



## Revelo Electric Launches LE-1; Revolutionizing Greener Modes of Transportation



### FOR IMMEDIATE RELEASE

**TORONTO, ON – (May 9, 2014)** – Revelo Electric has created the ultimate alternative to getting around the city - The LE-1 (Lite Electric One) is the world's first ultra-lite, street-legal, compact, chainless e-bike that features a patent pending, dual mode front pedalling system.

The LE-1 was designed with a clear goal: to redefine how people think about sustainable and greener modes of transportation. CEO Henry Chong aims to be the leader in personal electric transportation design: "My goal is to grow the Revelo brand into a household name. We are thrilled with the response to LE-1 and are very excited about the future. We are grateful for the continued support from the One Network, most notably from OCADU, MaRS Discovery District, OCE and VentureStart. The LE-1's radically new design seeks to inspire and empower urban dwellers to *reimagine transportation*" says Chong.

**Discovery 2014** will host the launch of the LE-1 on **May 12<sup>th</sup> and 13<sup>th</sup>**. The LE-1 will be on display in **booth #616** with a test track, showcasing its unique style and technology. This marks the official launch of the LE-1 into the consumer market welcoming sales at [www.reveloelectric.com](http://www.reveloelectric.com). CEO Henry Chong will be in attendance to discuss the many benefits and unique features of the LE-1.

Discovery brings together the best and brightest minds in industry, academia, government and the investment community to showcase more than 300 exhibitors demonstrating leading-edge innovations and technologies. "I want to congratulate Henry and the entire Revelo team on the market launch of the LE-1. Ontario Centres of Excellence is proud to have supported the development of this incredible innovation through two grants under our Market Readiness program. When it comes to e-bikes, the



LE-1 is not only evolutionary, it is truly revolutionary”, says Dr. Tom Corr, President and CEO, Ontario Centres of Excellence.

Following the Discovery launch, Revelo will be on display for **Doors Open Toronto, May 24-25<sup>th</sup>** hosted by **MaRS Discovery District**. The Revelo booth, **located in the lower Atrium**, will feature a test space for all to share in the LE-1 experience. “We are thrilled with the continued success of Henry and his team. Revelo has been a MaRS client for two years now and the progress has been inspiring. Our Cleantech team looks forward to seeing Revelo adopted globally- contributing to continued economic success of the broader sector. We will continue to support Henry on this ride from strength to strength” says Clean Tech Investor, MaRS Advisor and Author of Best-Selling Book "Waking the Frog" Tom Rand.

To celebrate the launch of LE-1, from May 26-30<sup>th</sup>, during Bike to Work week, Revelo Electric will be demonstrating the LE-1 around Toronto, be on the lookout for this unique machine.

The LE-1 retails for \$2750 at [www.reveloelectric.com](http://www.reveloelectric.com). Start enjoying the benefits of clean, efficient electric transportation now with monthly payment options available on the purchase of Revelo Electric's LE-1. For more information, please contact: [sales@revelo.ca](mailto:sales@revelo.ca).

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### **About Revelo Electric**

Revelo Electric is a Toronto based company that was founded in January 2012. Revelo Electric aims to revolutionize greener modes of transportation through their superior products and designs. Revelo Electric seeks to inspire and empower urban dwellers to “reimagine transportation”.

### **Winner of:**

- 2011 ACIDO Rocket Show - Winner: Juror’s Select Transport Design Category; IDEACIOUS Award for Innovation and Jonathan Liberty Award for Innovation
- 2011 Urbane Cycling OCADU Eugene Yao Bicycle Design Award
- 2011 OCADU “Bring your Idea to Market” competition - Winner
- 2012 MaRS “Upstart” competition - Winner
- 2013 International Startup Festival Elevator Pitch - Finalist

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