

WHY BUY MOUSTACHE?

Watch Henry talk about Moustache



- An eBike only brand yes, they only produce electric bikes!
- 13 years experience of producing electric bikes
- Pioneers and innovators for the best in eBike technology
- Exceptional build quality with over 70 different models
- Sustainable they offer a real solution to more traditional methods of transport that are helping save our planet.

Did you know that Moustache were the first ever brand that Fully Charged stocked, 10 years ago? That's how much we love them! Did you know the average time it takes to build a Moustache is double that of a normal electric bike? It's not rushed, the process is hand-made, with no shortcuts.







"As a man who's been on adventures all around the world on motorbikes, I was first reluctant to get into eBikes. However, following on from yet another injury I encountered on a bike, I thought I'd finally give eBikes a whirl! I tried various types of products, but for me Moustache stood out. They have such a wide selection of eMTB models dependent on what you need them for. I have a Trail, for strictly downhilling and eMTB riding, and a Samedi 27 Weekend which has DualBattery for those proper excursions! The team couldn't have been more helpful with my decision at Fully Charged... and I've been able to go out and do some proper trails with Ben around the Surrey Hills!"

Charley Boorman

RIDES A MOUSTACHE SAMEDI TRAIL 10 & MOUSTACHE SAMEDI 27 WEEKEND FS DUAL







"I wanted a bike that had an upright geometry and felt comfortable to ride. I also wanted it to be aesthetically pleasing and look like a classic eBike. The team showed me the Moustache Samedi 28.1. I simply love it! The fact I can travel up to 70 miles on a single charge, and in a comfortable position, has managed to keep me up with the girls on our days out! I now actively make time to go out for fun during the week and I go everywhere on it. Everybody at Fully Charged couldn't have been more helpful. They gave sound and good advice. I have actually since referred three friends to Fully Charged who have bought exactly the same bike!"

Nicola Brooksbank

RIDES A MOUSTACHE SAMEDI 28.1







"I chose Fully Charged as I suspected from its website and reviews that it would be the best place in London (if not the UK) to offer a good breadth of brands. As an independent offering multiple brands, I also thought it would be a good place to seek expert advice as it wouldn't lean towards any bias. The Youtube reviews with Moustache also gave the company credibility. The impact the Moustache Samedi 28.7 has had on my life has been undeniably large. I do not miss having my motorcycle at all! It enables me to keep up with my husband on his state-of-the-art road bike during the weekends, too. Fully Charged were incredibly knowledgeable and patient with me. They were responsive to my queries and informative in answering questions."

Emma Lucas

RIDES A MOUSTACHE SAMEDI 28.7 Open







"Ben talked me through his love for the Friday FS. I just love everything about it. I love the matte burgundy finish and the sporty geometry. I now feel like I have less anxiety when going on long routes. The impact both bikes have had has been undeniable. My husband and I can now go out together, which we didn't do before, and it's definitely strengthened our relationship. I was drawn to Fully Charged by its ethos. From the outset they seemed dedicated and when speaking to the team I saw just how meticulous and passionate they were about their business and the products they stocked. Ben lives these bikes, and actually rode the Friday FS that I ended up buying, which showed its value to me."

Sophia Skyers

RIDES A MOUSTACHE XROAD 2







"The Xroad 5 has genuinely changed my life. Being back on a bicycle feels liberating, and being able to keep up with my friends has given me the necessary confidence and sense of freedom I've wanted over the past twelve months; it's extended my boundaries. Fully Charged have always listened to my needs and matched them as opposed to selling me what they wanted to or had in stock. The aftercare has been fantastic, with the team in the service centre always being on hand should I need a new part or have a question relating to an accessory."

Sarah Allen

RIDES A MOUSTACHE SAMEDI 27 XROAD 5 OPEN







"I am a 50 year old cycling newbie who was intimidated by cycling in London. I wanted an easy, step-through, raised handlebar bike that was bullet proof and made me feel comfortable and safe in urban environments. In the summer the race was on to get a bike and my neighbour recommended Fully Charged. They very kindly let me try the bike over the weekend so I could assess if I could do my journey to work without problems. I have surprisingly enjoyed my riding experience to and from work and now feel safe when on the roads."

