



CYCOLOGY™

BESPOKE ELECTRIC BICYCLE TOURS FROM THE MOUNT NELSON HOTEL

DAILY at 9 am, 12 pm or 3pm, for 60-min COST R 950 pp

www.cycology.biz mtnelson@cycology.biz +27 0760627797



Cycology tours are offered on the finely tuned electric bicycles from the A2B range.

Feel the power of an open throttle, feel free to pedal
Go 25 k's an hour, ride 35 kilometres on one charge
Ride on...and on and on,
with gentle suspension and comfortable seats
Instantly appealing, Instant acceleration.
Turn hills into easy terrain,
turn heads with the sleek, sharp lines.

www.cycology.biz mtnelson@cycology.biz



CYCOLOGY



MOUNT NELSON
HOTEL

*"Life is like riding a bicycle,
to keep your balance
you have to keep moving"*

albert einstein

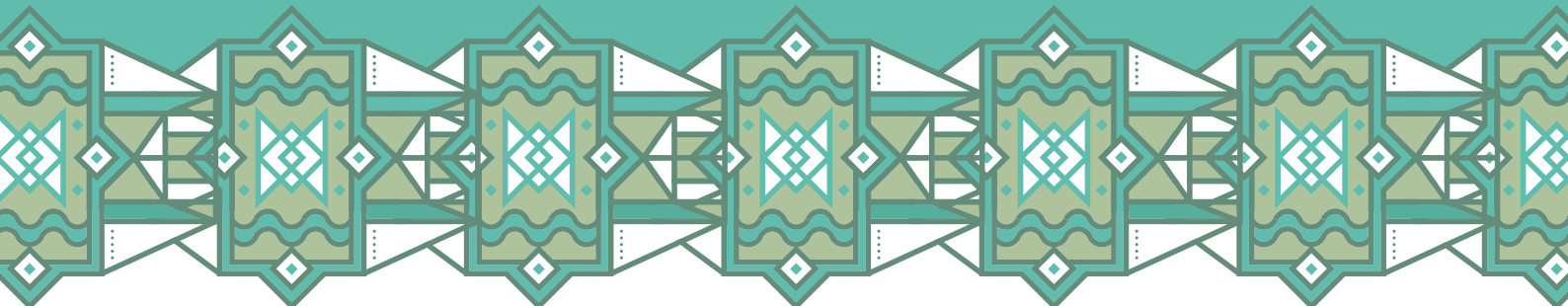




CYCOLOGY™

PRESS KIT : *Life on two wheels*

Discover the Mother City from The Nellie on an e-bike



Cape Town, February 2014 - The best way to get out into the African sunshine, expand your horizons and arrive somewhere new is on two wheels. But not just any two wheels. Cycology bespoke electrical bicycle tours offers a whole new way for guests of The Nellie to cycle out under the Prince of Wales Arch and connect with the Mother City.

The February 18th launch of the Cycology tours at the Mount Nelson Hotel means that guests and patrons now have the option to explore Cape Town downhill and uphill in style on the exquisite A2B Metro electric bicycle.

The A2B Metro is imported by Cycology, both a local importer of bespoke bicycles, and a movement that inspires a 'Life on two wheels'. "It's the ultimate blend of leading edge technology and lifestyle. It's the new way of connecting e-cyclists with the people, places and passions that make Cape Town such a vibrant and globally awarded city," explains Vincent Truter, Lead Cycologist.

This unique electric bicycle offering will consist of four touring options. The first, entitled Raw Beauty, takes you to explore the magnificent views and breath-taking Atlantic seaboard. The second tour, Beauty By Design, is a rolling shopping trip that explores the centre of Cape Town and the myriad of smaller, independently owned boutiques, trendy coffee spots and design treasures. Then there is the Beauty Of Age tour, that explores the rich heritage evident throughout the city bowl with a focus on the Iziko museums. The more independently minded guests can just rent an electric bicycle for an hour or a day and be guided by the map that the Mount Nelson gives to their guests.





Each A2B Metro bicycle gives the rider an electric boost in hilly Cape Town and is also equipped with a durable luggage carrier for shopping trips. The front and rear suspension absorbs bumps, making the ride a breeze. Definitely not just for men in tights, the e-bikes offer families and even mature riders a gentle yet exhilarating experience.

