

Bickerton Portable Bicycles – First season success in Belgium

Hawkhurst, Kent – June 8th, 2016 – Belgium with its long-term cycling heritage is the perfect market for the new brand and collection of Bickerton Portables folding bikes. Cycling in Belgium has a long tradition, not only in sporting terms. Daily use of bikes for transport, commuting to work, or leisure cycling is all part of the Belgian lifestyle, and a folding and truly portable bicycle blends in perfectly. And with Guru-Sport, the parts division of Ludo NV, Bickerton found the perfect distribution partner for Belgium.



The Bickerton brand is a new brand, but is actually an old brand returned to this land of cyclists. Founded in 1971 by Harry Bickerton, the Bickerton Portable Bicycle pioneered many of the technologies which can be found on modern folding bikes. In 2013, Harry's son, Mark Bickerton, re-launched Bickerton Portables with a contemporary new range of bikes, inspired by many of the original concepts. They combine heritage, modern styling and the latest folding bike technology. They are a natural choice in one of the most dynamic cycling categories across Europe.



Bickerton Portables makes folding bicycles for discerning cyclists, who need to take their bikes with them and store them efficiently. They are the smart solution, not just for commuters and flat dwellers, but also for owners of cars, yachts, caravans, motor-homes and private planes.

“Combining the Bickerton heritage of ingenuity with up-to-date technologies, my design team has made some stunning and truly portable bikes”, said Mark Bickerton. “We are enormously excited to partner with Guru-Sport, the parts division of Ludo in Kortenberg, who have a powerful distribution network and share our enthusiasm for folding bicycles. Together, we are putting Bickerton Portables well and truly back on the map in Europe.” Bart Blockmans, sales manager at Guru Sports remarked. “Adding Bickerton Portables to our already strong brand portfolio allows us to extend our long held passion for folding bikes. The opportunity to re-launch Bickerton Portables in Belgium is too good to let pass. We are already seeing a strong demand for Bickerton bikes and since we launched them at the beginning of the year they have been selling through bike retailers very strongly.”

Please find here an overview of the latest evolution of Bickerton Portables.

Bickerton Junction



The four Junction models are designed with a simple goal – getting you from where you are to where you need to be. Ideal for riding all the way or taking on board with public transport. On arrival, the bike can be folded and taken inside with you, safe and sound and can be neatly stored under your desk or in a cupboard.

Depending on the model the Junction bikes are equipped with hub or derailleur gears and have racks, mudguards, dynamo hubs, front and rear lights – the component specification is from premium suppliers including Shimano, Avid, FSA, Schwalbe and SKS. These bikes are just as suitable for your daily commute, as for a longer ride in the countryside, but with the added benefit that they fold up so you can hop on a train or jump into a cab when needed.

Prices start at 499,-€.



The Bickerton Pilot



The really compact Pilot has smaller 16 inch wheels designed to be small enough for excellent portability yet large enough for a great ride. With a frame made of Aluminium and 6 gears this bike is very nippy and perfect for the urban rider. It is so easy to carry and store. Whether in a car boot, on a train or a plane, the Pilot fits nearly everywhere. The Pilot retails for 459,-€.

Please find high resolution images here:

<http://bickertonportables.zenfolio.com/f251040879>

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About Bickerton Portables

Bickerton Portables effectively kickstarted the folding bike genre over 40 years ago. Combining heritage, modern style and technology, Bickerton bikes become a natural choice in one of the most dynamic cycling categories. Portable bikes are the smart solution, not just with commuters and flat dwellers, but also with owners of yachts, caravans, motor-homes and private planes.

The range of 14", 16", 20" and 26" wheel sized bikes comes with choices of aluminium and Cro-Mo frames, the bikes are priced to retail from €350-€1,500. A range of complementary accessories offers plenty of choice for every purpose.

For more information: bickertonportables.co.uk

