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Going Where No Electric Bike Has Gone Before ... 5,000 Miles Across the United States to Break the Guinness World Record

Ph.D. Scholar and E-bike Enthusiast Ravindra Kempaiah Begins Monthlong Journey

Madison, Wis. (July 18, 2016) — Beginning today southern India native, materials scientist and Ph.D. student Ravindra Kempaiah (32), will be attempting to ride 5,000 miles across the country on a [Stromer](#) e-bike with a [BodyFloat](#) isolation system. Ravi departed from his mentor's store [Crazy Lenny's E-Bikes](#) in Madison, Wisconsin, this morning and will be finishing his journey at Stromer's headquarters in San Diego, California, in mid-August.

Ravi started his active interest in EV (electric vehicles), batteries and bicycling ten years ago. Three years ago he met Wisconsin's famous retailer "Crazy" Lenny (Mattioli), and Lenny's stories of riding cross-country on a bike and his passion for e-bikes sparked Ravi's interest and desire to break the Guinness World Records' current record of 4,443.4 miles on an e-bike.

Lenny and Ravi both agree that this attempt at the world record is more about bringing e-bike awareness to the United States than the title itself. These bikes have amassed large popularity overseas but have yet to be widely adopted in North America. The benefits of e-bikes include:

- A more active and healthy lifestyle
- Aids in a sustainable future with less of a dependence on fossil fuels
- Easier commutes with reduced traffic stress
- Alternative road trip option, as these bikes were designed to go the distance
- Adventurers' best friend for mountain, off-roading and trail explorations

"I think a common misconception about e-bikes is that they are not designed for the common person, are expensive and don't provide health benefits, all which is untrue. I was inspired to change this perception," Ravindra Kempaiah said. "I hope that my journey stirs

the country to see the positive impact e-bikes can have and changes the conversation about how they fit into our society.”

Kempaiah will be riding through ten states to achieve his 5,000 miles and will be collecting signatures along the way from local witnesses, taking photos every two hours and logging every portion of his trip so he can ensure his submission for the world record meets all the guidelines. Many who have attempted this feat in the past have failed to properly follow submission terms. The route, dates and times are all subject to be changed or altered given external factors beyond Ravi’s control. Anticipated stops along the way include:

- Minneapolis, Minnesota
- Alliance, Nebraska
- Jackson Hole, Wyoming
- Bozeman, Montana
- Plummer, Idaho
- Fort Collins, Colorado
- Tacoma, Washington
- Portland, Oregon
- Napa, California
- San Francisco, California
- Los Angeles, California
- San Diego, California

National park stops along the way include:

- Voyageurs National Park, International Falls, Minnesota
- Badlands National Park, Interior, South Dakota
- Rocky Mountain National Park, Estes Park, Colorado
- Yellowstone National Park, Wyoming
- Olympic National Park, Port Angeles, Washington
- Yosemite National Park, California

“Ravi and I both share a deep passion and thirst for e-bikes and adventures,” said Lenny Mattioli. “I am delighted to be able to provide Ravi with financial support for food, accommodations and support service to help him raise awareness while trying to achieve a goal we both would like to see achieved to garner attention for this ever-growing industry.”

To prepare for his ride, Kempaiah has been riding for four hours every morning and every evening on his trusted [Stromer](#) bike. While these e-bikes have a motor and use batteries, the athletic accomplishment of pedaling more than 175 miles a day for more than a month is no easy feat and beyond basic human capability. This has required Kempaiah to be disciplined in his workouts and eating habits.

“Stromer is proud to be a part of this ride for e-bike awareness and wishes Ravi safe travels on his journey,” said Scott Anderson, myStromer USA Corp. U.S. marketing manager. “We look forward to watching Ravi cross the 5,000-mile mark here in San Diego next month.”

The Stromer e-bike will be outfitted with a BodyFloat a suspension seat post for maximum comfort and support for Ravi’s ride.

Be sure to look for Ravi and his Stromer bike during the next month. Follow along on Kempaiah’s journey: Check out his [blog](#) and [Facebook page](#) to see posts and updates on the ride and his whereabouts.

About Crazy Lenny’s E-Bikes: Crazy Lenny’s opened in March of 2013 with 70 e-bikes and three brands. Today the store sells 240 different models with 17 brands and has shipped to happy customers in all 50 states. The store was awarded 2015 Dealer of the Year by Easy Motion Electric Bikes. The store has experienced double-digit growth every year — with original customers returning to buy e-bikes for other family members. Lenny’s number one priority is the customer and their experience in the store. Lenny himself is an e-bike enthusiast and rides one daily.

About Stromer: By constantly striving for the newest, highest quality and innovative technologies, a new driving experience was born: **The Swiss Driving Experience!** Stromer electric bikes offer incomparable range, power, and versatility, and are not only eco-friendly but stylish and chic as well.

Top-of-the-line performance comes from a brush-less 500W rear hub motor, a pedal-assisted speed of up to 28 mph, a 983Wh battery (or up to 110 miles of battery range on a charge), in addition to the premium component specifications.

Stromer backs up its sleek, modern design with mobile device integration (including a built in USB charger), allowing your smartphone to connect directly to your bike via the myStromer app. The connectivity means the ride settings, the anti-theft program and GPS

tracking can all be accessed from your smart phone. On top of all this Stromer differentiates itself with its Swiss heritage and premium position.

Stromer is The "Reference Point" in today's e-bike market!

We are a proud supporter of both Ravi and Crazy Lenny's E-Bikes on this great adventure and will be cheering him on throughout his ride! Go Ravi!

About BodyFloat: Cirrus Cycles is proud to support (Ravi...and Crazy Lenny's E-Bikes) on their mission to set an new Guinness World Record of 5,000 miles on an e-bike. BodyFloat Technology will help Ravi ride further, with more comfort and less fatigue while optimizing the amazing technology and power of the Stromer ST2. Ravi is helping spread the word that E-bike's offer new and amazing opportunities to literally any rider out there, from beginner to pro, from race to beach. Riders from around the globe, of all abilities, are taking note that the electric bike is a wide open opportunity to ride new roads, put in more miles and have more fun on any curve that lies ahead. Good luck Ravi...we'll see you on the road!

Cirrus Cycles's **BodyFloat Isolation Systems** help optimize the riding experience of any rider...on any bike. BodyFloat offers the comfort benefits of suspension effectively paired with the improved performance characteristics of a controllable and proper connection. An efficient connection between bike and rider allows a rider to go further, more comfortably and with more power to best accentuates the technology of the bike being ridden. Road surface vibrations, small bumps and cracks on the road are virtually eliminated and more importantly, the body maintains a stable, smooth output. As the miles pass under the tires, energy is passed through the bike and into the rider, BodyFloat's unique design features is the gold standard of tunable vertical compliance and best isolates a rider from all these energies...and creates a feeling and connection with your bike that is something to experience.

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