

E-voluzione, the first electric bike project by Pininfarina, welcomes

ELETRONICA LIMITED EDITION

World Premiere at Eurobike – August 30 – September 2

The whole E-voluzione line on display on Diavelo Booth FG-A9

Turin, August 30, 2017–**Eletronica** is the new born in the **E-voluzione family**, the first electric bike project designed by Pininfarina and realized by **Diavelo**, a member of the **Accell Group**. Eletronica was born to become **the queen of her Collection, the most exclusive, the best performing**.

A cutting-edge Collection, awarded by the most prestigious design awards. A Collection able to make a real evolution. In design. In technology. In performance. In comfort. The E-voluzione project is composed by two different product families: the **E-voluzione Carbon Fiber** and the **E-voluzione Alloy**, both on display at Eurobike, on Diavelo booth FG-A9, starting from August 30.

Eletronica Limited Edition – 88 pieces

Eletronica was conceived to celebrate the success of the first **E-voluzione Carbon Fiber**, maximising the **integration of the parts**, keyword of the project. The new jewel distinguishes itself from her mother – E-voluzione Carbon Fiber - thanks to the **integration of the GPS**, the **Shimano / Alfine Electronic Gear** and the **full carbon parts**.

It will be manufactured in limited edition of **88 pieces**.

Available on the market starting from JANUARY 2018

Price: € 10.000



E-voluzione Carbon Fiber – Now available on the market

E-voluzione Carbon Fiber, is the result of the combination between **Pininfarina** heritage in designing **sporty cars** and the vocation to research **eco-friendly solutions** with **Diavelo** - a member of the Accell Group holding - **state-of-the-art technology** in the bicycle sector.

E-voluzione Carbon Fiber is innovative from several standpoints. The keyword of the project is **integration**. Developed from a holistic design philosophy, all the main parts are perfectly integrated in the bike: the **battery** (patented technology), the mid-engine, the handlebar and stem, the



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cockpit, all the cables, the lighting system. The advantage of a high level of integration of all components is not only aesthetic but also functional because it means a **better weight distribution** and balance and a more comfortable and performing ride.

Thanks to the use of carbon in the frame and in the parts (bar, seat post, wheels), the bike is **super light** compared with the competitors on the market (**only 16kg**). Moreover, the carbon frame is realized with an innovative technology (autoclave carbon). The advantage of lightness is a bike **more maneuverable** and **more performing**. Strong innovation also in the motor and transmission. The high torque **German Brose mid motor** is fully integrated with the carbon frame. The belt drive transmission warranties **super silent drive** and **no maintenance**. Also the **patented inside the frame Panasonic battery** (500W – 13,6A – 36V) is fully integrated and easy removable for recharge. The bike is completed by hydraulic disc brakes and Shimano components. This line has four different souls: **Elegance, Hi-Tech, Dynamic and Sportiva**, each of them expression of the Pininfarina DNA.



The bike has already been recognized by the most important design prizes in the world: the iF Design Award, the A' Design Award, the German Design and the Eurobike Awards, the **2017 European Product Design Award, Platinum Prize** in the category Outdoor and Exercise Equipment/Bicycle and bicycle accessories.

The bike is now available on the market and soon on store.pininfarina.com

Price: € 6.300

E-voluzione Alloy

The **Alloy line** is characterized by a distinctive **new battery concept integrated in the frame**. The design, lighten thanks to

sharp lines which split the volumes of the frame, gives to this electric bike a unique and hi-tech look. In order to satisfy different needs, the new alloy family covers a full model line: the **trendy city-bikes** for commuting in the city, the **trekking bikes** for casual touring and leisure driving, the **Mountain Bike**, a sporty choice ideal for going off-road, and the **Speed Pedelec**, thought for who wants more speed than average, cruising with the maximum speed of 45 km/h.



Available on the market starting from APRIL 2018

Price: Starting from € 4.000



Come to visit Diavelo at Eurobike – from August 30 to September 2 -Booth FG-A9

About Diavelo

Diavelo was founded in Netherlands in 2007, when the e-bike industry was very young and almost no brands were present in this category. According to the philosophy of the Danish founder and designer Brian Hoehl, electric bikes should be inviting in their appearance and easy to use, and they should be for everyone. The battery must be an integrated part of the bicycle, but also be easy to take off when it comes to charging. Today Diavelo is a member of Accell Group.

About Pininfarina

Pininfarina is a 360° design house of international repute and a symbol of Italian style in the world. Pininfarina has designed in the fields of transportation, electronics, sporting goods, furniture/home equipment, machinery, consumer products, graphic design and packaging, architecture and interiors. For over 86 years Pininfarina has partnered with the most prestigious firms and brands transferring the values of elegance, purity and innovation that have historically characterized the Pininfarina identity and unmistakable line resulting in icons of timeless beauty. Pininfarina Extra has its headquarters in Italy and offices in Miami, Pininfarina of America, dedicated to the American market.

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