Emma Simpson

RIDES A MOUSTACHE LUNDI 27.1







Moustache bikes are not for this type of person:

- X I don't like quality, I prefer cheaply made p
- X I am happy with the second best
- I don't really like cycling, I just want to get from A to B
- X I'm happy on my couch



In all seriousness, there aren't many reasons as to why you shouldn't buy a Moustache, but possibly our biggest question is surrounding how people haven't heard of them in comparison to other more recognised bike manufacturers, like Trek, Giant, Specialised and Cannondale...

As an eBike only manufacturer, and a complete specialist, Moustache is seen as one of the pioneers in this space. With only 100 employees that operate out of their factory in Vosges, France, Moustache's primary focus is on their product.

They do not have the marketing arm that other far more established brands have, and so their dealers, most notably us, are left to spread the word as to how great this brand truly is!













WHAT SHOULD I LOOK FOR WHEN BUYING A MOUSTACHE?

As the UK's largest dealer of Moustache, we are proud to have a wide variety of in-stock bikes, available across the whole of the Moustache family.



OUR SIX SIMPLE STEPS TO GET YOU AN A-LIST eBIKE



1. READ OUR BUYERS GUIDE

Have a flick through of this buying guide to understand a bit more about these fantastic bikes!



2. BOOK A CONSULTATION WITH ONE OF OUR TEAM

We have dedicated Moustache specialists at your request to speak on the phone or to buy online.



3. BOOK A STORE OR HOME TEST-RIDE

Come to any of our available stores to test-ride your favourite option, or we can come to you!



4. 3 DAYS - 6 WEEK WAIT

We carry over 250 Moustache bikes in stock, so either you can collect your bike within 3 days or it takes up to 6 weeks to arrive from the factory.



5. YOUR MOUSTACHE AWAITS YOU!

We either deliver the bike to you (with the option of a bespoke home handover) or you can come to the store to collect your fantastic new electric bike.



6. ENJOY THE RIDE OF YOUR LIFE

Turn on the power switch, put those feet on the pedals, and go from A to Beyond!





NOW TO THE FUN BIT!

The key question you have to ask yourself is what will you be using the bike for? Which of the following would best describe your needs for the bike?

How many of the below options would you tick?



City - I'm looking to commute and/or use my Moustache in the city



Touring - I'm looking to get in the saddle and ride for hours to new locations



All terrain - I want to master different landscapes, and need a multi-purpose, adaptable option for any weather



Comfort - I want to be as comfortable as I can on a bike, comfort is King (and Queen for that matter)



eMTB - I'm an adrenaline fuelled thrill seeker, and I make no apologies for that.



Long range - I need a bike that will take me 100+ miles in one single charge



High Speed - The Moustache Friday 27 FS Speed can go up to 30 mph! This is a 'Speed Pedelec". If you were to purchase one of these options, you need to register the bike as an L1E moped in the UK and follow the steps to ensure road legality - more information can be found here



WANT TO SPEAK TO ONE OF OUR SPECIALISTS?

FEEL FREE TO BOOK IN FOR FOR A TEST-RIDE OR VIRTUAL CONSULTATION HERE



THE BOSCH EBIKE SYSTEM

Before showing you the type of Moustache's available, it's important that we all understand how an eBike works, and **the market-leading system** that Moustache's are built off... **Bosch!**

As an electric assisted bike, your Moustache's power is assisted by a torque sensor, built into the bottom bracket. The torque sensor senses how hard you're working and how hard you're having to work via other sensors and a sophisticated control system adds assistance to the bike.

Bosch products measure your pedalling at 1,000 per second, offering you the smoothest and most intuitive ride out of any eBike system!



View our latest Bosch Smart System video with the Bosch UK team <u>here</u>



MOTOR

Moustache motors use either the Active Live, Active Line Plus, Performance Line, The Performance Line CX or the Cargo Line motor from Bosch.* The further you go up through the motos, the higher torque they have with greater assistance, and therefore consuming more energy from the battery and resulting in a reduced range.



Active Line Motor

The Moustache Samedi 28.1 uses the Active Line motor. This motor uses 250% pedal assistance and 40Nm of torque. It is the smallest and lightest drive and is the ideal choice for anyone who wants moderate support during routine cycling trips.



Active Line Plus Motor

Uses 270% pedal assistance and 50Nm of torque. It is a versatile solution for city trips and light touring.



