

COASTING IN

*Singapore*

SINCE 2012



*Media Kit  
Interbike 2016*

*High Quality  
Bikes*

SINGAPORE

PORTLAND



*Designed in  
Singapore*

# COAST CYCLES PRIVATE LIMITED LAUNCHES THE RUCKUS FUN BIKE AT INTERBIKE 2016



Las Vegas, September 21, 2016:

Coast Cycles Private Limited, a company from Singapore, launches its fun and adventurous Ruckus at Interbike 2016, at booth 4156. The "social butterfly" of the company's diverse range is sure to get conversations going with its unique retro cromoly parallelogram frame, and fun fat tires. The extroverted fun bicycle won the Taipei Cycle d&i Award 2016.

Coast Cycles Private Limited debuted a prototype of the extroverted Ruckus at Interbike 2015, and its distinctive chopper-like frame and twin handlebars made it a hit. The bespoke two-wheeler has a 'social' aspect to it, thanks to its elongated seat and upright, comfortable seating position. It enables you to ride with your partner

seated at the rear or your kid seated up front for an unobstructed view of your surroundings.

"In a world where people are bowing their heads to smartphones and tablets and getting not just neck pain and less social closeness, there is a real need to return to real human interaction. Conversations are important, and that was my motivation in designing the Ruckus," says Jansen Tan, founder of Coast Cycles Private Limited, "Now two people can have a leisurely conversation when they cycle on the Ruckus in a park. The Ruckus is perfect for couples, a parent and a child, and just about anyone who enjoys good company."



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## THE RUCKUS FAMILY

The electric 'cousins' of the Ruckus are also available in the form of the Ruckus E and Ruckus E-Max.

"My goal is simple - to equip the already proven platform of the Ruckus with affordable and dependable electric motors, so that the design can go the distance for our customers and our company," says Jansen Tan. "My team and I were slaving on the drawing board to ensure that the evolutionary electric 'cousins' of the Ruckus would perform to our exacting and demanding requirements, so that our customers will have a peace of mind and all the assistance and performance they desire."

## RUCKUS E, REAR HUB 250W E-MOTOR, SINGLE-SPEED CHAIN

The Ruckus E is a souped up version of the award-winning Ruckus fun bicycle. The cheery Ruckus comes with a 250W 36V rear hub motor pedelec kit with a single-speed chain drive.

## RUCKUS E-MAX, MID-DRIVE 1000W E-MOTOR, SINGLE-SPEED CHAIN

This powerful Ruckus E-Max is not for the mild. It boasts a 1000W 48V mid drive kit with a single-speed chain drive.

## ENHANCING THE RUCKUS

The Ruckus comes with a range of accessories to customise your bicycle the way you want it to.

These include a voluminous frame bag and bespoke front rack. Both have been designed specially for the bike and will enhance stowage and usability.

## AVAILABILITY

The Ruckus is now available online at <https://coastcycles.com/shop/ruckus/>, and Coast Cycles Private Limited is looking for dealers and distributors to take their bicycles worldwide.



# ABOUT COAST CYCLES PRIVATE LIMITED



Established in 2012, Coast Cycles Private Limited is a Singapore registered company that specializes in the design, conceptualization and manufacturing of bicycles and other pedal-powered machines. With a team of staff who have years of experience in design as well as research and development, every model that leaves the factory would have undergone the full battery of tests and quality control checks. This ensures that the company's bicycles are always safe to ride and will give its user, hours and hours of cycling enjoyment. It does not matter if it is a commuting model like the Coastliner and award-winning Quinn cargo bicycle, Goliath fatbikes or Ruckus fun bicycles, every bicycle by Coast Cycles Private Limited will function and operate optimally and do what it was designed to do. Coast Cycles Private Limited does not imitate. Instead, it invents and innovates, constantly pushing boundaries. Coast Cycles Private Limited is also able to provide design services for bicycles, bicycle components and other bicycle-related requirements.

## FURTHER INFORMATION

For more information about Coast Cycles Private Limited, please visit:  
<http://www.coastcycles.com>

Follow us on Facebook for the latest news: <http://facebook.com/coastcycles>  
To download photo, please go to: <http://mbpr.sh/ccibkimg2016>



# COAST CYCLES PRIVATE LIMITED PRESENTS

## RUCKUS

### FUN BIKE

- Winner of the Taipei Cycle d&i Award 2016
- Unique parallelogram frame and twin handlebar
- Elongated seat which can accommodate two people



## RUCKUS E

### FUN BIKE

- Souped up version of Ruckus
- 250W 36V rear hub e-motor pedelec kit
- Single-speed chain drive



## RUCKUS E-MAX

### FUN BIKE

- Powerful version of the Ruckus E
- 1000W 48V mid-drive kit
- Single-speed chain drive



COASTING IN

# Singapore

SINCE 2012



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## High Quality Bikes

SINGAPORE

PORTLAND

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