



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. Tern donates at least 1% of net profits every year to social and environmental causes.

Press Contacts

Europe

inMotion mar.com
Email: alban.manz@inmotionmar.com,
info@inmotionmar.com
Tel: +49-711-351-640-93 / -91

North America

Mike Davi
The Brand Amp
Email: miked@thebrandamp.com
Tel: +1 562-719-2150

International

Dwight Jurling
Email: marketing@ternbicycles.com
Tel: +886-2-2999-5623 ext. 212

Website

ternbicycles.com

Press Photos

photos.ternbicycles.com/products

Facebook Page

facebook.com/ternbicycles

Twitter

twitter.com/ternbicycles

Instagram

instagram.com/ternbicycles

YouTube Channel

youtube.com/ternbicycles

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News Release

will.i.am and The Coca-Cola Company Invite Tern to Join the EKOCYCLE™ Brand Movement



Custom Tern bikes for the EKOCYCLE™ brand add a dose of function to fashion.

TAIPEI, TAIWAN – March 9, 2015 – Urban transport specialist Tern today announced two limited-edition folding bicycles created for EKOCYCLE™, an initiative championed by The Coca-Cola Company and global music artist and entrepreneur will.i.am. The EKOCYCLE initiative has teamed up with some of the globe's most desirable brands to create an innovative lifestyle collection - driven by the ambition of using recycled materials to create desirable consumer products.

The Tern bikes for EKOCYCLE will be available at Harrods U.K. along with more than 150 EKOCYCLE lifestyle products, including clothing, accessories, home interiors, technology and active lifestyle products from more than 10 brand partners.

The seed from which EKOCYCLE grew began when will.i.am looked out on a stadium after a Black Eyed Peas concert and was inspired to turn waste left behind into recycled sought-after objects. He later joined efforts with The Coca-Cola Company to start a mass-scale initiative to help encourage recycling. Together, they are inspiring brands to create more aspirational lifestyle products made in part from recycled materials.



“We’re passionately in agreement with EKOCYCLE’s mission to promote sustainability by boosting the use of recycled materials,” said Josh Hon, Tern Team Captain. “Partnering with The Coca-Cola Company and will.i.am just makes so much sense because The Coca-Cola Company has such an incredible global reach and will.i.am is such a well-known, and well-respected artist and entrepreneur. We’re happy to be able to work with them to bring attention to an incredibly important issue.”

The Tern bikes for EKOCYCLE feature hydroformed frames made from a minimum of 10% recycled aluminum. Other components also include recycled content, including rims made by a factory that is solar powered and virtually grid neutral. With 5 patented technologies, the Tern bikes for EKOCYCLE fold in under ten seconds to effortlessly go on trains, buses and subways or fit under a desk. The limited-edition Verge X20 for EKOCYCLE includes lights powered by a dynamo hub which generates its own electricity while riding – no batteries required.

Bea Perez, Vice President and Chief Sustainability Officer said: “Sustainability is at the heart of The Coca-Cola Company and we are always looking at innovative ideas that link the vision of sustainability with our business. The EKOCYCLE™ brand is about helping consumers understand that waste can actually be a valuable resource to create desirable lifestyle products. We’re delighted that the Tern bicycles are part of the EKOCYCLE™ Shop-in-Shop at Harrods.”

The EKOCYCLE Shop-in-Shop opened at Harrods on March 5, 2015. The limited-edition Verge X20 is a Harrods exclusive with only five pieces available. The Verge X20 will retail for £2,500 / US\$3,765 and the Verge P9 for £925 / US\$1,395. Tern will show the Verge X20 for EKOCYCLE at Taipei Cycle Show March 18-21, 2015 at



booth M1019a. In April, Tern will give away a Verge X20 for EKOCYCLE on Facebook as part of an online event celebrating sustainability.



will.i.am



Verge X20 for EKOCYCLE



Tern bikes for EKOCYCLE in Harrods Shop-in-Shop

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