



## **SILENCE TO HOLD FIRST UK TEST RIDE EVENT AT BIKE STOP'S 40<sup>TH</sup> ANNIVERSARY**

- Silence UK test ride experience to take place at legendary store's special event
- 100% electric Silence S01 models available to test ride on-road
- First of a month-long celebration for Stevenage based Bike Stop
- 12 Times World Trials Champion and Red Bull athlete, Dougie Lampkin, to perform live
- Belstaff to display their 2021 motorcycle collection

**SOLIHULL, West Midlands 26th July 2021:** The UK's biggest noise in electric scooters will be running its first test ride event at day one of Bike Stop's 40<sup>th</sup> anniversary celebrations, on 31<sup>st</sup> July.

With four decades in business, the Stevenage-based retail clothing and accessory store has always been a biker's destination with its beautiful grade II listed building in Old Town and popular Café. 31<sup>st</sup> July kicks off a month of celebrations with special events and special guests joining to mark the anniversary in style.

Silence will be in good company at the event, debuting alongside trials bike legend Dougie Lampkin, who will be performing live riding through the store's seven showrooms over two floors. Belstaff will also have its full 2021 motorcycle collection available to browse and buy.

Martin Brown, Bike Stop Managing Director commented: "We've worked tirelessly through the last 18 months of COVID, with the doors closed for much of it, enhancing the website with even more brands to make sure Bike Stop didn't just survive but thrived. I'm so happy to have the doors fully open again and to be able to host a series of events to celebrate this significant achievement. To have Silence UK, Dougie Lampkin and Belstaff at our first open-house event will really kick it all off."

Silence UK launched in April this year with a flagship store and headquarters in Solihull, West Midlands. Its high-tech, purpose-built, all-electric bikes and scooters are already a hit

across Europe and have launched in the UK to meet a rising demand for electrified two-wheel travel, to cut costs and emissions.

Kevin Duck, Silence UK founding partner said: "Bike Stop is perfect for our first UK test ride event. Many of our customers are already bike owners and enthusiasts, looking for a low-cost option for the daily commute. I guarantee that anyone who takes a test ride will have a smile on their face. Bring along your bike licence or proof of your CBT and see for yourself!"

The shop and Café open at 9am and events kick off at 10am at Bike Stop's store, 104 High Street, Stevenage, SD1 3DW.

A family of four Silence models are now available in the UK, priced from £2,695 OTR, including a comprehensive warranty package. For more information on Silence UK see [www.silenceuk.com](http://www.silenceuk.com). To check out Bike Stop go to [www.bikestop.co.uk](http://www.bikestop.co.uk).

**Ends**

Further information:

Gabi Whitfield, Silence UK

07566 248172

[gabi@silenceuk.com](mailto:gabi@silenceuk.com)

Images available via Dropbox: [Silence Image](#) [Silence Full Range of Images](#)



**About Silence:**

First established in Barcelona in 2012, Silence has an excellent reputation, forged by its founding team of experts and enthusiasts, who developed in-house their own all-electric

scooter, from the ground up. Their mission was to accelerate the change towards sustainable urban mobility with innovative technology. Their proprietary battery tech and smartphone app have since made Silence a byword for simple and smart urban travel.

Today, Silence's 165-strong team produce almost 10,000 scooters per year in their Barcelona assembly plant. Silence is the only manufacturer of electric motorcycles in Spain and the only one to design and manufacture its own batteries and BMS (Battery Management System). Silence is also the biggest specialist EV manufacturer in Europe. Expanding across the region in 2019 and 2020, Silence now has over 70 sales locations with plans to add another 120 in 2021.

Silence UK is a new venture, formed by four automotive experts, to bring the established Silence e-moto scooters to UK customers. With its headquarters and first flagship store now open in Solihull, West Midlands, the company is currently recruiting partners to roll out brand hubs and sales locations across the UK.

For more information on the company and the product range visit [Silence Website](#)