Performance Line

Uses 300% pedal assistance and can get up to 75Nm of torque, offering plenty of power for city use, as well as touring options.



Performance Line CX

The top of the line consumer motor, offering 340% pedal assistance and 85Nm of torque... which if needed would make any hill quiver in its hoots!



Cargo Line

Enter the beast! The Cargo Line motor, designed for the Moustache Lundi 20.3, has 400% pedal assistance and 85Nm of torque – which can carry your kids or heavy loads with ease across any terrain.





^{*}Moustache also have the Performance Line Speed motor with their Friday 27 FS Speed model.

BATTERIES

With Bosch you have either a 400Wh, 500Wh, 545Wh or 725Wh PowerPack battery, which is fitted on the frame of each bike, or you have a 400Wh, 500Wh, 625Wh or 750Wh PowerTube battery which is fitted discreetly in the downtube of each bike*. The higher the Watt-Hours, the more range you get.

Depending on the size of your battery and which charger you have, it typically takes between **3 - 5 hours for a full charge.**

Moustache provide the option of DualBattery configuration on certain bikes, which means you can get 1000Wh, 1125Wh or even **up to 1250Wh of battery range on some products!**







^{*}excluding the Swing3 and the DualBattery Nevo3 which comes with an exposed rear battery pack from Bosch.

DISPLAYS

In their simplest form, each display will offer the following information:

- How fast the bike is going Simply put, this shows you how quickly the bike is going.
- Assistance Mode What level of assistance your eBike is in battery charge status.
- Battery Range How many miles you have left on a single charge, dependent on your level of assistance.
- **Trip Distance** How many miles the bike has done in one trip.
- Odometer How many miles the bike has done in its lifetime.



INTUVIA 100

An intuitive & clear display for Bosch Smart System.



PURION

The entry level option that is fixed to the handlebar.



INTUVIA

A large display screen that is capable of being dismounted. Simple and practical.



NYON

The cats pyjamas! The Nyon offers sat-navigation as well as a host of different GPS and data functionality and is removable.



KIOX 300

Offering more features, including limited GPS tracking and data functionality.

Dismountable, too.



PURION 200

The Purion 200 offers numerous functions that let you ride and arrive better. In addition to basic functions (such as switching your eBike and the light on and off)



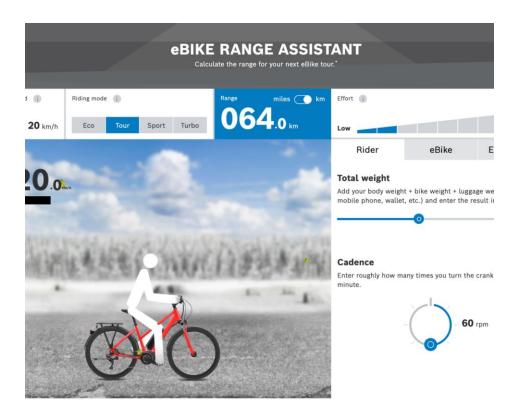


RANGE

Range is a tricky subject and influenced by a multitude of factors including rider weight, terrain, your motor, assistance mode, riding style etc. Like it's difficult to estimate the MPG of a car, the same is true with an eBlke. Bosch has developed a handy tool called the

Bosch eBlke Range Calculator

The range you get on your Riese & Müller is dependent on the type of motor and the of your battery - measured in Watt-Hours.

