



IMMEDIATE RELEASE

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FAST-GROWING eBIKE COMPANY BLIX LAUNCHES NEW LINEUP

Blix builds on stylish, sleek design with added focus of performance and utility

SANTA CRUZ, California — Blix Electric Bikes elevates the rider-friendly appeal of their ebikes with the announcement of performance and utility feature updates to their lineup.

Key updates include a powerful 500-watt rear-hub motor and a 48V/14Ah battery to take on the steepest of hills and provide up to a 45-mile range. A unique rack system with smart mounting points have been built into the rear and front of the frame, allowing the rider to easily mix and match from Blix's custom-designed accessory line making it easy to bring what a rider needs for their everyday adventures. The new features, expected in July 2019, will be incorporated on the Aveny City, Sol Cruiser, Vika+ Folding, and Packa Cargo.

"We're excited to launch these advanced updates to our bikes. We combined the classic Blix design with increased performance and extremely practical cargo features to offer something truly unique in the ebike market," stated Pontus Malmberg, Blix Founder & CEO. "Riders can now have a stylish, functional, high-performing bike at an affordable price point under \$2k."

Additional new features will include an integrated rear brake light, 7-speed grip shift, and a larger display with USB port. The Aveny and Vika+ will also be getting an increase in tire size, bringing them to 2 inches from 1.75 inches, which will provide an even more comfortable and stable ride.

Now entering their fifth year in business, these updates will support a streamlining of models in the company's lineup to fall within four electric bike categories — cruiser, folding, city and cargo. Blix continues to see triple digit growth and expand their multi-channel business model, delivering both directly to consumers and to a large network of authorized dealers.

"We strive to make ebikes that you want to ride and can ride every day. These improvements allow us to strengthen our mission to inspire more people to live a healthier and more active lifestyle."

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About Blix

Founded in Santa Cruz, CA in 2014, Blix offers innovative e-bike models including city, cruiser, cargo and folding ebikes, with a dynamic e-commerce channel and over 75 dealers in North America. Founder and CEO Pontus Malmberg draws inspiration from his Swedish roots to combine electric bike technology with a clean balance of form, function and user-friendly features. Blix electric bikes are affordable and beautifully designed, without sacrificing performance—perfect for an alternative mode of transportation and recreation. Learn more at blixbike.com.

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