

Pure Cycles starts shipping new Road Bike & Urban Commuter models in Europe

Rotterdam Office expands offering to put more people across Europe on bikes this summer

The Story

The founders of Pure Cycles have been friends since they were babies and grew up together in Southern California riding bikes, hanging out, and dreaming of making the world a better and *bikier* place. For the last 6 years, they've been doing just that selling over a 100.000 bikes! [Read more about the founders here.](#)

The Bikes

New for Pure Cycles in 2017:

- **Classic road bikes with modern geometry & engineering.** [See the bikes online here.](#)

The new [Veleta](#) & [Bonette](#) models all boast lighter and stronger chrome-moly steel than other bikes in their range. Each is rack and fender compatible to double as a commuter workhorse as needed. The bang for your buck Shimano Claris 16 speed drivetrain ensures you have the gear combo to get over the big climbs and sprint strong at the finish. [Images in presskit](#)

- **Pure Cycles' new Urban Commuter come in 4 models** and is engineered for life in the city on your route to work and even the occasional off road single track. Each model comes equipped with 8 speeds to conquer your city's toughest streets. Disc brakes for awesome all-weather stopping power. Dual chainguard keeps your chain in place over the roughest roads. WTB Slick 700x32c for a smooth roll and snappy handling. Rack and fender compatible so you can haul it all and keep yourself dry. [Images in presskit](#)

Upcoming Event

30st to 2nd of August - [Eurobike](#) - Friedrichshafen, DE

More about Pure Cycles

[Read more about their mission & values](#)



Pure Cycles - Presskit



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