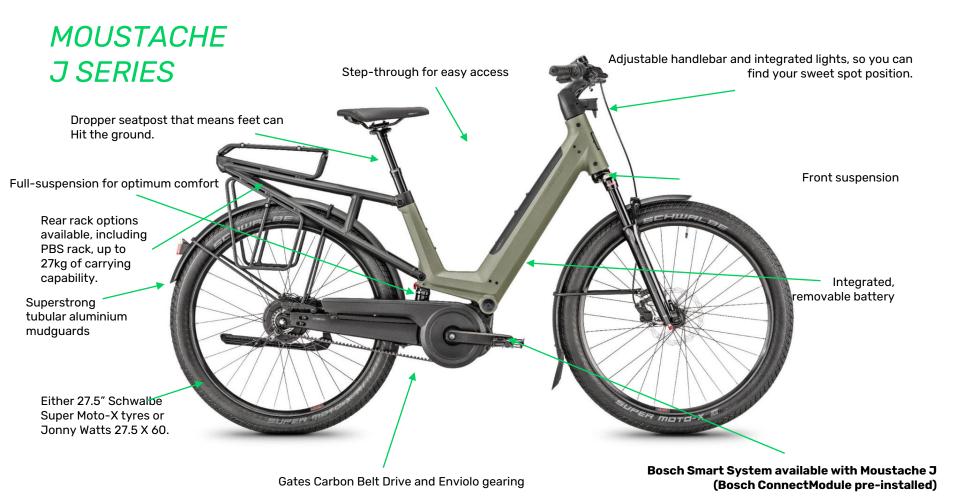








NEW 2024 MOUSTACHE EBIKES



J SERIES PRODUCT PAGES

JON

- Commuter option
- PBLrack look for minimalist design look
- Enviolo & Gates Carbon Belt Drive

To view the product page click here.

JALL

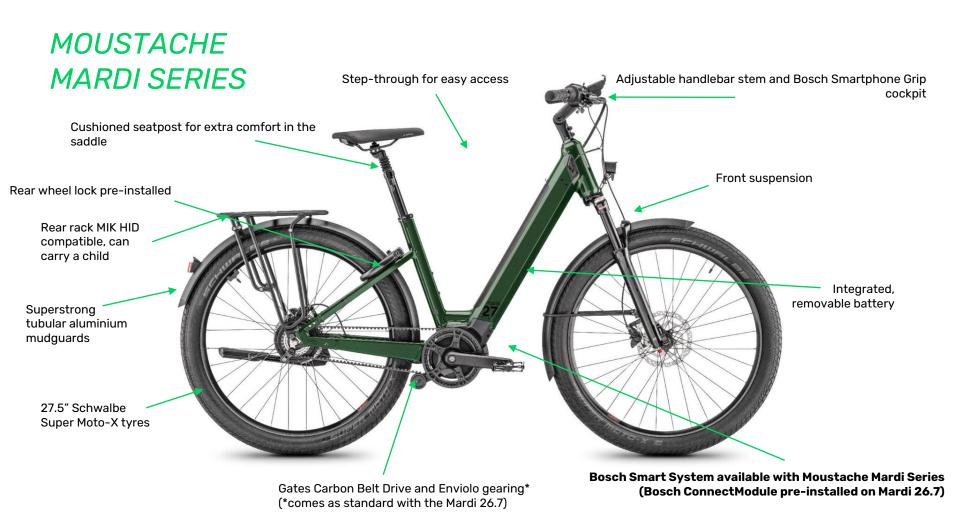
- Hybrid option
- PBS or PBL rack dependent on usage
- 500Wh Bosch Powertube battery
- Enviolo & Gates Carbon Belt Drive

To view the product page click here.

Ben's review of the Moustache J is HERE.

There is also the Moustache J 'OFF' model, which we can order upon request.

