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## New e-bike brand Flaunts affordable, everyday line

If you've got it ... well, you know.

Flaunt (Booth 10028), a new e-bike brand from Florida, is making its debut at Interbike with a range of reasonably priced e-bikes, including men's and women's hybrids and beach cruisers, a fat tire bike and an e-fixie. Flaunt is targeting price points of \$1,500 to \$1,700, with the fixie to be less expensive so it will be more appealing to college students.

"That's been our main goal: to provide the everyday rider with the best possible product coming in that price range," said Kevin Mount, the director of Flaunt.

The e-bikes should reach the market by the end of the year. Flaunt plans to follow up by launching a line of four affordable electric scooter models, which will be the company's



**Flaunt's Kevin Mount (right) sets up Canadian retailer Sergio Viglione for a test ride at Out-Door Demo.**

flagship product. Mount said the scooter line is in the final phases of certification.

The e-bikes are powered by 500-watt Dapu rear hub motors. The geared motors come with a freewheel so the bikes can be easily ridden without power.

The system offers five levels of pedal assist, and the company claims a range of some 38 miles or more on one charge. The bikes are equipped with front and rear disc brakes and Samsung batteries that fit in the rear rack.

Mount said Flaunt would target resorts for

fleet sales.

"We'd like to provide them with a great bike to rent or loan out to their guests. They could provide bikes for people to get from Point A to Point B around their resorts," he said.

## Falco CEO has 500 pounds weighing on him at Interbike

Rakesh Diwan has a lot weighing on his mind at Interbike. Five hundred pounds, to be exact.

Diwan, the president and CEO of Falco eMotors (Booth 7012), says that's how much cargo a new line of Falco e-bike motors can haul. The high weight limit opens the door for such applications as delivering mail, moving food carts, or even hauling a small family on a cargo bike.

Many e-bike motors have the power to haul such heavy loads, but the problem is heat build-up. Diwan said Falco has just applied for patents on a new cooling technology that uses a silicon-based liquid inside the motor to dissipate heat.

"It allows you to take the trapped heat in the windings and through the liquid transmit it out to the covers," he said.

From the outside, the motors are the same size and shape as traditional motors, so they are small enough to fit 24- and 20-inch wheels.

The company, based in McLean, Va., is unusual because its motors are manufactured in India instead of Asia.

"We've got much hidden potential in that country which is untapped, whereas China is



**Rakesh Diwan with Falco's new e-fat bike**

becoming very overpriced and very expensive, and you have to work pretty hard on the quality side of things," Diwan said.

Falco is also releasing its first line of complete e-bikes at Interbike, including a fat bike, a road and comfort bike, a front-suspension mountain bike and a women's bike.

Diwan noted that Falco was one of the first motor manufacturers to develop a motor to fit the 190-millimeter dropouts on fat bikes.



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