

Punta Gorda, May 1th 2016

## It's not a bicycle!

### Dear Customer and Friends of *pedelec* SQB Electric Bicycle Store

Last month a customer, who bought a *-stromer+* electric bicycle at my place, came back to visit me. When he was trying on one of the superlight *Melon* helmets, he had a scowl on his face. I thought there was something wrong with the comfort of the helmet, until he mentioned: "You know, many of my friends are very fit because they are capable of riding a regular bike for a work out. I am used to their teasing that I would cheat, riding with the pedal electric assist on. I know, that I can switch off and get my exercise if I want. ... but the other day I had a discussion with a guy that called me crazy for spending 3500\$ on a bicycle."

Every fiber in my body wanted to scream at that guy: **It's not a bicycle – stupid!** Of course I would not scream at my customer, but at the guy, that obviously had no clue what he was talking about. I stayed calm and told my customer that although it is by law a bicycle, this is the reason why I call them *pedelec*.

"... like it is in my company name. Meaning: *pedal electric cycle*. Probably the other guy was just confused by the word bicycle. So why don't you start calling your vehicle *pedelec*?", I asked him. That did brighten his scowl somewhat.

Why don't we all start calling these vehicles for what they are and thus stop confusion? **It's not a bicycle – it's a *pedelec*!** Following I list some distinct differences between a bicycle and a good quality *pedelec* that looks so alike:

- Frame is built stiffer and stouter to handle the powers that come with a motor and the velocity. Usually an Aluminum alloy. A *-stromer+* comes with carbon fiber parts.
- Disc brakes and/or hydraulic break systems that match, to stop a vehicle properly that is propelled by a motor.
- High tech energy resources called batteries, with an integrated battery management system. Cells of Lithium Ion that gives you a range between 20 and 90 miles!
- Controller/Dashboard that gives visually prepared and updated information about the bike at any time.
- Finally an electric motor!

All this high tech is orchestrated by a software programming. The list does by far not claim to be complete!

So if you love your 2-wheeled vehicle where your pedaling is assisted by a smart electric motor,



117 Herald Court • Unit 1111 • Punta Gorda • FL 33950  
www.pedelec-sqb.com • info@pedelec-sqb.com • (941) 505 8815

don't just call it a bicycle. **Call it a *pedelec*!**

Sincerely yours

**Phil Pfaeffli**  
**Team pedelecSQB**