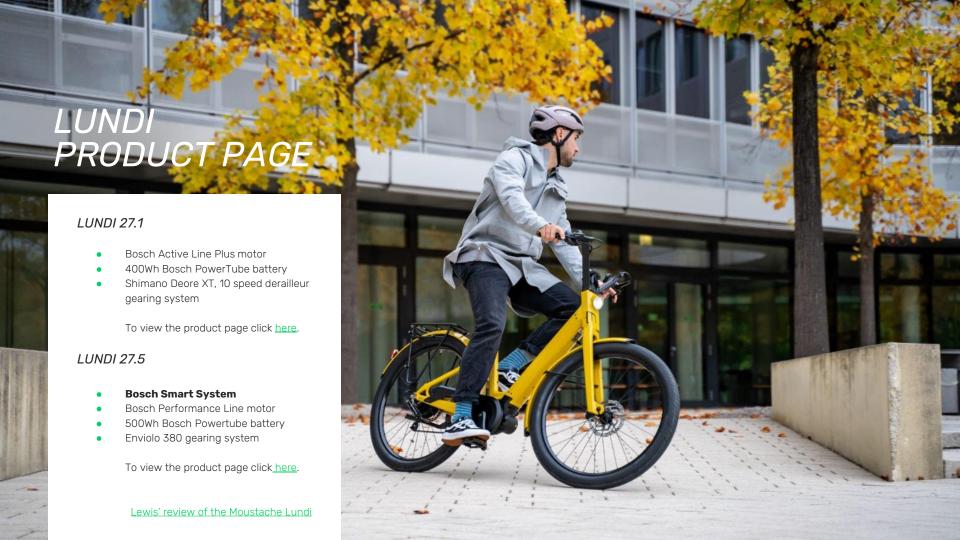




OUR MOUSTACHE EBIKES

MOUSTACHE LUNDI 27





MOUSTACHE 200kg of gross vehicle weight LUNDI 20 Emblematic 'Moustache' handlebars for a more upright, comfortable position Suspension seat post and dropper Triple cavity tubed frame Capable of taking two children on the rear rack Optional **DualBattery Configuration** 'Albert' protective railing comes inclusive with each purchase

Chain Guard Bosch CargoLine motor

To view the product page of the Lundi 20.3 click here
To view the product page of the Lundi 20.3 Dual click here
To view the product page of the Lundi 20.5 click here
To view the product page of the Lundi 20.5 Dual click here

FLEXIBLE & FAMILY FRIENDLY



MIK HD 22Kg Child Seat by Urban IKI



Greg & Manu 44L Double Pannier





33 Kg MIK - Frida Crate



MIK 23L - Salvador Basket

SEE OUR LUNDI 20 FIRST LOOK





MOUSTACHE SAMEDI 28 Emblematic 'Moustache' handlebars Either Step-through for an for a more upright, comfortable position open or closed frame Suspension underneath the saddle for supreme comfort Front Suntour suspension Rear rack options Integrated, removable battery Superstrong tubular aluminium mudguards Schwalbe 28" tyres

Bosch Smart System available with Samedi 28.7 (Bosch ConnectModule pre-installed!)

SAMEDI 28 PRODUCT PAGE

SAMEDI 28.1

- Bosch Active Line motor
- 400Wh Bosch PowerPack battery
- Shimano Deore XT, 9 speed derailleur gearing system

To view the Samedi 28.1 click <u>here</u>
To view the Samedi 28.1 Open click <u>here</u>

SAMEDI 28.2

- Bosch Active Line Plus motor
- 400Wh Bosch PowerTube battery
- Shimano Deore XT, 9 speed derailleur gearing system

To view the Samedi 28.2 click <u>here</u>
To view the Samedi 28.2 Open click <u>here</u>

SAMEDI 28.3

- Bosch Active Line Plus motor
- 500Wh Bosch PowerTube battery
- Shimano Nexus 5=speed drive chain

To view the Samedi 28.3 Closed click <u>here</u> To view the Samedi 28.3 Open click <u>here</u>

SAMEDI 28.7

- Bosch Smart System
- Bosch Performance Line motor
- 625Wh Bosch PowerTube battery
- Bosch Nyon display
- Shimano SLX 11 speed derailleur gearing system

To view the Samedi 28.7 click <u>here</u>
To view the Samedi 28.7 Open click <u>here</u>







^{*}Please note, The Moustache Friday 27 FS Speed is a 'speed pedelec' and can go up to 30mph! For more information surrounding 'High Speed Electric Bikes' please follow this link here

To view the product page for the Friday 27 FS please click <u>here</u> To view the product page for the Friday 27 FS Dual please click <u>here</u>

MOUSTACHE SAMEDI 27 XROAD

(50% on road, 50% off road)



Bosch Smart System available on ALL new models except the Samedi 27 Xroad 1

SEE OUR VIDEOS ON THE XROAD SERIES











SAMEDI 27 XROAD 1

- Bosch Active Line Plus motor
- 400Wh PowerTube battery
- Shimano 9 speed derailleur gearing system

To view the product page on the Xroad 1 Open click <u>here</u> To view the product page on the Xroad 1 click <u>here</u>

Ben's video on the Samedi 27 Xroad 1

SAMEDI 27 XROAD 2

- Bosch Smart System
- Performance Line motor
- 500Wh PowerTube battery
- Shimano Deore 9 speed gearing system

To view the product page on the Xroad 2 Open click <u>here</u>. To view the product page on the Xroad 2 click <u>here</u>.