The Mount Nelson Hotel's General Manager, Xavier Lablaude, adds: "Our guests are going to love the ease and accessibility of exploring the many hidden treasures located in and around the historical and cultural heart of the Mother City from the central location of the Mount Nelson Hotel."

Resident Cyclogyst Mo Reid will guide each tour with a focus on style over speed. His gentle approach will guide even the most nervous first-time city cyclist into blissful electric motion. "We invite you to visit the Mount Nelson Hotel, hop onto an A2B metro and get to know this extraordinary city, get in touch with the great outdoors, and begin to understand the freedom of a life on two wheels."

About Cycology

Based in Johannesburg and Cape Town in South Africa, Cycology is a brand committed to the philosophy of a LIFE ON TWO WHEELS. It is the local importer of A2B Metro electric bicycles and creator of bespoke cycle experiences.

For more information visit cycology.biz or follow us on twitter @cycology_za

For further press information:

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CYCOLOGY

BESPOKE ELECTRIC BICYCLE TOURS FROM THE MOUNT NELSON HOTEL

tue - sun at 9 am, 2 pm or 3pm, for 60-min COST R 950 pp

Guided by the CYCOLOGYST, each tour takes you from the graceful grounds of the Mount Nelson Hotel via a return route connecting with the people, places and passions that make Cape Town such an extraordinary and vibrant city.



1 RAW BEAUTY TOUR

Soak up the sun and let the wind wash over you as you join us for a ride that celebrates the natural beauty of Cape Town. * From breathtaking views of Table Mountain to the spine tinglingly beautiful promenade on the Atlantic Seaboard- see Cape Town for all its natural beauty.

2 BEAUTY BY DESIGN TOUR

Get up, grab a friend, savour the simple things and join us on a ride to discover the unique design objects, and offbeat social spots of Cape Town. * From hand crafted objects to organic neighbourhood markets, bring your shopping bags and sunglasses and lets explore local design.

3 BEAUTY OF AGE TOUR

Cycle sans expectation and let it happen on the ride as we explore a variety of heritage sites within the Cape Town city bowl. * From the stature of the Company Gardens to the colour of the Bo-Kaap, see Cape Town for its rich cultural heritage.

4 BESPOKE TOUR [5 pax+]

We consult with you and tailor a route to your specific passions and interests.

* Let's meet and discuss plan your unique journey.
contact: mtnelson@cycology.biz

5 RENT A BICYCLE & DO YOUR OWN THING

You can hop on and rent an A2B electric bicycle for as long as you need:

1 HOUR = R 150 HALF DAY = R 350 FULL DAY = R 750



HOW TO BOOK

- book with the **Mount Nelson Hotel Concierge.**
- call the cycologist: **+27 0760627797.**
- book via email **mtnelson@cycology.biz.**

TIME TO RIDE / 3 TOURS DAILY / TUE - SUN @ 9:00am / 12:00am / 3:00pm

WHO SHOULD RIDE / The young at heart from 12 and up. The electric bicycle enables young and old to effortlessly explore Cape Town both downhill and uphill.

SAFETY / Each trip includes a 15 min orientation on the electric bicycle to get you confident and ready for the journey. Arrive 15 minutes before the starting time to sign your indemnity, get orientated on the bicycle and enjoy the ride. You do not have to be a super cyclist and we provide safety helmets.

WHAT TO WEAR / We prefer style over speed, no cycle gear needed, just be comfortable, remember your sun block and if you chill easily, a scarf or light sweater is always good to have close.

ABOUT CYCOLOGY / www.cycology.biz

We import finely tuned **electric bicycles** We create bespoke **electric bicycle experiences**

We design exquisite **bicycling accessories** We inspire you to live a life on two wheels



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BESPOKE ELECTRIC BICYCLE TOURS FROM THE MOUNT NELSON HOTEL

DAILY TOURS [TUE - SUN] Guided by the CYCOLOGYST, each tour takes you from the graceful grounds of the Mount Nelson Hotel via a return route connecting with the people, places and passions that make Cape Town such an extraordinary and vibrant city. We offer 3 varying tour options that take between 60 and 90 minutes.

COST : R 950 pp

TIMES / Daily at 9:00am / 12:00am / 3:00pm

WHO / The young at heart from 16 and up.

