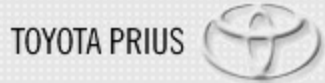




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### Stepping it up with the eGO electric bicycle

Smart thinking isn't just for machines, it's for humans, too. Case in point: Gas hogs. They are so, so yesterday. Why drive one if you don't need to? Why not go electric?

At the same time, we know the transition to clean energy is not going to happen instantaneously. So, if you can't go totally electric, use it for short hauls. Which brings us to the eGO electric bike, one example of how humans can make choices that are simultaneously sexy and green.

The eGO might catch on because its designers seem to realize that the worthy idea of energy

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*From a Toyota Prius Promotion, December 5, 2003*

### **Stepping it up with the eGO electric bicycle**

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The eGO might catch on because its designers seem to realize that the worthy idea of energy conservation is not on its own sufficient to wean us from our petroleum addiction. Something else is required.

Might that something else something be fun? If so, the eGo people appear to have got the patent, marrying a futuristic aluminum front end with a fat, retro rear fender (in "Very Well Red," "Caribbean Sky" (blue), "Wasabi" (green) and "Chutney" (orange).). The result: your dad's old Schwinn bike on steroids.

Ever seen the 1962 movie "Light in the Piazza?" The (only) delicious part is dim-witted Yvette Mimieux and patent-leather-headed George Hamilton whisking around Rome on a Vespa. The Vespa is the star in that film, and if you sit through to the credits, you'll find yourself wanting a Vespa of your very own. Well, think of the eGO as the Vespa with a conscience.

The manufacturer claims:

- It gets about 25 miles on a charge and a full charge involves about 4 1/2 hours of being plugged into your standard electrical wall socket — supposedly about ten cents worth of electricity.
- You'll double your distance by packing aboard a spare battery and can cut the full-charge time to 1 1/2 hours with the optional external fast charger (\$245).
- With the pedal to the metal, the eGO screams along out at 23 miles per hour. There are no emissions.
- It has the best performance of any street-legal electric scooter, and is the only electric bike to meet National Highway Traffic Safety Administration safety requirements. With headlights and taillights standard, you can ride it on any street.

But don't even think about taking it on the highway. Use it in towns with bicycle lanes and bike racks, on crowded streets to slip in and out of stalled traffic, in gated communities and vacation areas to jet to the tennis courts, the pool or the neighbors' house for cocktails. Consider it for running to the grocery store, zipping to yoga class, grabbing coffee, getting to work when the weather is fine -- or just because you look so danged adorable with the wind in your face and that grin on your face as you speed around on this little electric bike, heads turning in your wake. The tag: \$999.