SAMEDI 27 XROAD 3

- Bosch Smart System

 Bosch Performance Line motor
- 625Wh PowerTube battery
- Shimano Deore 10 speed gearing system

To view the Xroad 3 Open click <u>here.</u>
To view the Xroad 3 Closed click <u>here.</u>

SAMEDI 27 XROAD 6

- Bosch Smart System
 - Bosch Performance Line CX Motor
- 625Wh PowerTube battery
- Shimano Deore 11 speed gearing system

To view the Xroad 6 click <u>here</u>.

To view the Xroad 6 Open click <u>here</u>.

SAMEDI 27 XROAD 6 FS

- Bosch Smart System
- Bosch Performance Line CX Motor
- 625Wh PowerTube battery
- Full suspension
- Bosch Nyon display
- Shimano Deore 11 speed gearing system

To view the product page click here.

Moustache Samedi 27 X 2 Trekking 2022

- Bosch Performance Line CX
- DualBattery configuration
- Shimano XT-11 speed
- Seats two people

To view the product page click here

EMTB RANGE ELECTRIC MOUNTAIN BIKES THAT MAKE YOU SMILE!

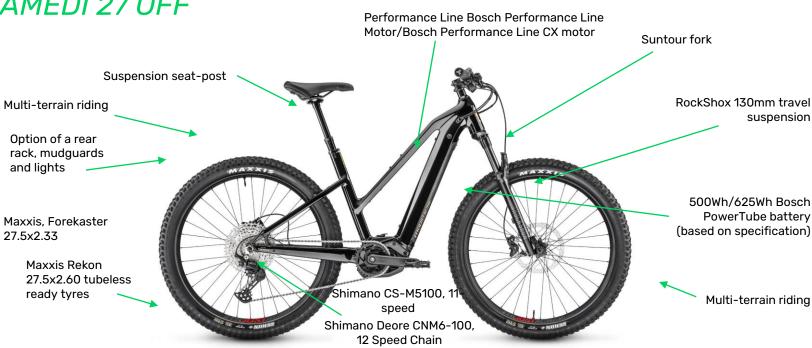
Born out of the Vosges region in France, **Moustache was born as an electric mountain bike brand that specializes in eMTB!** There's no better brand to come to for either beginner, intermediate or advanced mountain bike enthusiasts, where the journey is the destination.

Moustache have a wide variety of different eMTB's for different purposes, so take a peek at the following. All of which (barring the OFF range) include the 'Moustache Magic Grip' Rear Shock: This full-sus provides ultimate comfort and control, so you can venture onto all terrains and not be held back.

Here we take a look at the best of the range...



MOUSTACHE SAMEDI 27 OFF



To view the product page for the OFF 2 please click <u>here</u>
To view the product page for the OFF 4 please click <u>here</u>

A great entry level hard-tail option for offroading, that will not break the bank

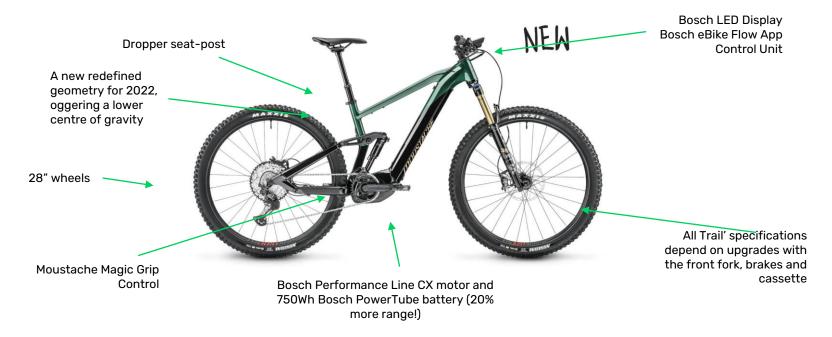
MOUSTACHE SAMEDI 27 WIDE 2



To view the product page for the Samedi 27 Wide 2 click <u>here</u>

The bike to expand your horizons, a fantastic entry level, full suspension option that is well-priced for an eMTB

MOUSTACHE Looking to find more about the new Trail? Read our TRAIL 29 article <u>here</u>



To view the product page for the Trail 5 please click <u>here</u> To view the product page for the Trail 9 please click <u>here</u>.

MOUSTACHE Game 29

Looking to find more about the new Game? Read our article here



Bosch Performance Line CX motor// 750Wh Bosch PowerTube Motor (20% more range!)

