



## Overview Ampler Challenge 2019

**In May 2019, Ampler Bikes challenged the public to submit their dream route for the longest commuter bicycle test ride on the planet. The four chosen challengers were given their own Ampler bikes to complete a bicycle tour of up to 1000 km during the summer. We are happy to announce that all the challengers successfully completed their adventure, and their inspiring stories will be published throughout September.**

The challenge received 3710 applications with the oldest applicant being 82 years old and the youngest, albeit a passenger, merely 6 months old. The overwhelming response the test ride received, spurred the company into turning the Ampler Challenge into an additional public programme to promote more people to get on bicycles and to put themselves to the test.

The huge response to this challenge displayed that all of us have a willingness to go on an adventure. It seems that all of us simply need a small kick-boost to set ourselves in motion. This is why Ampler Bikes has decided to roll the challenge into a yearly programme that promotes everyone on getting on bikes and cycling for 500-1000 km.

Read all three stories below.



## Ampler Challenge #1 - Thomas: proving that long cycling tours are for everyone

Here's Thomas from Germany, a former Paralympic athlete who cycled 650 km in six days. Thomas' main goal was to show that anyone can and should believe in themselves and take on new challenges, regardless of what curveballs life throws at you. After a 25-year career as a cross-country skier and biathlete as a para-athlete, he took up the new challenge and cycled from Schmalkalden in the middle of Germany to Hiddensee, a car-free island in the North-West of Germany.

*"It's really cool when you have so much power. I woke up with a smile and went to bed with a smile. Sitting on the bike was so relaxing and so much fun," said Thomas about his experience.*

— Thomas

The selected route was a tour through the landscapes of Thuringia, Saxony-Anhalt and Mecklenburg-Vorpommern. Thomas adjusted his Ampler Curt to have both brakes controllable by one hand. His average speed during the challenge was 23 km/h with the top speed reaching 57 km/h. Thomas charged his bike during lunch breaks, with the average battery range being 60 km.

Thomas finished his challenge and proved that e-bikes open up longer bike tours for everyone who put their mind to it.

### **The Challenge**

- Schmalkalden to Hiddensee, Germany
- 650 km
- 6 days

### **The bicycle**

- Ampler Curt Singlespeed E-bike
- Range: 45 - 100 km
- Speed: 25 km/h
- Nominal weight: 13.4 kg



## Ampler Challenge #2 - Rebecca & Ian: helping British couple celebrate their new healthier lifestyle

Rebecca and Ian are healthy lifestyle converts who for the past two years have been working hard on getting healthier and fitter through cycling, running and healthy eating. Since commencing this plan, Ian has already lost 50 kg. His fiancé Rebecca has been with him every step and pedal of this journey, and they have now reached the results they set themselves two years ago.

As the final challenge of their health journey, Rebecca and Ian cycled 900 km along the West coast of Italy. The long bike ride was a celebration of a successful transformation and an intent to show that anyone can switch to a healthier life.

*My emotions are pride, elation, joy and happiness. It was an amazing trip and I want to do it all over again! The bikes are wonderful pieces of technology. They became our friends and I loved sharing this journey with them.*

— Rebecca

### **The Challenge**

- From Palermo to Sorrento, Italy
- 900 km
- 10 days

## The bicycles

- Ampler Stout 10-speed E-bike
- Range: 45 - 100 km
- Speed: 25 km/h
- Nominal weight: 17.2 kg



## Ampler Challenge #3 - Andrew: Demonstrating the healing effect cycling has

Andrew is a nurse consultant in mental health from the UK who suffered a tragic personal loss in 2011. For Andrew, the island of Iona was both the destination for his honeymoon in 1997 together with his wife, and 12 years later the place for one of their last trips they got to take together.

The one thing that has kept Andrew going was the notion that one day he would have the time to make a return trip to Iona, but this time by bike. This is Andrew's return to the island that has so many emotions and so much meaning for him.

He cycled to Iona and back on the 10-speed Ampler Curt e-bike, covering 1000 km in 7 days. We hope that Andrew's experience will inspire others to use the vast open roads for dealing with personal loss and difficult times.

*My mental and physical health have been maintained and strengthened by my ability to cycle on a very regular basis.*

— Andrew

## The Challenge

- Morpeth to Iona and back, Scotland
- 1000 km
- 7 days

## The bicycle

- Ampler Curt 10-speed E-Bike
- Range: 45-100 km
- Speed: 25 km/h
- Nominal weight: 14.3 kg



Link to all Ampler Challenge 2019 content



All the Ampler Challenge stories are published here on their website

## Follow Ampler Bikes on [Facebook](#) & [Instagram](#)

### About Ampler Bikes

Ampler Bikes makes light electric bicycles for urban commuters. The company launched in 2016 with a mission to create better commuting experiences and remove barriers from cycling. Currently, Ampler has 36 people working between the two offices located in Berlin and Tallinn. The Ampler Bikes showroom is located in the lively Berlin neighbourhood in Prenzlauer Berg, at [Kollwitzstraße 47](#).

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#### ABOUT TWOTONE AMSTERDAM

We are an Amsterdam based sales and PR consulting agency. We pride ourselves on being flexible enough to adapt to any situation and tough enough to ensure things get moving. We love to drink good coffee, hear your story and learn how we can help you and your brand.



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