

Ampler Launches Smart Electric Bikes to Bring Augmented Cycling to Urban Commuters

Two modern-looking smart electric bike models launching on Indiegogo

Tallinn, Estonia ([PRWEB](#)) April 12, 2016 -- Ampler Bikes is set to take premium electric bikes to cyclists around the world at affordable prices, and make personal transport effortless and fast. Ampler bridges the gap between regular and electric bikes. This is done by fitting the batteries inside the frame, giving them the look of regular bicycles with timeless design, and by bringing the price for premium bikes down to an accessible level. The company is launching two new models called Hawk and Bilberry in their [Indiegogo campaign starting today](#). The bikes are 35% lighter compared to the average electric bike on the market, feature clever technology that modifies electric assist based on how strong the cyclist pedals.

While the bikes include smart technology and even come with a smartphone app, they are as simple to ride as regular bikes – one simply pedals. The electric assist gives riders an augmented cycling experience and makes them feel like they're always biking downwind. Starting at 14 kg (31 lbs), the bikes are light enough to carry up and down staircases and with an average electric assist range of 70 km (40 miles), all Ampler models have enough range to satisfy modern commuters' needs. Additionally, it only takes up to three hours to charge the batteries from flat till full. All components, including the batteries and the charging plug, are designed to be reliable and weather-proof.

In designing the bikes, the three founders of [Ampler](#) had a specific goal in mind – to create smart and practical electric bikes that also looked great. This is why both the Hawk and the Bilberry were made to look like modern city bikes, with the Hawk going for a youthful and aggressive look, and Bilberry for one that's elegant and classic. All bikes connect to the Ampler Bikes smartphone app that lets the cyclist customize their riding experience. The app lets the user adjust acceleration, the speed at which the assist stops helping, and how much the motor assists the cyclist in proportion to their input.

Cutting out retailers and opting for a direct-to-consumer sales model, Ampler has brought the price of a premium electric bike down. Early-bird models start at \$1,690 on Indiegogo, which is less than half of what similarly equipped electric bikes go for in the market. There's no hassle and no hidden costs involved with Ampler, as shipping to the U.S. and EU is free of charge.

About Ampler Bikes:

Ampler Bikes was founded in 2014 by three avid cyclists with background in engineering, and years of experience in bicycle mechanics, design and entrepreneurship. Today, the company has a team of seven serving cyclists around the world. Ampler Bikes mission is to make practical yet beautiful electric bicycles that would make personal transport effortless, fast and comfortable. Having recently raised €91,500 for product development, the team came up with two high-quality, lightweight and great-looking electric bike models that are tons of fun to ride with. Every Ampler bike is developed, designed and hand-assembled in Europe with great attention to detail. For more information, go to www.amplerbikes.com.

About Indiegogo:

Indiegogo is an international crowdfunding platform for creative and entrepreneurial ideas of every shape and size. Fifteen million people from all around the world visit the site on a monthly basis.



Contact Information

Ott Ilves

Ampler Bikes

<http://amplerbikes.com/>

+372 55639291

Hannes Laar

Ampler Bikes

<http://amplerbikes.com/>

+37256224496

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