



LEON
C Y C L E

Marketing Hits

February 1- May 1, 2022

Total Impressions

[Leon Cycle Hires SIMBOL Communications as PR Agency of Record](#)

Since its inception in Germany in 2014, [Leon Cycle](#) has grown into one of the biggest e-bike brands in Europe by focusing on its mission to offer high-quality bikes at affordable prices in every category. Now they're bringing on [SIMBOL Communications](#) as its PR agency of record to help build similar brand recognition and cachet across North America.

“We have seen the demand for e-bikes grow so rapidly, but prices have skyrocketed in recent years; adding Leon Cycle to our list of clients allows us to share the word that consumers can still get a quality, dependable, super-fun e-bike at an affordable price,” says Scott Boulbol co-founder of SIMBOL Communications. “Cycling is an activity for everyone, and we want everyone cycling! A brand like this helps further that goal, so we’re excited to get their name out to as wide a range of the general public as possible.”

While Leon Cycle is relatively new to this U.S. market – launching its first e-bikes through online sales only a few years ago – the brand is confident their experience with adjacent technology will be more than sufficient to ensure success.

“We have seen some great success with our NCM and ET Cycle lines in Europe, and the response from our U.S. customers is very encouraging,” says Leon Cycle’s Sales Director Peter Dolman. “We see the potential for our bikes in the e-mobility market, and we are looking forward to working with SIMBOL to expand our visibility.”



[Leon Cycle Hires SIMBOL Communications as PR Agency of Record](#)

Since its inception in Germany in 2014, [Leon Cycle](#) has grown into one of the biggest e-bike brands in Europe by focusing on its mission to offer high-quality bikes at affordable prices in every category. Now they're bringing on [SIMBOL Communications](#) as its PR agency of record to help build similar brand recognition and cachet across North America.



“We have seen the demand for e-bikes grow so rapidly, but prices have skyrocketed in recent years; adding Leon Cycle to our list of clients allows us to share the word that consumers can still get a quality, dependable, super-fun e-bike at an affordable price,” says Scott Boulbol co-founder of SIMBOL Communications. “Cycling is an activity for everyone, and we want everyone cycling! A brand like this helps further that goal, so we’re excited to get their name out to as wide a range of the general public as possible.”

While Leon Cycle is relatively new to this U.S. market – launching its first e-bikes through online sales only a few years ago – the brand is confident their experience with adjacent technology will be more than sufficient to ensure success.

“We have seen some great success with our NCM and ET Cycle lines in Europe, and the response from our U.S. customers is very encouraging,” says Leon Cycle’s Sales Director Peter Dolman. “We see the potential for our bikes in the e-mobility market, and we are looking forward to working with SIMBOL to expand our visibility.”

[Leon Cycle Hires SIMBOL Communications as PR Agency of Record](#)

Since its inception in Germany in 2014, [Leon Cycle](#) has grown into one of the biggest e-bike brands in Europe by focusing on its mission to offer high-quality bikes at affordable prices in every category. Now they're bringing on [SIMBOL Communications](#) as its PR agency of record to help build similar brand recognition and cachet across North America.

"We have seen the demand for e-bikes grow so rapidly, but prices have skyrocketed in recent years; adding Leon Cycle to our list of clients allows us to share the word that consumers can still get a quality, dependable, super-fun e-bike at an affordable price," says Scott Boulbol co-founder of SIMBOL Communications. "Cycling is an activity for everyone, and we want everyone cycling! A brand like this helps further that goal, so we're excited to get their name out to as wide a range of the general public as possible."

While Leon Cycle is relatively new to this U.S. market – launching its first e-bikes through online sales only a few years ago – the brand is confident their experience with adjacent technology will be more than sufficient to ensure success.

"We have seen some great success with our NCM and ET Cycle lines in Europe, and the response from our U.S. customers is very encouraging," says Leon Cycle's Sales Director Peter Dolman. "We see the potential for our bikes in the e-mobility market, and we are looking forward to working with SIMBOL to expand our visibility."

Leon Cycle e-bikes are all Class II models, which have a maximum speed of 20 mph. Each of the bikes under the Leon Cycle Group can be purchased directly through the Leon Cycle website and via a growing network of over 100 independent North American dealers which currently includes three factory stores on the West Coast of the US and three factory stores in Canada as well.



April 1, 2022
47,500 Monthly Visits

[Leon Cycle Come to America](#)

When German electric bike retailer Leon Cycle opened a branded store and showroom in Seattle this year, it chose a location in the Ballard neighborhood. Smooth move. When trying to introduce an unknown brand to North American consumers and generate some traffic to your store, it never hurts to move in around the corner from one of the fastest-growing ebike purveyors on the planet: [Rad Power Bikes](#).

Leon sells affordable ebikes online direct to consumers and uses its stores in influential markets to build trust.

“We’re confident that our brick-and-mortar store will be a key driver of brand awareness in North America,” Yvonne Tyan, Leon’s global retail director, told *Cycle Volta*. “As a new brand in the market, word-of-mouth marketing plays a vital role in building trust and forging a real relationship with our consumers.”

Tyan continued: “Our physical locations allow customers to really see and touch these products, compare them in person, and share their experience on social media. Having a physical presence in North America will also allow us to provide better service to our customers, engage with local communities, and most importantly, encourage more customers to drop by for test rides and get to know the Leon Cycle lifestyle in person.”

Building that trust will be important, as Leon sells its own ebikes under two brand names: NCM and ET.Cycle.

NCM has 10 models that run the gamut of styles from eMTB to urban, fat-tire, and comfort cruising. The ET.Cycle brand has four models that appear to be made for serious utility riding, with two 20-inch-wheel fat-tire folding models and two monster-truck-style fat-tire models with 26-by-4-inch tires.



[Best E-Bikes for Every Type of Rider](#)

While it's not possible for everyone to make do without a car, many people are choosing to leave their gas-guzzling cars at home and using electric e-bikes instead. More like a traditional bike than motorcycle, e-bikes feature a battery that charges while you pedal or charges ahead of time, providing a boost of extra power to use when you need it.

Whether you commute to work in the city or suburbs or simply desire a fun recreational vehicle, you should consider buying an e-bike. CBS Essentials rounded up some of the best e-bikes on the market for a variety of riders.

Another great option for city commuters is the Leon Cycle F1000. Built with fat tires rugged enough for sand, asphalt, dirt or snow and powered with a 500W continuous Das-Kit motor, the all-terrain bike conveniently folds up for easy storage and transport. Other great features include an easily removable battery with up to 125 miles of charge, a USB port for gadget charging and an included front rack for storage.

