

# CLASSIC DRIVER

## Faraday Porteur e-bike: Electro retro

### **Lead**

With electric bikes proving increasingly popular, these high-tech modes of transport are fast becoming the latest 'must have'. The Faraday Porteur is the newest e-bike to take the world of cycling by storm.

Originally a concept e-bike, the Porteur wasn't initially intended to be sold as a production model. It was launched as a joint entry by IDEO designers and the bicycle frame-builder Rock Lobster in the Oregon Manifest design competition, where the retro-styled utility bike quickly won the audience over. Encouraged by the enormous enthusiasm shown for the bike, lead designer Adam Vollmer founded Faraday Bicycles to bring the Porteur to market – much to the delight of cycling enthusiasts. Perhaps the most visually coherent e-bike ever is now finally up for grabs.

In the past, electric bikes were heavy, chunky and ungainly – but with the Porteur, all that is changing. The American-made cycle sports a timelessly elegant design combined with the very latest battery technology. Laser-engraved trim, wooden mudguards and a custom aluminum chain are just a few of the designer touches lending the bike an uncluttered and clean appearance.



Aesthetics aside, the Porteur has a simple pedal-assist system and lithium-ion batteries hidden inside the frame to ensure a carefree riding experience. The boost mode is easily activated by simply flipping a switch on the handle bar, meaning that suddenly those dreaded hills don't feel invincible anymore – thanks to the 250W frictionless electric motor that can be recharged in as little as 45 minutes. The e-cycle also features front and rear LED lights, which are integrated into the frame and turn on automatically when it gets dark.

Ultimately, the Faraday Porteur is clearly not for hardcore cyclists who are looking to shape up, but it's great

for those who want to do their bit for the environment without compromising on style: this is an e-bike you won't be embarrassed to be seen on.



The Faraday Porteur is exclusively available through the [Kickstarter](#) venture website.

A \$3,500 pledge will land you your own Porteur bike (\$300 below the 2013 retail price), while a \$10,000 pledge is rewarded with one of five 'Collectors Edition' Porteurs.

Photos: Faraday Bikes



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