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## **SERIAL 1, POWERED BY HARLEY-DAVIDSON, PARTNERS WITH MIKE'S BIKES TO MAKE PREMIUM eBIKES AVAILABLE IMMEDIATELY IN BAY AREA**

*Amidst Widespread eBike Inventory Shortages Nationwide, Serial 1's Premium eBikes are Now Readily Available for Purchase Across Mike's Bikes 12 Bay Area Locations, Online Store*

**MILWAUKEE — August 5, 2021** — Serial 1 Cycle Company, powered by Harley-Davidson, today announced the expansion of its retail program through a new partnership with iconic Bay area bike shop, Mike's Bikes.

Effective immediately, Serial 1 eBikes are available for retail purchase at all 12 of Mike's Bikes Bay area locations, as well as on its e-commerce platform. Inventory spans Serial 1's full fleet of pedal-assist eBikes, which are expertly designed to bring everyone from urban commuters to casual recreational cyclists a premium eBike experience at a competitive price. Available models include:

- **MOSH/CTY**: 529Wh Battery | 35-105 Mile Range | \$3,799
- **RUSH/CTY STEP-THRU**: 529 Wh Battery | 30-90 Mile Range | \$4,999
- **RUSH/CTY**: 706Wh Battery | 35-115 Miles Range | \$4,999
- **RUSH/CTY SPEED**: 706Wh Battery | 25-115 Mile Range | \$5,599

Serial 1's products offer 250W of power and electric assistance up to 20 mph (MOSH/CTY, RUSH/CTY, and RUSH/CTY STEP-THRU) or 28 mph (RUSH/CTY SPEED.)

"We're thrilled to have added Serial 1 to our growing eBike lineup," said Tom Casson, Vice President of Mike's Bikes. "Their unique, simple design coupled with just how fun and easy they are to ride, really excites us. The RUSH/CTY caught my eye earlier this year and 30 seconds into the first test ride, I knew that these were going to be a hit. If you haven't ridden one yet, go do it!"

Founded in 1964 as one of Marin County's very first Schwinn shops, Mike's Bikes locally owns and operates shops in Petaluma, San Rafael, Sausalito, San Francisco, Berkeley, Palo Alto, Los Gatos, Sacramento, Walnut Creek, San Jose, Pleasanton and Folsom.

"Our goal has always been simple: to get as many people on bikes as possible," said Brandon Proctor, VP of Sales & Service, Serial 1. "Serial 1's rich heritage, thoughtful design and high value make it something we're thrilled to introduce to Mike's Bikes customers."

Serial 1 eBicycles take their name from "Serial Number One," the nickname for the original Harley-Davidson motorcycle. Developed with unparalleled expertise in two-wheeled vehicles, each model is designed to address common eBike design flaws in innovative and elegant ways. Features include:

- Light and strong hydroformed aluminum frame
- Sleek, integrated batteries and internal routing

- Brose mid-mounted motors
- Quiet and maintenance-free Gates Carbon Drive belts
- Enviolo AUTOMATiQ intelligent automatic transmission (RUSH models)
- Integrated LED lighting
- Four ride modes ranging from gentle to substantial assistance

**Interested in becoming a dealer?** Contact [dealers@serial1.com](mailto:dealers@serial1.com).

For additional information, photos and specs, download Serial 1's [press kit](#).

### **About Serial 1, Powered by Harley-Davidson**

Serial 1, powered by Harley-Davidson, offers premium eBicycles that are guided by intelligent, human-centered design and crafted using the most advanced bicycle technology available, to create the easiest and most intuitive way to experience the fun, freedom, and instant adventure of riding a pedal-assist electric bicycle. With headquarters in Milwaukee, WI and Lehi, UT, Serial 1 eBicycles let riders move where they want, when they want, with the maximum sensation of independence, autonomy and personal accomplishment. Find out more by visiting [www.serial1.com](http://www.serial1.com).

### **About Mike's Bikes**

Mike's Bikes is the largest local bike shop in America. With 12 stores located throughout the Greater Bay Area, a staff of over 260 cycling fanatics, and an ever-growing web presence, they're set to handle all of your cycling needs, wherever you may be. Check them out at [mikesbikes.com](http://mikesbikes.com).