exciting renewable energy projects such as the largest wind farm in Northern Kenya and largest solar farm in South Africa.

The E-Bike Africa team is encouraged by world-famous adventurers like Marc Beaumont who loves the ambition of setting a World Record by using "100% carbon free technology, to show the rest of the world what is possible, how we can explore the world without damaging the world."

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Find more information here:

www.ebikeafrica.com
www.pedelec-adventures.com
www.phn.org.uk

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*Press photos in print resolution and press releases are available for download at
www.pedelec-adventures.com and www.ebikeafrica.com*

We are happy to answer questions, provide interviews or more photos. Contact us!

With kind regards,

The E-Bike Africa Team

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About Pedelec Adventures

With spectacular expeditions and e-bike projects, Pedelec Adventures, run by Susanne Brüsch, has inspired the electric bike world and invited the audience to look far beyond clichés.

With her 20-year experience in communicating e-mobility in an international network, the widely published journalist and inventor of the word *pedelec*, started developing, organizing and riding multi-week electric bike adventure trips in 2011 together with a specialist team in expedition planning, technical service and video.

During tours through Morocco and Mongolia, (wo)men and material had to prove duress under stress, while solar-trailers served to re-charge the bike batteries. In 2013, the adventurers faced the elements while on a 4,000-km challenge through Iceland's northern beauty. With the *Berlin Trefected* project in 2015, Pedelec Adventures has once more proven its pioneer spirit in showing-off the latest achievements in e-bike technology.

www.pedelec-adventures.com

About The Purple Heart Network

The Purple Heart Network is a new Scottish Charity that helps people in local places identify and overcome the challenges they experience. We work with people, helping them to develop, design and deliver solutions that improve the places they live or work and, of course, benefit their lives.

The Charity's work helps people to take small steps, because initiators believe facilitating small steps, locally, is the best way to make big impacts, globally, and play a part in tackling the environmental and human cost of climate change.

www.phn.org.uk

About Haibike

As a leading player in the European electric bike field, Haibike has been making an exceptional history since 2010. As the first player on the market the brand of Germany-based Winora Group managed to combine the physical sportivity of a mountainbike with the powerful dynamic of a motocross-machine. With this Haibike hasn't only established a unique mobility type but also created a completely new sport: the ePerformance biking.

Numerous awards, like numerous iF Design Awards, one Design & Innovation Award, many Eurobike Awards, a Red Dot Design Award, the first Interbike Award in fair history for an eBike, German Design Award Special, different test wins and buying recommendations have been pushed the Haibike team to go on, and to never stand still.

www.haibike.com



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About Adeo Group

Adeo Group are a dynamic digital agency that understands customers' needs and what is required to develop and manage a website or ecommerce website. With offices in Dubai, London and Newcastle, the Glasgow branch has been a partner to the Purple Heart Network from the very beginning, setting up and managing all their web-presence. Adeo will make sure that the world can follow the latest route, riding data and project information of E-Bike Africa.

<http://www.adeogroup.co.uk>

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