



The new Schwalbe Energizer Plus offers what is needed on an e-bike: longer durability, more grip, lower rolling resistance.



**Schwalbe e-Bike Tires:
new Logo, new tires,
new website:
www.e-biketires.com**

Update for the Energizer Plus

Schwalbe under power: For EUROBIKE, Schwalbe is treating the E-Bike-specialist Energizer Plus to a complete overhaul. He rolls on the new Addix E Compound – the first compound ever, that was developed specifically for e-bikes.

Whether elegant city e-bikes or lightweight e-touring bikes, e-bikes aimed at younger target groups have rapidly overtaken their predecessor models sporting a senior citizen image within just a few years. Making the most of the potential offered by the new e-bikes requires tires that transfer the extra power to the road.

For this, Schwalbe relaunches its Energizer Plus – the Plus model from the Energizer family which were the first true e-bike tires on the market, collecting many a best-in-test over the years. „The new Energizer Plus is a state-of-the-art, dynamic touring tread with smooth center section and heavily diamond-patterned lateral surfaces,” is how René Marks, Schwalbe Product Manager Touring Tires, describes the new tread. “It rolls easily on the road, while providing good off-road grip when the need arises.”

For the new Energizer Plus, Schwalbe created the Addix E compound, the first compound specifically designed for use on e-bikes. It's based on the Addix Speedgrip MTB compound and provides the maximum durability relevant for e-bikes, low rolling resistance and exceptional grip even at high speeds. The proven, three-millimeter-thick GreenGuard reliably protects against punctures in everyday touring to provide continuous unadulterated cycling pleasure. This e-bike tire also received the ECE-R75 seal of approval for 25 and 50 km/h and will be available from fall 2018 in the specialist trade.

For EUROBIKE, Schwalbe not only launches the new Energizer Plus, but also offers with the innovative e-MTB specialist Eddy Current and the new Road racing tire Schwalbe E One the first complete tire range for e-bikes in all relevant segments. With these, as well as with the new dedicated website (www.e-biketires.com) and catalogue, Schwalbe is now placing a strong emphasis on e-power.

This text and pictures can be downloaded here:
<http://presse.schwalbe.de>

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