To view the product page for the Game 9 please click <u>here</u> To view the product page for the Game 10 please click <u>here</u>

Bosch Smart System available on majority of new Game models

MOUSTACHE SAMEDI 27 WEEKEND FS DUAL (EQ)



SEE CHARLEY BOORMAN FROM THE LONG WAY ROUND, DOWN, AROUND WITH HIS NEW WEEKEND





To view the product page for the Dual EQ please click <u>here</u>
To view the product page for the Non-EQ please click <u>here</u>

SEE eMTB Pro ALEXIA DESILE

Take the Moustache Samedi 29 Game 9 through its paces



Get in touch with a Moustache bikes specialist to find out what suits you



Fully Charged London Bridge Contact 0207 111 0977



Richard

eBike Sales Manager

- Father of two
- Rear loading cargo bike rider
- Ex bike mechanic
- East Midlands greatest eBike export



Oliver

eBike Sales Specialist

- Urban eBike riding specialist
- Favourite bike = MoustacheFriday
- Our in-house hipster



George

eBike Sales Manager

- eBike Specialist
- 5+ years experience selling bikes
- Our in-house lean mean fighting machine



Bori

eBike Support Specialist

- True eBike enthusiast, rides a Riese & Müller Tinker
- Women's eBike Specialist
- Loves some homemade cake!

BOOK YOUR eCARGO TEST RIDE HERE





HOW SHOULD I KEEP MY MOUSTACHE LOCKED AND KEPT SAFE?

Of course, a premium electric bike like Moustache could, if left in the wrong area for too long, become a target for thieves. It is very unlikely, but we have had a very small number of bikes in crowded cities been stolen. However, the following makes it so much harder for thieves to look your way.

INSURANCE

You can find out more about our eBike insurance policy by following this link <u>HERE</u>.







DOES MY DEALER HAVE TO MAINTAIN MY BIKE?

No, it is not a requirement for your Dealer to maintain and service your Moustache. Owing to the fact Moustache work off the Bosch eBike system, you can typically get your bike serviced from any local Bosch Dealer you can find your local dealer by looking at the locator finder here. However, we would highly recommend that unless it is unmanageable for you to get back to your local dealer, that you should get your bike serviced from them.

As the UK's leading Moustache specialist, we pride ourselves on our aftercare support, and stock a wide range of accessories and spare parts for our network of riders. Our 10,000 sq/ft property in London Bridge is exclusive to our customers, where we are fortunate to have a growing team of specialist eBike mechanics on hand, and a dedicated Technical Support team, to continue keeping you on the road.



CAN I SERVICE THE BIKE MYSELF?

We have maintenance tips and tricks on our 'How To' section of our website, but we would strongly advise you not to service your bike at home - but bring it to a specialist.



OTHER QUESTIONS TO CONSIDER:

DON'T I NEED A LICENCE TO RIDE A MOUSTACHE?

Moustache are considered as EAPC (electrically assisted pedal cycles).

This follows the same law as a traditional bicycle. You therefore don't need a license, and you can ride it on the road, bridleways or forest paths.

You do not require tax, insurance or registration

However, if you were to buy an HS (high-speed) Moustache, you would need to register this as an L1E moped in the UK and follow the steps found <u>here</u> to ensure road legality.

HOW CAN I TRANSPORT MY MOUSTACHE?

All Moustache eBikes can be transported by train. If you are transporting a cargo bike, please make sure that you contact the specific train company before moving.

If you want to transport your Moustache by car, you can do so by using the Thule Stow Rack <u>here</u>.



HAVE ANYMORE QUESTIONS YOU'D LIKE TO ASK?

FEEL FREE TO BOOK IN FOR A VIRTUAL APPOINTMENT OR FOR A TEST-RIDE WITH ONE OF OUR SPECIALISTS HERE



WHY FULLY CHARGED X MOUSTACHE?

We have worked with Moustache for eight years and are fortunate to be the **UK's largest Dealer of their electric bikes**.

It is because of this that we are proud to be one of **Moustache's premier ambassadors globally**, with our mission to help you find the eBike of your dreams.

We carry **virtual Moustache consultations** and **instore test rides** with our eBike specialists, helping you configure the right bike for your requirements.

