



204 Cyclery

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FOR IMMEDIATE RELEASE

204 Cyclery Unveils the Halcyon

POTSDAM, New York—May 10, 2009—Today 204 Cyclery launched the Halcyon, a pedal-electric hybrid for urban and suburban commuting. The Halcyon's innovative three-wheeled design increases stability and enables it to be fully enclosed, for a safer, cleaner, and more relaxing trip. Inspired by cars and bicycles, the Halcyon improves on both, with a combination of speed, ease-of-use, low maintenance, and low environmental impact that neither cars nor bikes can achieve.

In a struggling economy, as businesses are fighting to hold on to customers and bolster consumer confidence, the Halcyon has carved out a new niche in the transportation market. Most bicycle companies are rushing to market their "casual" bikes, with an upright posture, step-through frames, and a partially enclosed drivetrain, as ideal for the non-hardcore bike commuter. At the same time, car companies are trying to shift their focus from large, polluting vehicles to smaller, cleaner, and more efficient vehicles. Even with these changes, though, bike commuting will still be a difficult transition from car commuting and cars will remain inefficient and resource-intensive.

"Half of American commuters live within five miles of their job. We're hoping to reduce their environmental impact without radically altering their lifestyles" said Spencer Nowak, one of 204 Cyclery's founders. The Halcyon can travel forty miles on battery alone, and its range can be extended by pedaling during the trip, making electric-only commuting a viable option for the majority of commutes. It can be charged from an ordinary power outlet, and does not require a complicated recharging infrastructure, as many electric car projects do. Its top speed of 36 miles per hour makes the Halcyon capable of staying in the flow of city traffic, and its smaller road footprint means that the overall carrying capacity of the road will increase.

The Halcyon is available in four colors: 204 Green, Azure, Charcoal, and Tangerine. It can be customized further with three different wheel styles and a variety of accessories, including a trailer for extra storage space and a lightweight, removable canopy for inclement weather. The base model Halcyon starts at \$2100 and can be ordered online at 204cyclery.com/build.

204 Cyclery was founded in 2009 by two avid cyclists concerned about the environmental impact of car commuting. The Halcyon is 204 Cyclery's flagship product and represents their first entry into the alternative transportation market. In addition to the product design, 204 Cyclery designed a complete marketing campaign and interactive website, 204cyclery.com.

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For more information about the Halcyon or for an interview with the founders of 204 Cyclery, email contact@204cyclery.com or call Jacob Swain at (603) 244-8418. To see more of their work, visit their portfolio sites at jacobsnowak.com and spencernowak.com.

Additional images of the Halcyon are available at 204cyclery.com/media.

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