



YikeBike Newsletter

NUMBER FOUR

We have just launched a new website that lets you see the YikeBike animated in 3-D and you can also request a **test ride** on a YikeBike.

The pricing has been updated, and now excludes taxes, duty, and shipping. That's because it is easier for our courier to calculate and bill you for the duty and taxes appropriate for your country. Click on the flags on the top right of **our website** to see detailed pricing for your country.



We have built our first pre-production YikeBike and will be starting production this month as planned. However due to restrictions from suppliers we won't be in full production until closer to August. As soon as we have a firm estimated date for the delivery of your YikeBike we will be in contact - thanks for your patience.

Kind Regards



The YikeBike team

ALSO check out our latest blog posts below....

The regulation/innovator catch 22 - why we choose safety over compliance



Regulations are an interesting dilemma for companies that produce inventions that legislators and regulators didn't foresee. If companies chose to only do things that regulations allowed there would never be bold innovation. If companies tried to change regulations before launching they would never get off the ground. But which reasonable regulator is going to put time into changing a law if they don't know how many users it will affect? This is the regulator/innovator catch 22.

[Read more here](#)

Why early adopters rock

This may seem a little off topic but it is a bit of an explanation of why early adopters that take a punt on new technologies play such a vital role in a modern economy.

At a macro level economic growth is reliant on technological progress. The only way to grow the economy is for us to all work harder (yuck) or get more productive. This increase in productivity is made possible by new technologies.

[Read more here](#)

Spanking the YikeBike



Thought we would share a video of some of the endurance testing the YikeBike is going through. We have put over 15,000 kms on the YikeBike and 16,000 stop/starts simulating years of use. The custom built test machines are designed to run 24 hours a day and replicate real life conditions as much as possible.

[Read more and see the video](#)