BOOK NOW / Contact the Mount Nelson Hotel Concierge,

call the cycologist: +27 0760627797, book via email tours@cycology.biz

DAILY RENTALS / *R 150 for 1 hour / *R350 for 3 hours / *R750 for the day.

BESPOKE TOURS / We consult with you and tailor a unique journey to your needs.

www.cycology.biz / tel: 0760627797 / tours@cycology.biz

**cycle sans expectation
let it happen on the ride*
electric bicycle tour like no other



MOUNT NELSON
HOTEL



CYCOLOGY



A2B Metro



www.cycology.biz

Get On

On these two wheels
On the road

Feel the power of an open throttle
Feel free to pedal
Hit 500 watts of output
Hit 25 k's an hour
Get 65 kilometres out of your external battery
Get another 40 from your internal battery
Ride over 100 kilometres on one charge
Ride on...and on and on
Instantly appealing
Instant acceleration

On demand
On these two wheels

Love It

Love these two wheels
Love every single moment

Looks that kill
Looks unlike any other electric bike
Take to it, naturally
Take it out, anywhere, anytime
Ride with the wind
Ride in attire you like
Double the dynamics
Double the fun
Free to go where you want
Free from the traps of traffic

Love the way it feels
Love these two wheels

With More

With these two wheels
With so many highlights

Get customised with a range of accessories
Get to grips with the easy-to-use throttle
Turn hills into easy terrain
Turn heads with the sleek, sharp lines
Enjoy an oversized, comfortable seat
Enjoy the experience of the great outdoors
It's got great field of vision
It's a smooth ride, thanks to the super wide tyres
Total ease of use
Total running costs? Hardly any
Useful for errands, work runs or shopping
Uses such little effort for such a powered performance

With you when you want out
With these two wheels

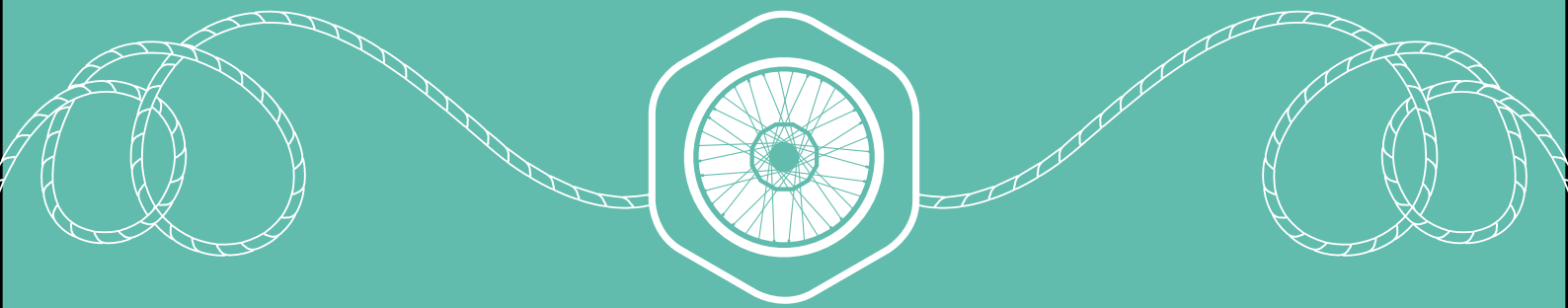


Take This

Take these two wheels
Take them wherever, whenever

Geared up for rare adventures
Geared with a 7-speed Shimano Alivio
Get comfy with front and rear suspension
Get going with the advanced lithium ion battery
Easy to charge, just plug it in
Easy-to-see energy levels
Solid, with an aluminium frame weighing only 37 kilos
Solid response from the Avid BB5 disc brakes
Feel the regenerative braking power
Feel full control

Take cycling to new levels
Take these two wheels



*Cycology is a culture, viewpoint and movement
that inspires a life on two wheels:*

Today's a good day to start
Get out, grab a friend, cycle
Leave anywhere, anytime
Just go!
Go between
Connect A to B
Cycle sans expectation
Let it happen on the ride
Enjoy the in-between
Savour the simple things
Soak up the sun
Let the wind wash over you
Inhale deeply
Taste fresh air
Avoid common paths
Explore the unknown
Move
Always move
Keep on moving
Don't focus on the road ahead
You'll always get there
Enjoy the now
Arrive somewhere new
Appreciate the view
Expand your horizons

Start again