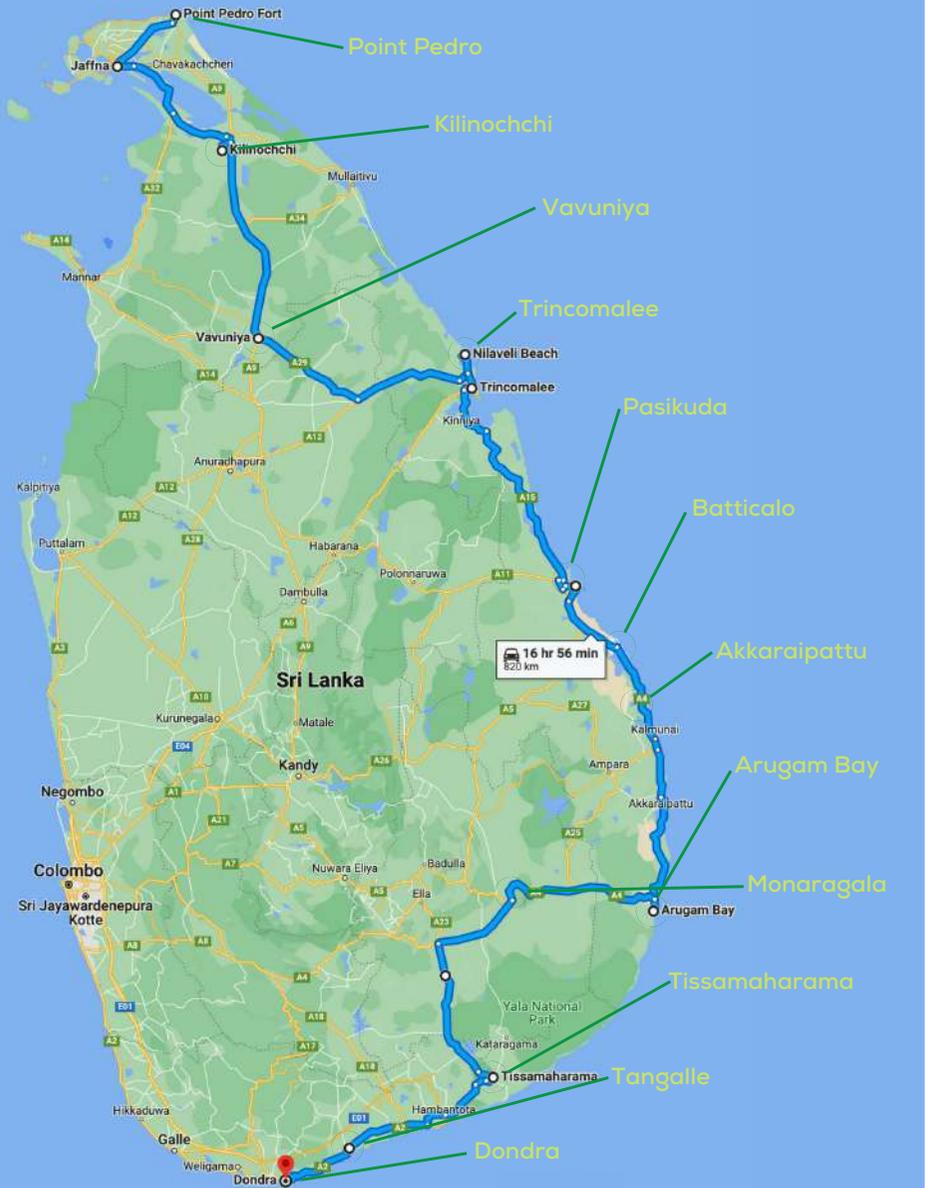


The logo features the brand name 'LUMALA' in white, italicized, uppercase letters on a red rectangular background. To its right, the word 'ECO' is written in a bold, green, sans-serif font. Below these, the word 'RIDE' is written in a very large, bold, light green, sans-serif font.

LUMALA **ECO**
RIDE

City Cycle Industries Manufacturing (Pvt.) Ltd.



The Route

Lycan by Lumala will re write history books in Sri Lanka as we embark on our “ECO RIDE “to travel more than 800+Km from Point Pedro to Dondra on E-bikes while promoting health benefits of cycling, promote eco-tourism and conduct many mobile cycle repair camps, donate free tools & equipment to vinkals. 06th to 15th March.



