

SPARTA LAUNCHES POWERFUL NEW SPEED PEDELEC

17 September 2020 – Today sees the launch of the Sparta d-Burst, with Accell dealers watching via a live stream. Through the introduction of its d-series (distance series), Sparta is focusing on a whole new target group, namely commuters cycling between their home and workplace. The d-Burst is available as both an e-bike and a speed pedelec with a total capacity of no less than 1125 Wh.

CRAFTSMANSHIP WITH PASSION

“I am proud of the passion and craftsmanship involved in the development of the d-Burst,” said Sten van der Ham, Regional Director for Accell Benelux. “Its impressive design and smart features mean you can forget all about your car. It’s a design set to conquer the Belgian and Dutch markets.”



MODELS

The d-series is available in two models:

- [Sparta D-BURST M11Tb SPEED from €4299](#)
- [Sparta D-BURST METB SMART SPEED \(also available as an e-bike\) from €4699.](#)

BENEFITS

- Anti-theft protection with track and trace
- Stepless Enviolo hub gear
- Maintenance-friendly carbon belt drive
- Wide tyres (62 mm)
- Standard 625 Wh battery
- Range extender (+500 Wh)
- Smart Bosch Kiox display (e.g. for connecting a heart rate monitor via Bluetooth)

RANGE

The d-Burst's battery is perfectly integrated into its frame, which means it never gets in the way. It is also easy to remove. Customers can opt for a 400, 500 or 625 Wh battery and can also increase the bike's range by adding a range extender (+500 Wh). When set to eco mode with a 500 Wh battery, the d-Burst has an approximate range of between 36 and 79 km.



SUSTAINABILITY

- No traffic jams while commuting
- No more searching for a parking spot
- Cyclist burns an average of 160 calories per ride
- More than 7 times cheaper than a car
- Cyclists save 1 kg of carbon emissions every 4 km cycled
- Reduced absenteeism in employees who cycle to work
- Risk of cardiovascular disease reduced by 11%
- Bicycle lease scheme from 1 January 2020 (7% additional tax liability)

SPARTA TEASER

Watch the teaser https://youtu.be/pc5wjvnB_Gg here.

SPARTA MOVIE

Watch 'The making of d-Burst' here: www.Accell-live.nl/sparta.

ABOUT SPARTA

Sparta is the foremost pioneer in electric bikes in the Netherlands and a leading brand in e-innovations. An Accell Group N.V. brand, Sparta continuously works on technology-driven product development, tapping into new target groups and market segments for e-bike use. As the company uses the latest technology, Sparta's e-bike range is particularly attractive to modern commuters.

Notes to editors – not for publication

For more information, contact Barbara Frumau-Luckman, Marketing and Communications Manager, Accell Nederland, on (+31) (0)6 1902 5329 or at b.frumau@accell.nl.

Sparta
Industrieweg 4
8440 AM Heerenveen
Netherlands
www.sparta.nl