

## Tern Upgrades Best-Selling Vektron E-Bike



Summer 2020 – Urban mobility specialist Tern has upgraded its Vektron folding e-bike lineup. The changes include more powerful Bosch drivetrains, updates to the frame, components, and color options – all while maintaining similar price points.

The award-winning Vektron is among the world's best-selling Bosch folding bikes. It folds in 10 seconds to go on a bus, train or car, and under a desk. Yet it delivers all the ride quality of a large-wheeled e-bike. Originally launched in 2017 after a successful Kickstarter campaign, the Vektron has since evolved into one of the most solid and reliable Bosch-equipped folding e-bikes in the market.

"We're constantly listening to our dealers and riders, and we're committed to making changes based on that feedback," stated Tern Team Captain Josh Hon. "Those who live in hillier areas have asked for a Vektron with a more powerful motor to tackle even the steepest hills. The new Vektron retains its super compact size and superior riding characteristics, but adds the improvements that everybody wants."

### **New Bosch Drivetrains**

The new lineup includes the top-of-the-line Vektron S10, now with a Bosch Performance Line motor that provides support with up to 65 Nm of torque, and improved pedal assistance of up to 300%. The Vektron Q9 and P7i have been upgraded

as well, and now feature a Bosch Active Line Plus motor. Quiet, robust, and lightweight, the new Bosch drivetrains ensure a natural, authentic riding sensation.

### **Stiff Frame, Now Updated**

The Vektron frame has passed strict European safety standards for pedal-assist e-bikes, having been certified as EN15194-compliant by EFBE Prüftechnik GmbH, one of Europe's leading bicycle testing labs. With a maximum gross vehicle weight of 120 kg, the Vektron provides a solid ride and still lets the rider carry a young kid in a child seat, or plenty of cargo. The special frame-mounted rear rack carries up to 28 kg, and also allows the bike to stand firmly in vertical position when folded, for easier rolling and storage. The stiff Vektron frame has now been updated for easier battery port access—another request from Tern riders.



### **Similar Price Points**

The upgraded Vektron lineup not only offers a bump in specs and new colors—it has managed to do so while maintaining similar price points compared to previous years. The lineup includes the Vektron Q9 (starting from €3099), the Vektron P7i (€3299), and the Vektron S10 (€3599). However, in some European countries, different recommended retail prices are applied if their distributors have decided to use different specifications (especially for the battery).

"A big upgrade to motor, frame, and components normally translates into higher prices," continued Hon. "But we're getting some economies of scale and we're happy to pass these along to our customers."

Shipping to the EU and other European markets starts in Q4 2020. For more information, visit [www.ternbicycles.com/vektron](http://www.ternbicycles.com/vektron).

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## Media-Kontakt

### International

Angela Kajita  
Tern Bicycles  
[angela.kajita@ternbicycles.com](mailto:angela.kajita@ternbicycles.com)  
Tel: +886-2-2999-5623

### North America

Bradley Hartman  
The Brand Amp  
[bradley@thebrandamp.com](mailto:bradley@thebrandamp.com)  
Tel: +1-949-426-7469

### Europe

Chris Allmendinger  
inMotion mar.com  
[chris.allmendinger@inmotionmar.com](mailto:chris.allmendinger@inmotionmar.com),  
[info@inmotionmar.com](mailto:info@inmotionmar.com)  
Tel: +49-711-351-640-93 / -91

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