

PRESS RELEASE

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GOING GREEN WITH NORTH DEVON COLLEGE

As part of North Devon College's drive to reduce their carbon footprint, the educational establishment has turned to electric vehicle manufacturer Powabyke for help.

Powabyke is an innovative company helping to support the move towards efficient and greener transport, providing high performance electric vehicles which don't cost the earth – literally. Local dealer Bike-It in Barnstaple have given North Devon College a Powabyke to trial, to help staff travel from campus to campus in a cheap, easy and environmentally friendly way.

The range of electric bikes, available from Bike It, have been designed to give all the benefits of traditional cycling without the effort which can put many people off jumping aboard a two-wheeled vehicle. The electric scooters available are clean, green and easy on the ear as well as the eye with both retro and modern models.

North Devon College are committed to reducing their carbon emissions inline with North Devon District Councils new incentives, and have been searching for an electric bike manufacturer to supply them with reliable, efficient and user friendly bikes.

Darren Armstrong, the Motor Vehicle Section Leader at North Devon College, said that the trial bike is already proving popular with staff. He commented, "We have got one Powabyke on trial until January, and we have quite a few keen cyclists here and staff are excited about the new addition to the college fleet. At

the college we have a fleet of 31 vehicles, and it is one of our priorities to look at alternative forms of transport which are cheap to run and environmentally friendly.”

Brain Moores Councillor for Instow and Head of Technology added, “The college is very keen on introducing and promoting alternative transport solutions. The addition of the bikes and hybrid vehicle, will move us towards meeting North Devon District Councils carbon foot print reduction schemes.”

Powabyke’s impressive range of electric bikes and scooters consume no petrol or diesel, produce no emissions, require no tax, license (if your car license was issued before 2001), or fare paying. Powabyke’s bikes also have the added advantage of requiring no insurance or MOT. They are congestion charge exempt and can be driven in bus and cycle lanes. Recharging is simple, the battery can be plugged into any domestic main plug socket.

In recent years Powabyke has enjoyed global success with over 30,000 bikes sold and is proving to be a hit all over the UK as well as overseas.

Nick Child, Director of Powabyke commented, “It’s quite astonishing how much can be saved on trains, buses or even parking! With expensive parking charges being introduced around many British cities there really hasn’t been a better time for Powabyke.”

Powabykes are available from Bike-It Barnstaple Ltd, who are due to move from Newport Road to their new larger premises on Mill Road, Barnstaple, at the end of December 2007. The family-run business was established 14 years ago, and is run by local man Norman Taylor and his son-in-law Michael Parker.

The full range of Powabykes includes folding bikes, mountain bikes, shopper bikes and even a three-wheeled trike. For more information visit www.powabyke.com

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NOTES FOR EDITORS

For further press information please contact:

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PHOTO: Councillor Brian Moores and staff from North Devon College with the Powabyke.

Please see www.powabyke.com for further imagery, we can then send you higher resolution images of any required.