**New Life Electric Bike Company**

**Opens in Winter Springs**

**Orlando, Fla.,** New Life Electric Bike Company is celebrating their launch in Winter Springs. Located at 276 E State Road 434, they offer top of the line electric bikes for novices and pro riders.

New Life Ebike Co. offers a wide selection with some of the top brands of e-bikes including **Magnum Bikes** and **Bintelli Bicycles** as well as the popular American-made cruiser-style e-bikes from the **Electric Bike Company**. Being one of the first stores in Central Florida to carry the brand. EBC’s bikes are fully customizable by customers, including colors and accessories, and are made-to-order. Customers at the New Life Ebike Co. order their EBC bikes from a 70-inch touch-screen monitor in the store. The bikes are then assembled and shipped to the store or to the customer.

Owner and Winter Springs local David Mickleson aims to inspire riders of all ages to enjoy the outdoors and make riding accessible with electric bikes. “My reward is helping people to feel better and live a better, healthy life,” Mickelsen said. There truly is no age limit to enjoy the ride. From adrenaline junkies, or those that just want to go further, there is an electric bike for you.

New Life Electric Bike Co. will be welcomed into the Winter Springs community on Friday August 26th with their grand opening celebration. Mayor McCann will be in attendance for the official ribbon cutting. The celebrations will include free test rides and demonstrations of the electric bikes, as well as discounts, food and drinks sponsored by local Winter Springs businesses, as well as a giveaway for a free e-bike!

For more information, visit New Life Electric Bike Co.’s website **https://newlifeebc.com, follow them on Instagram and Facebook @NewLifeEBikeCo**