

MEDIA KIT

2020



Keep riding the bike you love

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MEDIA ASSETS

Images and logos within are sample size for reference only.

For the latest information and full resolution image files visit

bimotal.com/media

About: Bimotal is a US company formed in 2019 to produce world-class electric powertrains for bicycles and other multimodal transportation. Bimotal systems seamlessly integrate human and motor power in small, convenient, retrofittable, lightweight, and removable form factors. In doing so Bimotal follows its mission to transform the health of humans, and the planet.

Motivation: The amount of biodiversity being lost due to climate change is astounding: about 1.25 million species out of 8 million species are being wiped out. We are in the 6th mass extinction. Bimotal is starting small but we are focused and determined. We will do everything we can to make the planet sustainable—beginning with our passion and expertise of personal electric vehicles. We cannot solve environmental issues singlehandedly. We hope to be one of many key companies making progress – for the benefit of all forms of life.



Toby Ricco - Founder & CEO of Bimotal, Inc.

Product Features

- Innovative** mounts to the same points as your externally mounted disc-brakes
- Direct drive** no added wear-and-tear on your chain or cassette
- Turnkey** professional installation and delivery included by Velofix
- Removable** motor and battery off in 20 seconds, only 200g of hardware stays on bike

Product Specs

- 50Nm continuous, 100Nm peak
- 750 Watts
- Up to 28mph
- 1kg motor, 0.2kg hardware & harness
- 250Wh, 1.5kg battery
- 15 to 30 mi range estimated
- Dual motor and dual battery feasible
- Programmable throttle (pedal-assist in development)
- Complete system expected retail price of \$1950





A. Motor



B. Battery



C. Motor on bike



D. Full Bike

PRODUCT PHOTOS



The Elevate system is compatible with many bikes



The Elevate motor compared to an iPhone X



The Elevate motor quick-connects to brake mount studs

Bimotal unveils Elevate, an innovative, lightweight, removable, ebike drivetrain

Tesla alumni and cycling industry veterans combine forces, bringing uncompromised ebike capabilities to the bike you love

Bimotal is excited to announce “Elevate”, a powerful lightweight motor that cleverly mounts to the disc brakes of an existing bike and is easily removed.

Tesla alum Toby Ricco (28) brings top-tier power electronics experience and fresh design ideas with a convenient and versatile package that enables cyclists to keep riding the bikes they love and enter the electrified market at a relatively low price point.

Company founder Toby Ricco said, “Recovering from a knee injury after a ski crash I was determined to keep riding with my limited leg strength. I researched complete ebikes and retrofit kits extensively but nothing on the market fit my needs: an ultra-light and removable motor system that enabled a nearly-identical riding experience to a pedal bike with the ability to take the edge off tough climbs. Leveraging my engineering background, I set out to make this vision a reality.”

Elevate gives a cyclist the opportunity to convert their bike immediately, eliminating the need to own two bikes or to choose between an ebike and a pedal bike.

The motor snaps instantly onto and off the same mount points used by an external rear disc brake, driving a rotor-mounted gear.

This direct drive approach brings significant gear reduction at almost no added weight creating the highest power-to-weight ebike system currently on the market. The total system weight adds only 5.9lbs/2.7kg to the existing bicycle.

The rider can switch quickly between electric assist and pedal power without any drag, and provides a constant 50Nm of torque and a peak torque of 100Nm.

Media resources, including promotional images, videos and more detailed company and product information, are permanently available in the Media area of the Bimotal website www.bimotal.com

For an interview with Toby Ricco, or for further information, please contact either of the below:

Lauren Duensing
VP of Business Dev and Operations. lauren@bimotal.com 925.918.1017 (Pacific Time)

Paul Skilbeck
PR Consultant. pskilbeck@gmail.com 415.516.1444 (Pacific Time)

Social Media



Boilerplate

Bimotal is a US company formed in 2019 to produce world-class electric powertrains for bicycles and other multimodal transportation. Bimotal systems seamlessly integrate human and motor power in small, convenient, retrofittable, lightweight, and removable form factors. In doing so, Bimotal follows its mission to transform the health of humans and the planet.

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Bimotal Main Logo



Logo Variations



Bimotal Symbol (Peaks)





A. Wrong Color Combinations - Specially Yellow on White background



B. Wrong Proportions



C. Wrong Spatial Relationships

Primary & Copy Font: Avenir

Avenir Light Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Secondary & Headline Font: Montserrat

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Third & Digital Font: Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

COLOR PALETTE CORPORATE PALETTE



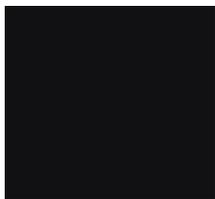
Bimotal Gold

RGB: 252,182,21
Hex: #FCB615



Bimotal Canvas

RGB: 252,251,233
Hex: #FCFBE9



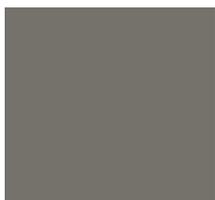
Bimotal Midnight

RGB: 15,15,16,
Hex: #0F0F10



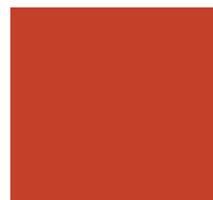
Bimotal Nightfall

RGB: 42,43,42
Hex: #2A2B2A



Bimotal Slate

RGB: 116,114,107
Hex: #74686B



Bimotal Golden Gate

RGB: 196,65,41
Hex: #C44129



TOBY RICCO

Founder & CEO

Tesla 2009 – 2019, mechanical lead Model 3 Power Conversion System. Electronics in Powerwall, Powerpack, Model S, X, & 3. Cal BS/MS in Mech. Eng, Mountain Bike Team, President & Treasurer of Sigma Pi Fraternity, Lead Engineer of INSTAR



LAUREN DUENSING

VP Operations and Business

VP of NICA (National Interscholastic Cycling Association), ramped from 1k Members in 3 states to 30k Mountain Bike racers in 30 states
Co-Owner and CEO of Yellow Wood Coffee and Tea



JASON ROESSLEIN

Sr. Design Engineer

Tesla Technical Lead for industrial-scale solar.
Powerwall 2 mechanical design lead
SpaceX Manufacturing Engineer
Mountain bike racer & Guru



CHAD FUREY

Motor Expert

Tesla system optimization and characterization. Magnetic design of Model 3 Motor
Impossible Aero propulsion system
Solar Vehicle team lead



Contact Us

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San Francisco, CA



Keep riding the bike you love