

**EMBARGOED: Not for Release Until 12:00pm Pacific Time (PT), September 18, 2021**

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**SERIAL 1 DEBUTS LIMITED-EDITION MOSH/TRIBUTE MODEL  
EBIKE — THE FIRST IN EXCLUSIVE S1 SERIES**

*The S1 Series will Release Small Runs of Limited-Production,  
Special-Edition eBikes Starting Today*

**MILWAUKEE — September 18, 2021 — [Serial 1](#)** unveiled its limited-edition S1 MOSH/TRIBUTE eBike today at [Electrify Expo](#), North America's Largest E-Mobility Festival. The first release in Serial 1's exclusive new S1 Series, the S1 MOSH/TRIBUTE pays homage to the [stunning vintage prototype](#) that inspired the creation of the Serial 1 eBike brand.

The new S1 Series will roll out special, limited-edition versions of the company's production eBikes that have been elevated with premium finishes, added technology, exclusive components, and unmatched attention to detail. Production of the S1 MOSH/TRIBUTE, available for [pre-order](#) today, will be limited to just 650 units total — 325 available in the United States and 325 available in Europe. Delivery is anticipated for late Q4 of this year.

"When [Serial 1](#) launched in October 2020, the first eBike shown to the public was a stunning prototype drawn from the vintage motorcycle that inspired the creation of the Serial 1 eBike brand," says Aaron Frank, Brand Director at Serial 1. "We are thrilled now to offer a limited-edition that so faithfully captures the iconic look and feel of that first prototype, and to use this moment as a springboard to launch our S1 Series that will see even more exclusive and highly-desirable Serial 1 eBike models in the future."

Based on Serial 1's MOSH/CTY production model, the S1 MOSH/TRIBUTE holds remarkably true to the original prototype, including rich gloss black paint with gold graphics, distinctive, white-toned Schwalbe Super Moto-X tires (exclusive to Serial 1), a hand-crafted, honey-colored leather saddle and matching leather grips from Brooks England, and a stamped-brass shield mounted to the front signature light.

Behind the special paint and components, the S1 MOSH/TRIBUTE maintains all the features and functionality of the standard [MOSH/CTY](#) model, including the maintenance-free Gates Carbon Drive belt, powerful Brose mid-mount motor, smooth TRP hydraulic disc brakes, internally routed cables and wires, and integrated lighting.

For downloadable images of the S1 MOSH/TRIBUTE, please visit <https://serial1.com/press-kit/>. For more information on Serial 1's S1 Series, or to reserve your very own S1 MOSH/TRIBUTE, please visit [www.serial1.com/tribute](http://www.serial1.com/tribute).

**About Serial 1**

Serial 1 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. Find out more by visiting [www.serial1.com](http://www.serial1.com).