

VIV MAG



TAP TO PLAY

JANUARY/FEBRUARY 2011

NUTRITION

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CRIME
STOPPER

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WELLNESS

GET THE
SLEEP YOU
CRAVE

LISA
LING
ON HER
OWN
TERMS

RESET YOUR MINDSET

BUST THROUGH RESOLUTION ROADBLOCKS!

BATTERY REQUIRED

The Pedego Step-Through Cruiser makes short errands fun.



SUPER PEDAL POWER

*Want to relive the effortless fun
of childhood biking?
Try a new electric bicycle that gives you
extra oomph when you need it.*

BY ANNE M. RUSSELL



“THE FIRST TIME WOMEN GET ON, they scream with joy,” says Larry Houghton, [e-Moto Electric Vehicles](#) vice president, of his electric bicycles. While you might suspect Houghton is exaggerating the exhilaration factor, he’s not: VIV’s reporter at the annual [Interbike](#) trade show did in fact yelp with delight when first trying an electric-assist cycle. “It’s like someone is pushing you,” Houghton adds. The motor engages as you step down on the pedal, producing the “woohoo!” feeling.

Limited by law to a top speed of 20 mph, but capable of going faster with vigorous pedaling, these electric-motored bikes are just plain fun to ride. (The minute you stop pedaling or when you get close to 20 mph, the motor cuts off. Then you can coast or brake, just as with a regular bike.) Manufacturers are looking toward the battery-powered two-wheelers as the next big thing in the United States; in Europe they are already the fastest-growing category in bike sales. Averaging \$1,500 at retail, they can range from \$500 up to \$3,500 for fancy models designed for military and security use. (The Los Angeles Police Department is currently testing a model from [Currie Technologies](#), according to the company’s president, Larry Pizzi.) The more expensive models tend to have better components, such as more gearing options and console information, more-sophisticated frame design and more-powerful motors.

The Tommy Bahama-branded Step-Through Cruiser bike seen above from [Pedego Electric Bikes](#) retails for \$2,675 and weighs in at 49 pounds, with a 9-pound battery that rides along on the back rack. Pedego CEO Don DiCostanzo says one

of his company's celebrity fans is Janet Zappala, author of *My Italian Kitchen: Home-Style Recipes Made Lighter & Healthier* (Addicus Books, 2010), and that she's representative of what he sees as electric bikes' sweet spot — health-conscious adult women who want to get some moderate exercise without too much sweaty effort or strain on the knees. Adding a basket or panniers makes the bike a practical option for close-to-home errands, and a lockout mechanism on the motor discourages would-be thieves when you park it.

The bikes' distance range depends on battery capacity, motor wattage and how much human power you contribute (the more you pedal, the longer the battery lasts), but generally you can make it 20–35 miles on a charge. The bikes are still operable without the electric assist, but weighing in at 40–65 pounds, they could be tough to get up a hill. The batteries on most bikes can be charged onboard or removed for plug-in at home or in the office and are good for 500–1,000 lifetime charges. DiCostanzo estimates that each three- to four-hour recharge costs 3–5 cents, for a total of about \$15 a year in operating costs (versus an average \$2,715 annually in gas and oil for a conventional car). That alone should make prospective owners scream with delight.

Look for electric bikes on Amazon.com, at [Best Buy](#) and [REI](#) stores, as well as at independent bike shops.

CREDITS

PHOTOGRAPHY
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MODEL
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HAIR & MAKEUP
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Katie and Lindsey/

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Finis

Finis Swimsense
lap counter, \$199.99
finisinc.com



Philips

DirectLife activity tracker,
\$99, including a four-
month online membership
directlife.philips.com



Withings

Internet-connected body
scale, \$159
withings.com

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Pedego Tommy Bahama
Step-Through Cruiser, \$2,675
pedegoelectricbikes.com

Nutcase "Hula
Lounge" helmet, \$50
nutcasehelmets.com

Domino "Reflexfit" jeans,
\$100 dominojeans.jp

Forever 21 leatherette flat,
\$12.50 forever21.com

The Agency "Dapper
Daisie" bracelet, \$115
shoptheagency.com

Tail "Flamenco Medalist"
vest, \$71.99
tennis-warehouse.com

American Apparel nylon
tricot bandeau bikini top, \$25
americanapparel.net



Theory "Woodstock
Silasi" wool/cotton/
cashmere sweater
dress, \$157.50
bloomingdales.com