



**FOR IMMEDIATE RELEASE:**

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## **Hanebrink and AllCell Deliver World's Most Extreme Electric Bikes**

Chicago, IL – Fortune Hanebrink Inc. has selected AllCell Technologies to supply high-performance lithium-ion battery packs for Hanebrink's uniquely rugged off-road ebikes. The batteries utilize AllCell's novel thermal management technology to safely maximize power and battery life while minimizing weight and volume.

Hanebrink's all-terrain bikes are painstakingly designed and built with the highest-quality components to achieve outstanding performance both on-road and off-road. In particular, Hanebrink bikes excel on sand, snow, and ice. The bicycle features the widest tires in the industry with a mid-mounted bracket-supported motor and 14-speed gearing tuned for a variety of surfaces, grades and utility applications. When powered by AllCell's battery, the bikes can achieve a surprisingly fast 30 miles per hour without pedaling or 40 miles per hour with pedaling.



With such a unique vehicle, it quickly became apparent to Hanebrink that selecting a high-quality battery was critical. Kane Fortune, President of Hanebrink, was attracted to AllCell because the company's emphasis on quality, performance and customer service aligned with Hanebrink's priorities. It became immediately evident that AllCell was the only company in the industry able to deliver the quality and performance Hanebrink required. Specifically, AllCell's reduced volume and weight combined with its thermal management allow the pack to energize the powerful Hanebrink bicycle without weighing it down or sacrificing safety and performance. As a result, Hanebrink is proud to consider the Chicago-based AllCell its only battery supplier.

Mr. Fortune added "As a manufacturer of performance oriented electric vehicles, Fortune Hanebrink Inc. knows that our vehicles are only as good as the sum of their parts. Utilizing AllCell battery technology, the Hanebrink Electric All-Terrain is greater than the sum of its parts because of the synergy that is created in working with a partner that shares our vision for energy efficiency and a growing US economy."

Worldwide demand for the Hanebrink bike has been growing rapidly. Prior to adopting AllCell as their battery supplier, international shipping regulations on hazardous materials limited Hanebrink's ability to quickly meet international demand. AllCell batteries are rigorously tested and certified according to International Air Transport Association (IATA) and United Nations regulations, allowing Hanebrink to easily and legally ship their bikes anywhere in the world. After switching to AllCell, Hanebrink has reduced the time between assembly and customer delivery, including shipments to countries such as Australia, Japan, India, Poland, Bulgaria, France, U.K., and Russia.



## **About AllCell Technologies**

AllCell Technologies offers customized thermal management solutions and battery packs for high power lithium-ion based systems in applications such as hybrid and electric automotives and light electric vehicles (i.e. electric scooters, electric bikes, and neighborhood electric vehicles). Their patented phase change material (PCM) surrounds each lithium-ion cell to absorb and conduct heat away from the battery, effectively doubling the life of the cells and preventing fire or damage to the battery. The PCM technology spun-out from Illinois Institute of Technology and AllCell developed its products as the first tenant in the state-funded incubator at University Technology Park at IIT. [www.allcelltech.com](http://www.allcelltech.com)

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## **About Fortune HANEBRINK Inc.**

(Los Angeles) Formed in 2009, by NASA engineer and champion cyclist, Dan Hanebrink, with entrepreneurs, Kane & Greg Fortune, Fortune HANEBRINK Inc. is a made in California, boundary pushing, revolutionary electric vehicle brand. Maintaining minimal environmental impact and zero-carbon emissions, the HANEBRINK Electric All-Terrain Bicycle, is the confluence of ingenuity, ecology and luxury. Built out of the desire to ride 365 days a year the capabilities of the HANEBRINK are as limitless as one's own sense of adventure. [www.fortunehanebrink.com](http://www.fortunehanebrink.com).

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