



Press Release

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CrownCruiser breaks the bike mold

Matchless style, SMART technology, high performance, and a range of custom choices – with CrownCruiser biking just stepped up a gear.



July 12th, CrownCruiser makes its hugely anticipated debut on Indiegogo. With its cool and uncanny mix of retro styling and **ultra-sleek space-age curves**, this machine doesn't just look amazing; it literally breaks the mold. Nothing quite looks like it. CrownCruiser adds to its stunning appearance by packing a range of performance features and **SMART** technologies that make it unique and utterly irresistible.

Its advanced high-tech pedigree has been developed with input from experts in the aerospace, sustainable energy, and motorsports industries. Clearly evident in the bike's aerodynamic styling and incredible strength.

Constructed around a lightweight, ultra-strong monocoque carbon fiber frame, riders can customize CrownCruiser's elegance with a choice of color palettes and bespoke skins.

Equally at home on the daily commute, cruising the beach, or riding out off the beaten track, this adaptable, versatile ride comes with a rider recognition **anti-theft defense**, **GSM location tracking**, and **Bluetooth**, complimented by a powerful **app** that tracks riding statistics. It even has a **gyro accelerometer sensor** that can detect an impact or fall and will pin drop your location to your emergency contact.

[Specifications overview](#)

CrownCruiser's stylish good looks and high-tech specs are matched by its performance. Guaranteed to turn heads every step of its **100-mile range**, CrownCruiser's powerful brushless DC hub motor can deliver a maximum **power output of 1000W** and is available in two motor sizes.

The first of these is the pedal-assisted system (PAS) which can produce speeds up to 15.5mph at 250W. Alternatively, combine the PAS with the throttle, and the powerful 750W rear hub motor kicks in, allowing CrownCruiser to achieve speeds of up to 31mph.

[E-bikes are selling like hot cake across the globe \(statistics say\)](#)

Sales of e-bikes are skyrocketing, spurred on by governments' cycling-friendly policies across the world and the impact of **Covid 19**. According to research by NPD Group and reported in **the New York Times** and **Cycling Industry News**, e-bike sales grew by **145%** in the USA between 2019 and 2020.

The surge in popularity is being seen across Europe, too, with Cycling Industries Europe reporting e-bike sales are likely to hit 30 million by 2030. That's twice the number of cars currently registered across the continent.

Whether you're already bitten by the biking bug or one of the millions looking to take to two wheels for a sustainable transport alternative, **CrownCruiser** offers riders an unrivaled experience.

Happy to announce that CrownCruiser was shortlisted by Innovate UK's Sustainable Innovation Fund and awarded £139,970 to set up an operations and assembly centre in Sheffield. The global crisis caused by the pandemic had a negative effects on many start-ups and such decision was intended to help products with innovative concepts become a reality.

The e-bike is currently available at a price point of \$3,150 (half price introductory offer). Find out more about the amazing CrownCruiser on our [official Inidegogo page](#).

About CrownCruiser Motors Ltd.

Founded in 2018 by **Adebola Adeleye**, CrownCruiser Motors aims to encourage more people to adopt green transport with affordable, stylish, and technologically advanced urban electric transport.

Adebola's background in aeronautical engineering, his passion for the outdoors, and eco-friendly transport inspired him to create CrownCruiser. **Based in the UK**, CrownCruiser has partnered with some of the best engineering and design experts in the world. Development is being undertaken in conjunction with a specialist in high-tech engineering. And manufacture of the advanced carbon fiber frame and other components is being developed by a leading independent materials manufacturer renowned for working with **Formula 1** teams and high-performance sports car brands.

Using lightweight and durable materials coupled with advanced connectivity, CrownCruiser Motors is committed to developing attainable products of the highest quality that are practically suited for everyday needs.

CrownCruiser's first product, the highly anticipated CrownCruiser e-bike, is currently ready for production following a successful bid to secure backing by Innovate UK, a government fund.

The start-up plans to install swap-and-go battery stations across cities to ensure users can switch a depleted battery for a fully-charged power unit within seconds.

"Here at CrownCruiser Motors, we've blended distinct styling and the latest technology to create the ultimate expression of the cruiser bike. We've worked hard to create a bike that our design-conscious community can ride where they want, safely and in style - with minimum impact on the planet's resources and their wallet"- says Adebola Adeleye – Founder of CrownCruiser Motors.

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[Indiegogo page](#)



Regulations

Riding rules and regulations are different and open to change across all countries and states. CrownCruiser advises people to check government policy wherever they live and intend to ride before purchasing.