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Media Contact: Lisa Hill PR

[lisa@lisahillpr.com](mailto:lisa@lisahillpr.com), 503-730-8055

## **BLIX LAUNCHES ONE OF THE LOWEST STEP-THROUGH E-CRUISERS ON THE MARKET**

*An ultra low step-through frame gives the SOL a stylish, relaxing ride with a powerful electric assist*



SANTA CRUZ, Calif., June 18, 2018 – [Blix Bikes](#), a leader in innovative and stylish electric bikes introduces the Sol, its new smart and stylishly designed cruiser for a comfortable ride along the boardwalk, to the office or around town. Sol means “the sun” in Swedish and this newest e-bike model brings a Scandinavian minimalist design to the nostalgic, upright cruiser.

Designed for the electric bike enthusiast who craves a bit of fun or is just returning to riding, the Sol features 27.5” wheels, wider swept-back handlebars and a comfy wide seat for laid-back, relaxed riding. “We designed the Sol with the perfect combination of style and e-bike technology to make it accessible for every level of rider,” said Blix founder and CEO Pontus Malmberg. “With an emphasis on comfort, the Sol will make every ride feel like a day at the beach.”

In addition to its European-influenced style and the innovative Blix e-bike technology, the Sol includes the following features:

- **Ultra step-through frame** with a low entry point for every type of rider. The sleek, super low-curved shape makes it easy for riders to get on and off as they cruise around town.
- **Smooth, quiet ride** with a 350W rear-hub motor and upgradable battery system.
- **7-speed shifting, disc brake equipped**
- 20 mph **Class 2-pedal assist** with throttle option including 4 levels of assist available to tune the ride.
- Available in **Charcoal** and **Sky Blue**
- Accessories available including fenders and racks
- \$1,599 MSRP
- Pre-orders begin in July at [www.blixbike.com](http://www.blixbike.com). The Sol will be available at select bike shops and online starting in August 2018.

### **Leading the e-Bike Revolution**

Blending classic design and modern technology, Blix designs and manufactures stylish and high-performing electric bicycles for everyday living. The battery can easily be charged on or off the bike and with one touch of a button the electric assistance expands the capabilities for many commuters and leisure cyclists. Select Blix models come with additional features such as built-in front and rear LED safety lights, comfortable grips and seats, a kickstand and fenders, front basket, rear rack and a built-in bike bell.

### **About Blix**

Founded in Santa Cruz in 2014, Blix currently offers seven, innovative models including commuters, cruisers, and electric folding bikes, with over 100 dealers in North America and a dynamic e-commerce site. Founder and CEO, Pontus Malmberg was inspired by his Swedish roots to combine electric bike technology and a clean balance of form and function to create an electric bike that was beautifully designed without sacrificing performance, and yet affordable. Every Blix e-bike is specifically made with user-friendly features as an alternative mode of transportation and recreation.

For more information, please visit [www.blixbike.com](http://www.blixbike.com) and follow us on Instagram and Facebook @blixbike.