A quick overview about us, We are a 5 decade old business in Sri Lanka, with the brand Lumala originating from Japan, and with the yen rising in value, it was cheaper to import bicycles into Japan than manufacture themselves.

During this time, our chairman dealing with Shinwa Lumala for over 10 years, offered to purchase the brand, machinery and know how, to start manufacturing bicycles in Sri Lanka.

We have been Manufacturing for over 3 decades now, and exporting to Europe, Africa, asia-pacific regions for over 2 decades.

About Us

Eco Tourism

As Sri Lanka gears up to welcome 2 Million tourists in 2023, Lycan by Lumala is planning to setup E-bike rentals. Right locations and entrepreneurs will be identified with the help of tourist ministry. This initiative will help tourist to enjoy what our nation has to offer in a unique and sustainable way.





Virality

Most of these bikes on the Eco Ride have never been seen on Srilankan roads, the idea is to get the public to whip out their phones and share this along with other media and news outlets.

To spread the message far & wide, also to give hope to our struggling nation that anything is possible with the right mindset shift.

Encourage the nation to adopt solutions used by other developed nations that are using such mechanisms to reduce their cost of living and use of sustainable means of transport.





Recent Highlights

- Exclusive partner with Uber Eats for their vision of sustainable delivery 2023 onwards.
- PickMe after testing and checking their data, partnered with us as an affordable delivery solution to their partners.
- National Chamber of Exports, Awarded Silver in the Light Engineering Medium 2022.

Lycan by Lumala “Eco Ride” Setting up our nation for a sustainable future.

Press Release



Lycan by Lumala is thrilled to announce its newly launched electric bikes (E-Bikes), as part of its commitment to reduce carbon footprint and help people to have sustainable and cost-effective means of transport.

Lycan by Lumala will re-write history books in Sri Lanka as they embark on “ECO RIDE “to travel more than 800 km from Point Pedro to Dondra on E-bikes while initiating many CSR projects. and reach more than 800 km on its way. The electric bike tour “Eco Ride” will take place from 06th to 15th March.

ECO RIDE will conduct many Corporate Social Responsibility (CSR) projects such as donating tools and uplifting cycle repair workers (Vinkals) to professional Cycle service technicians by giving on-the-job and classroom training throughout the country. It will cover popular destinations across the country, starting from Point Pedro, Kilinochchi, Vavuniya, Trincomalee, Passikudah, Batticaloa, Akkaraipattu, Pottuvil, Tissamahrama, Tangalle, and Dondra riding through 6 provinces.

Lycan by Lumala ECO Ride team will meet their long-standing business partners on the way and conduct many mobile cycle repair camps and reward loyal customers. The aim of the tour is to raise awareness on how we can help to reduce the carbon footprint and encourage individuals to adopt sustainable means of transport and educate the community about health values in riding and how it will be easy on the purse.

The board of directors of Lumala has decided to conduct training programs to train unemployed youth and develop their skills to be future Entrepreneurs which will help to reduce unemployment. One’s making this a reality E-bike owners will have a qualified service technician at their arm's reach.

Also, the management has developed many models of E-bikes that suites multiple industrial needs. The organization is geared to provide tailor-made solutions for the different needs of the industries. Lycan by Lumala has provided transport solutions to many customers ranging from tea estates, Farmer's communities, retailers, delivery vendors, and many more.

As Sri Lanka gears up to welcome 2 Million tourists in 2023 Lycan by Lumala is planning to set up E-bike pickup spots. Right full places and entrepreneurs will be identified with the help of the tourist ministry. This initiative will help tourists to have their tour phased out while enjoying nature and local food and culture.

For more information about the electric bike tour and CSR project, please visit www.lumala.lk or book an appointment to discuss your needs at 077 1088 660 Hiranya (Business Development Manager).

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About Lycan by Lumala: Lumala bicycles originate from Japan, and is a 5-decade-old business in Sri Lanka, 1985 with the yen rising in value, it was cheaper to import bicycles into Japan than manufacture them themselves, dealing with Shinwa Lumala for over 10 years, they purchased the brand, machinery, and know how to commence manufacturing Lumala bicycles in Sri Lanka.

