

## FAZUA takes off with Focus Raven<sup>2</sup>

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- Mountainbike pros ride the Heckmair Transalp in under 36h
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### **From Oberstdorf to Riva del Garda in under 36h with an eBike**

With 312km and 13.500 meters the Heckmaier Transalp is one of the most notorious alpine crossings among all mountain bikers. Experienced and well-trained athletes usually face this challenge in five days.

Not cross-country pros Florian Vogel and Markus Schulte-Lünzum. Their idea was to ride the route in under 36h. Without breaks and not one minute of sleep. In addition to the physical stress, the greatest challenges was the mental aspect for Flo and Markus



The reason why the two pros selected the Raven<sup>2</sup> within Focus's wide and high-quality product range is the built in drive system. With the FAZUA evation drive system, FAZUA offers the lightest and most compact eBike drive system in its class. Additionally, the evation drive system is characterized by its unique driving experience, which is reminiscent of riding with a slight back wind. This is of great importance on such a technically demanding route like the Heckmair Transalp. The FAZUA company from Munich made it to the headlines with this new approach and happy faces of all test pilots.

Flo and Markus rode the companies longest test ride in the history of FAZUA which obviously resulted in a spectacular record. With 27 hours 20 minutes, they were not only amazed by fans and reporters at Riva, but also surprised themselves with a time that much faster than the targeted 36h.

Will this be the last broken record by the Raven<sup>2</sup>? You can guess, now.

## **Focus presents a unique eMTB called Raven<sup>2</sup>**

A transalp on an eMTB from Oberstdorf to Riva on Lake Garda in under 36 hours is a crazy idea. For the German bike brand Focus, however, it was the perfect occasion to present their latest masterpiece, the eMTB Raven<sup>2</sup>.

Media representatives, of all kinds were invited to Lake Garda to experience



the difference of the Raven<sup>2</sup> to anything that is available on the eMTB market so far. Additionally, to the great geometry, you have all the high-quality attachments like the FAZUA evation drive system.

Take a Focus Raven bike (without motor) and

combine it with the evation drive system, which is developed and manufactured entirely in Munich and you get a symbiosis called Raven<sup>2</sup>. The frame, which consists of more than 500 layers of carbon, in combination with the evation drive, is the basic framework for an eMTB of the extra class. The square stands for the potential fun you should have with this eMTB, according to Focus. Media representatives, who already had the opportunity to test the bike in Riva, already agreed to that statement. The Raven<sup>2</sup> is the beginning of a new era for the bike world. It also convinces hard-fisted opponents of the eMTB movement with the performance of riding a not electrified bike with a soft back wind.

## Press Release



5. Oktober 2017

In contrast to conventional eBikes, the bike also requires the riding technique of the pilot, just as it is known and appreciated by bicycles without electric assistance. This is particularly appealing, for those who want to exercise and want support for example when going uphill, facing headwind, starting or for athletes who intend to train in a low pulse range.

The Raven<sup>2</sup>, which will come to the stores at the end of 2017, is different from other modern eBikes. It is only at a second glance that the viewer recognizes that the drive unit is hidden in the downtube, which can be removed from the frame with one click. The bike can then even be ridden without a drive system and has no engine break resistance against the pedal strokes of the rider.

It is the same feeling at a speed above 25 km/h. From this speed on, the engine decouples entirely from the bottom bracket bearing. The unique features of the FAZUA evation drive system combined with the know-how of the Focus engineers made the bike a very special one that will amaze people far over the borders of the small eMTB Cosmos.

### About FAZUA

FAZUA was founded in 2013 in Munich, Germany. Since then, the Bavarians have followed their goal of revolutionizing the e-Bike market.

The team around CEO's Johannes Biechele and Marcus Schlüter present an innovative e-Bike drive system which is directed towards sportive demands and, at the same time, creates a natural feeling of non-motorized bike riding.

The unique, slim design and light weight of just 3,3 kg combines motor, battery and electronics in one drivepack. Therefore, bike manufacturers can create frames that integrate the drivepack elegantly and discreetly within the down tube.



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One of the many reasons why bicycle companies rely on the FAZUA evation drive system is a special clutch that separates the motor and bottom bracket when riding faster than 25 km/h. Riders can then pedal without feeling any resistance from the motor, using only their muscle power. With the FAZUA evation drive system, sportive riders only gain support when they need it most. So whenever starting or when facing uphill passages or headwinds, the system smoothly supports the rider.

A further unparalleled feature of the evation drive system, besides its light weight and the almost invisible integration within the frame, is its exceptional natural riding feeling with support. The drivepack can be added and removed with one click to allow a quick switch from a bike to a pedelec whenever you want.