

E-voluzione, the first electric bike project by Pininfarina, unveils the new Alloy line

*World Premiere of E-voluzione Alloy at Taipei International Cycle Show
(22nd-25th March)*

The Carbon Fiber version wins the 2017 European Product Design Award

Turin, March 22, 2017 – **E-voluzione** is the first electric bike project born from the collaboration between **Pininfarina** and **Diavelo**, a member of the **Accell Group**. A cutting-edge 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 award-winning **E-voluzione Carbon Fiber** and the new **E-voluzione Alloy**, which will be unveiled for the first time at Taipei Cycle Show, starting from March 22.



The partnership between the two companies combines the long Pininfarina heritage in designing **sporty cars** and the vocation to research **eco-friendly solutions** with Diavelo, a member of the Accell Group holding a **state-of-the-art technology** in the bicycle sector. *E-voluzione* 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 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.

The **new Alloy line** is characterized by a distinctive **display integrated in the handlebar**. 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.

This new version follows the huge success of the first **E-voluzione Carbon Fiber**, an electric bike which 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 last new goal is the **2017 European Product Design Award, Platinum Prize** in the category Outdoor and Exercise Equipment/Bicycle and bicycle accessories.

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



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souls, which will be very soon on the market: **Elegance, Hi-Tech, Dynamic and Sportiva**, each of them expression of the Pininfarina DNA.

"E-voluzione represents a long-terms and strategic project. It's the perfect synthesis of our spirit: sporty character and eco-friendly soul" affirms **Paolo Pininfarina**, Chairman of the Group. *"We are very excited to show for the first time the second amazing result of our partnership"*.



"The Pininfarina E-voluzione project is a trendsetter and a new benchmark in the electric bicycle industry" says **Brian Hoehl**, Director of Diavelo and member of the design team. *"We have aimed for a holistic design. Integration is the keyword. The motor and the battery blend very nicely together with the frame so it all appears to be one unit. This give a very sporty and appealing look."*

Come to visit Diavelo at Taipei International Cycle Show – 22nd-25th March, Booth L0721

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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