

**MISE EN SITUATION**

**The smartest electric folding bike: Gocycle GXi**



**Buy now from Fully Charged Ltd for €3,699**

Futuristic to look at this is a bike you will love to ride. The Gocycle GXi is a folding electric bike with an enclosed drivetrain, mono-sided fork and mainframe, suspension, automatic gearing, motor control and integrated lighting.

Rolling on 20-inch magnesium-spoked wheels, these are larger than some of its rivals. On road, this equates to a steady and stable ride, although once folded 83 x 39 x 75cm it is a carry-on friendly weight of 18.4kg.

Performance in all other areas is exceptional. From the sizable 375Wh internal battery that provides a 80km range, to the automatic gearing and integrated lights, all are class-leading.

An entirely enclosed chaincase and disc brakes mean there's no oily marks on your trousers, and more importantly, massively cut down the bike's service intervals. Fundamentally, all Gocycles share the same excellent design. Yet while the cheaper £2,699 GX does without the automatic gearing, we think for the full experience, the GXi is our favourite.

**Frame:** Aluminium monocoque    **Battery and motor:** 375Wh, front hub    **Gears:** 3-speed automatic internal  
**Brakes:** Hydraulic disc    **Wheels:** 20-inch magnesium    **Folded size:** 83 x 39 x 75cm  
**Weight:** 18.4kg

Situation:

You work as a sales advisor for Fully Charged Ltd and a potential client is interested in purchasing an E-Bike. Prepare your arguments to reassure and convince them to choose this more expensive model rather than a cheaper less equipped one from a competitor.

She/ He wonders about:

- the benefits for her/his health
- the guarantee
- the after sales service
- the price

1. Drivetrain : Transmission

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