

Press Release

Bickerton Argent Launch at Eurobike 2016

Iconic model supercharged with 21st century technology

Hawkhurst, Kent – August 17th, 2016

45 years after the inception of the original Bickerton Portable Bicycle, the world's oldest folding bike brand has gone back to some of its first principles and added the newest available technology to create a future-classic, the new Bickerton Argent.



Inspired by Harry Bickerton's original 1971 design, the Bickerton Argent pays homage to the rectangular frame and hinge abutments, but adds modern design, materials and technology to make a super-strong and stiff bicycle; so strong that it more than doubles the requirement for the ISO test.

The result is a rock solid ride, with an easy, quick fold. Combined with ergonomically curved handlebars and brand new "Vantage geometry", the bike delivers an outstanding ride, with an upright and comfortable riding position.



As Mark Bickerton explains: "The elegant hinge assembly has a very low profile design. For strength and a long life span, it uses integrated bearings and stainless steel pivot pins giving smooth folding and easy serviceability. The lightweight interlocking three dimensional structure of the hinge abutment prevents torsional movement better than any other folding bike hinge. With a secondary safety lock and a high-leverage latch, it is easy to open and close, and because the lever lies flat against the frame when folded it is very neat and the whole mechanism is well protected during riding and transport."



The Argent comes in three levels of specification, with some truly stunning colours and graphics at suggested consumer prices of £350-£900 (€\$ 450-1200).

Argent bikes will be in the shops from February 2017. The first countries in Europe to receive them will be Great Britain, Belgium, The Netherlands, Spain, Portugal and Andorra. Globally they will be available in Colombia, Hong Kong, Mexico, Russia and Singapore. Potential distributors for other territories are welcome to contact.

More information can be found here: <http://www.bickertonportables.co.uk/argent> or see the range at Eurobike Show from Wed Aug 31st to Sunday 4th Sept (Hall B4 stand number 406). Demo bikes are available to test ride (outside Hall B4 at stand DA – 501).

High-resolution photos can be found here:
<http://bickertonportables.zenfolio.com/p237523764>



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

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