

# SPENCER IVY

**PRESS RELEASE July 2011:**

**Win a Spencer Ivy Electric Bike in association with the Observer**

*Spencer Ivy, providers of high quality, stylish electric bikes are giving away one of their top-of-the-range electric bikes to celebrate the fifth anniversary of the Bridgestone Eco-Rally, launched by HRH The Prince of Wales.*

London, UK, 20 July 2011. Spencer Ivy ([www.spencerivy.com](http://www.spencerivy.com)) producers of high quality, retro electric bikes, aim to make cycling more accessible to people who are usually deterred due to the hills or long distance they need to cycle - whether it's for work or leisure. To show just how practical Spencer Ivy's electric bikes are, they will be pitched against other beautiful and green vehicles including an Aston Martin, Lightning GT, Lotus Exige Tri-Fuel, and a Tesla Roadster in the Eco-Rally which runs from Oxford City Centre and finishes at The Mall, London on Sunday 31 July 2011. One lucky winner will have the chance to experience the thrill and excitement of going electric themselves by entering this weekend's Observer Magazine competition to win a top-of-the-range electric bicycle worth £1,895.

The 2011 Bridgestone Eco-Rally event is in collaboration with *Start-* a national initiative by The Prince's Charities Foundation to promote and celebrate sustainable living and to show what a more energy efficient, cleaner and healthier future could look like.

This year the mobile motor show will be starting in Oxford and matching the world's best vehicles with the world's most sustainable buildings at the BRE Innovation Park, before culminating on The Mall - between Buckingham Palace and Trafalgar Square.

To celebrate the fifth anniversary of the Eco Rally, Spencer Ivy are giving one lucky winner the opportunity to win a Spencer Ivy Electric Bicycle worth £1,895. They have been designed to be highly reliable and comfortable, allowing the rider to simply get on and go.

Want to commute to work without breaking into a sweat, go on a bike ride and not be put off by hills? Well this is your chance to do all those things. Your worries will disappear when you get on a Spencer Ivy Electric Bicycle. The bike is very efficient, silent and uses a torque sensor to detect the power you apply to the pedals in order to know how much assistance to deliver through the chain.

This is an amazing opportunity to win one of these new to the market, beautifully designed and highly reliable electric bicycles from Spencer Ivy. A bike that mixes fashion with convenience. Enter the competition this weekend. *The winner will have the choice of Spencer, our sleek crossbar electric bicycle, or Ivy, our traditional step-through electric bicycle.*

Spencer Ivy  
Contact: Va Hua, Director  
Address: 15 Pennyfields,  
Docklands, London E14 8HP  
Tel: 020 3021 3388  
Email: [info@spencerivy.com](mailto:info@spencerivy.com)  
[www.SpencerIvy.com](http://www.SpencerIvy.com)