We also have stock of a wide variety of popular Moustache bikes that are built in popular specifications should you not want to wait!

















OUR LOCATIONS

We are honoured to be bringing the best in eBike technology to more locations across the UK. You can now try out a Moustache at our four locations:

Fully Charged London Bridge | Fully Charged Silverstone | Fully Charged Cornwall | Fully Charged Guildford











Arch 6, Unit 5 Crucifix Ln, London SE1 3JW

Our Flagship store, where it all started



Appointment Only Opening Hours

Monday - Friday: 10 am - 5:30 pm Saturday: 10 am - 4 pm



Contact - 0207 111 0977















© SILVERSTONE

2225 Silverstone Park, Towcester, NN12 8GX

Tristan, our Silverstone Director, is standing by to answer any Moustache enquiry.



Opening Hours:

Monday - Wednesday: 10am - 5 pm

Thursday: 10am - 5pm Friday: 10am - 5pm Saturday: 10 am - 4pm



Contact - 01865 522122



OCCUPANT

Barras Place, Liskeard, PL14 6AY

Chris, our Cornwall Partner and Father of 6 (!), is available at our new store in Liskeard, as well as for home test-rides across Cornwall, Devon and South Somerset.



Opening times

Monday, Thursday, Friday: 10am -

5pm

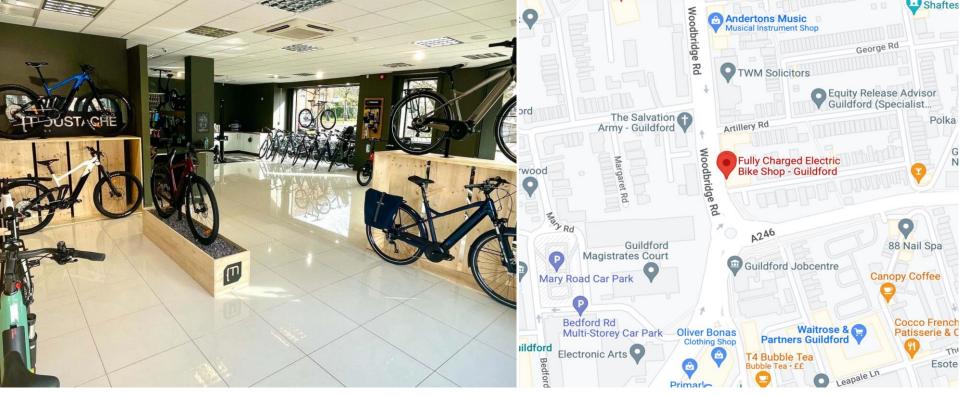
Tuesday: 11am - 7pm Wednesday: Closed Saturday: 10am - 4pm Sunday: Closed

WATCH OUR VIDEO

Contact

01579 558879







Unit 1, 75-78 Woodbridge Road, Guildford

Chris Harlow is at hand to speak to you about all things Moustache at out Guildford store!



Opening times

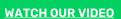
Weekdays (Tuesday closed): 10am -





Contact

01483 808765







NEW FOREST Rossley Cl, Highcliffe, Christchurch

Steve uses his cargo bike to carry his wingfoil board to get to hard to reach surf locations! He is our new store this year, so if you're in the area come and say hi!



Opening times

Our NEW STORE! Currently
booking by appointment only.



Contact

newforest@fullycharged.com 07450233500 EMAIL OR CALL FOR A TEST-RIDE











© LONDON SERVICE CENTRE

891-894 Holyrood St, London SE1 2EL

Our genius engineers are standing by to answer any eBike related enquiry.



Opening Hours:

Monday - Wednesday: 9 am - 5 pm

Thursday: 9.30 am - 5 pm Friday: 9am - 5 pm Saturday: 10 am - 4 pm



Contact - 0207 111 0977

We hope you have enjoyed this introductory buying guide to Moustache.

Of course, this is only the beginning of your fantastic new journey into riding what we consider to be the very best in eBike technology, but we hope this has gone some way to helping you out! We have more information on our products in their specific product pages so please do check them out.

We are also just a phone call away, so don't hesitate to book in for a Moustache consultation to find out more about the bike of your dreams!

Thank you and hopefully hear from you soon,

Ben and The Team

FULLY CHARGED

