

*Press release*

## **PUNCTURE-FREE CYCLING: THIS TIRE MAKES THE E-BIKE FLAT-LESS.**

With the Marathon E-Plus, riders can fully exploit the enormous potential of modern e-bikes. The e-bike tire from Schwalbe offers riding safety even at higher speeds and protects the battery with its smooth running. Another plus: It is the first bicycle tire with fair-trade rubber on the market.

### **THE SPECIALIST**

Among Schwalbe's flat-less models, the Marathon E-Plus is the specialist for modern, high-performance e-bikes. Because the motorized bikes offer much more than a normal bike: they have decent power, are ridden at higher speeds and are significantly heavier with motor and battery. And a flat tire is at least as annoying as on a conventional bike.

All this requires extremely robust, puncture-proof tires that still roll easily. For puncture protection, Schwalbe reinforced its patented SmartGuard protective insert with two high-strength fabric layers - resulting in the Dual SmartGuard. The finely tuned combination protects the Marathon E-Plus against sharp intruders and offers maximum safety at high speeds on long tours with puncture protection level 7. With this puncture protection belt now also the e-bike becomes flat-less.

Rubber compound and profile have also been specifically optimized for motorized riding. The compound guarantees the best grip at high speeds. It also ensures low rolling resistance and long durability. The versatile tread glides safely over the asphalt and demonstrates the necessary bite on park and gravel roads.

For this coherent design, the Marathon E-Plus received the Europe-wide ECE-R75 approval for high loads, permissible for all e-bikes, both for 25 and 50 Km/h. (Price: US\$65.00 euros on our website).

### **For boom segment e-bike: First bicycle tire with fair trade rubber**

The Marathon E-Plus is the first bicycle tire with fair trade rubber. "By deliberately starting with an e-bike tire, we are sending a strong signal that we are serious about switching to fair-trade rubber - because e-bikes are the fastest-growing bicycle segment worldwide. Other tire models with fair rubber will soon follow," says Frank Bohle, managing partner of Schwalbe. The company carefully selected its fair-trade partner – the non-profit organization Fair Rubber e. V.: Schwalbe pays a premium on every kilo of rubber, which is used one-to-one to improve the living conditions of small rubber farmers – a unique premium model in the international fair-trade business for rubber.

### **Schwalbe - all about bicycle tires and inner tubes**

With its Schwalbe brand, Ralf Bohle GmbH is Europe's market leader for bicycle tires and inner tubes. Founded in 1922, the family-owned company employs more than 180 people at its global logistics

headquarters in Reichshof (North Rhine-Westphalia), plus 60 employees at five subsidiaries in Europe and North America.

[www.schwalbe.com/marathon-e-plus-11159057.01](http://www.schwalbe.com/marathon-e-plus-11159057.01)

[www.fairrubber.org](http://www.fairrubber.org)