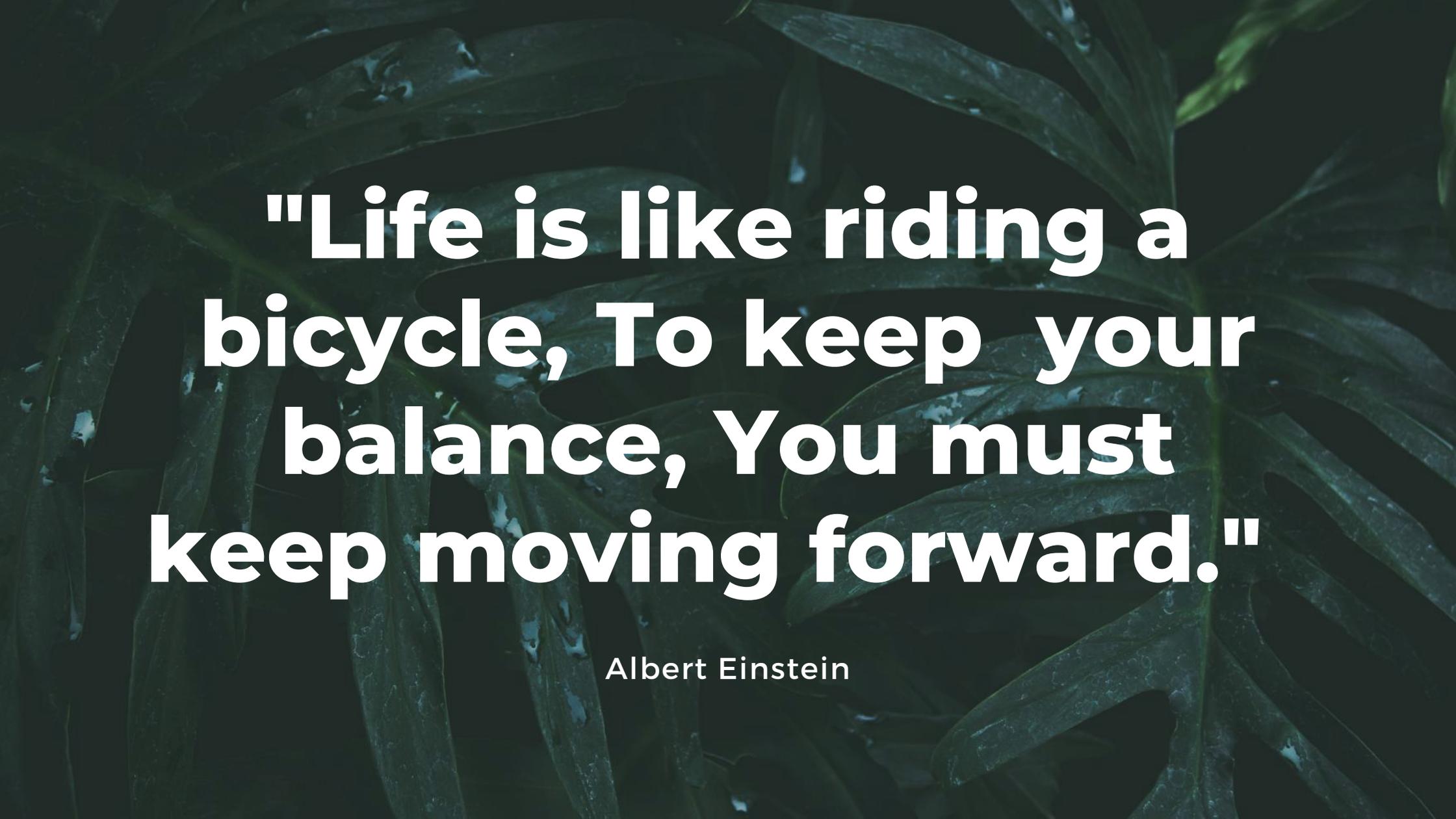
They have been Manufacturing for over 3 decades now in Sri Lanka and exporting for over 2 decades.

Lumala means Power / Strength in Japanese, and their DNA has always stood for quality and Durability. They are committed to promoting sustainable means of transport and supporting local communities.

Contact Us

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www.lumala.lk





**"Life is like riding a
bicycle, To keep your
balance, You must
keep moving forward."**

Albert Einstein