

# TRIKKE® SEGUES INTO PERSONAL TRANSPORTATION

## ELECTRIC POWERED COMMUTER VEHICLE DEBUTS AT OUTDOOR RETAILER SHOW

### FOR IMMEDIATE RELEASE

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SALT LAKE CITY, (UT) & SANTA BARBARA COUNTY, (CA). Trikke Tech, Inc., the world leader in 3-point human powered carving vehicles for all seasons, announced the “Tribred™” line of light electric carving vehicles at the Action Outdoor Retailer Trade Show in Salt Lake City this week. Trikke will be exhibiting the Tribred line and other Trikke products at the show.

Trikke anticipates that retailers will embrace Tribred as a breakthrough product line because it can be used for commuter transportation, exercise, recreation and just having a blast.



“With gas prices soaring and consumers making adjustments, we think outdoor retailers are well-positioned to present all that the Tribred line has to offer consumers,” said John Simpson, president of Trikke Tech, Inc. “Beginning next month, we’re supporting the Tribred introduction with national media, web campaigns, and local events to help drive consumer awareness.”

Built on top of the popular and proven T8Air chassis, the base Tribred is capable of reaching 17 MPH and traveling up to 12 miles on a single charge. The entire unit only weighs 52 lbs and quickly folds down for ease of transport and storage. A rider can optionally go faster and further by “carving”, a fluid motion that generates energy to propel the vehicle forward, and feels much like the sensation of downhill skiing.

“From the day the Segway was announced, we knew that Trikke’s patented technology would bring a category killer in the personal transportation market,” added Simpson. “We’re fortunate to introduce the Tribred line at a time when Americans are desperately looking for ways to reduce their transportation costs and their carbon footprint. Tribred offers the first super-portable personal transportation vehicle that can legitimately be used for commuting, exercise and recreation, especially for those that live within 10 miles of work or school.”

“I’ve been riding my Tribred to and from my office daily,” added Simpson. “I can throttle, just carve, or throttle and carve. It’s my choice.”

The introductory retail price of the Tribred base model is \$999 and is currently available in limited supply.

Higher powered and accessorized Tribred models will be introduced next year. “We’re at the starting line of the Tribred lifecycle and the product roadmap is very exciting in terms of new features and product extensions,” said Gildo Beleski, Trikke Tech’s founder and Chief Designer.

### **Other Trikke News**

In a second show product announcement, Trikke Tech announced the Skki, a three-ski carving vehicle that requires no bindings and is far easier to learn than skiing or snowboarding. Read the press release at <http://www.trikke.com/press/skki>

In a third media release, Trikke Tech announced a media program with BrandEntertain and 48Straight to develop and produce televised exhibitions and competitions that feature the Trikke Skki, Tribred and human-powered carving vehicles. Read the press release at <http://www.trikke.com/press/48>

### **About Trikke Tech, Inc.**

Trikke Tech, Inc. is the world leader in 3-point carving vehicles for recreation, exercise and personal transportation. In business since 2000, Trikke Tech has sold hundreds of thousands of vehicles to enthusiasts worldwide with its patented technology. The product line includes the new Tribred electric vehicles, human powered vehicles and the Skki. Trikke Tech is based in Santa Barbara County, California.

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