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BLIX BIKES READIES TO REPLACE YOUR CAR

The Packa electric compact cargo bike set to launch on Indiegogo

SANTA CRUZ, California — Blix Electric Bikes plans to launch an Indiegogo campaign for their new bike model, the Packa, later this month. Starting below \$2,000, the Packa will be the most fully-featured, affordable electric cargo bike available.

Shaped around the compact cargo concept, the Packa has a total length of 52-inches, comparable to the length of a regular bike. It has dual 24” wheels which provide a low center of gravity for easy handling. It also boasts one of the lowest step-through frames for a cargo bike, making it accessible to most riders and incredibly easy to get on and off the bike.

“We looked to develop the perfect balance of convenience and rider friendliness with the Packa at an approachable price point,” states Pontus Malmberg, Blix’s founder and CEO. “Built for utility, it’s also a bike that will bring the fun back to your everyday adventures. It features a uniquely designed multi-modular racking system that allows you customize for your cargo needs in over 200 ways.”

The Packa utilizes a 750-watt motor with dual battery capacity. The system smartly uses both batteries ensuring you never have to stop when one battery runs out. The bike can go up to 70 miles with both batteries and carry up to 200lbs of cargo. At time of purchase, you can select a single or dual battery option.

The crowdfunding campaign goes live this March. Further launch details, pricing and product specifications can be found on the Blix website, www.blixbike.com.

About Blix

Founded in Santa Cruz, CA in 2014, Blix offers innovative e-bike models including commuters, cruisers, and folding bikes, with over 75 dealers in North America and a dynamic e-commerce site. 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.

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