

A woman with long dark hair, wearing a black leather jacket and a black helmet with goggles, is riding a blue Electra bicycle. She is smiling and looking forward. The background is a blurred cityscape at night with lights. The bicycle has "Electra" and "gothic" written on it.

Electra

25
YEARS

YEARS of FUN

Where will you



E-BIKE COLLECTION

Electra's Bosch-powered Go! e-bikes make it easier, faster and way more fun to get around. They're simple, intuitive, capable and comfortable. All you have to do is get on and Go!

There are three different models to choose from. All are a blast to ride, but each has unique features that will meet any rider's needs. Or they can just pick the one they think looks best, which is cool, because every model showcases our attention to detail and unique style. Ready? Let's GO!

- The Townie® Go! is an easy-to-use, pedal assist bike with surprising power that'll make you want to go forever. Riders can flatten hills and shorten distances with the Bosch Active System and four levels of power support from Eco to Turbo mode. Now available in both 8-speed internal and derailleur drivetrains.
- Our Townie® Commute Go! is simple to use, fun to ride and comes standard with all the upgrades needed for a long, sweat-free ride to work. The Bosch Performance System offers increased support via higher maximum torque and support percentage, providing a power-packed and dynamic ride.
- The Loft™ Go! is the perfect urban e-bike built to handle the rigors of the streets, featuring the Bosch Active System and easy on/off maneuverability of a step-thru frame.



TOWNIE GO! 8D EQ STEP-THRU / AURORA METALLIC / 8-SPEED



TOWNIE GO! 8D EQ STEP-OVER / POSEIDON BLUE / 8-SPEED



TOWNIE GO! 8D EQ STEP-THRU / BRASS SATIN / 8-SPEED



TOWNIE GO! 8D EQ STEP-OVER / MATTE BLACK / 8-SPEED



TOWNIE GO! 8D EQ STEP-THRU / COSMIC GREY / 8-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- 8-SPEED DERAILLEUR DRIVETRAIN
- BOSCH ACTIVE LINE GEN 3, 250 WATTS
- FRONT AND REAR LED LIGHTING
- PAINTED ALLOY FENDERS AND RIMS
- MECHANICAL FRONT AND REAR DISC BRAKES
- BALLOON 26" x 2.35" TIRES



- Bosch Active Line Gen 3 electric-assist system with 250W mid-frame motor
- Bosch PowerPack 400 Includes 2 AMP Charger
- Bosch Purion Computer Display Unit
- 4 Mode levels of support: Eco, Tour, Sport and Turbo
- Distance: 20-100 miles depending on your mode and terrain
- Charge time: 3.5 hours to 50%, 6.5 to 100%
- Maximum assisted speed: 25 km/h
- Battery life: 500 charge cycles or 2 year warranty





TOWNIE GO! 8i STEP-THRU / SAPPHIRE METALLIC / 8-SPEED



TOWNIE GO! 8i STEP-OVER / CLAY / 8-SPEED



TOWNIE GO! 8i STEP-THRU / FIG METALLIC / 8-SPEED



TOWNIE GO! 8i STEP-THRU / ROSE GOLD / 8-SPEED



TOWNIE GO! 8i STEP-OVER / BLACK / 8-SPEED



TOWNIE GO! 8i STEP-THRU / BLACK / 8-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 8-SPEED
- HYDRAULIC FRONT AND REAR DISC BRAKES
- FRONT AND REAR LED LIGHTING
- ABUS FRAME LOCK
- PAINTED ALLOY FENDERS AND RIMS
- COLOR-MATCHED ALLOY HEAVY-DUTY REAR RACK
- SCHWALBE FAT FRANK 26" x 2.35" TIRES



- Bosch Active Line Gen 3 electric-assist system with 250W mid-frame motor
- Bosch PowerPack 400 Includes 2 AMP Charger
- Bosch Purion Computer Display Unit
- 4 Mode levels of support: Eco, Tour, Sport and Turbo
- Distance: 20-100 miles depending on your mode and terrain
- Charge time: 3.5 hours to 50%, 6.5 to 100%
- Maximum assisted speed: 25 km/h
- Battery life: 500 charge cycles or 2 year warranty



TOWNIE COMMUTE GO! 8i STEP-THRU / MINERAL BLUE / 8-SPEED



TOWNIE COMMUTE GO! 8i STEP-OVER / STONE GREY / 8-SPEED



TOWNIE COMMUTE GO! 8i STEP-THRU / BLACK / 8-SPEED



TOWNIE COMMUTE GO! 8i STEP-OVER / BLACK SATIN / 8-SPEED



TOWNIE COMMUTE GO! 8i STEP-THRU / WHITE / 8-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- HYDRAULIC FRONT AND REAR DISC BRAKES
- SHIMANO NEXUS INTERNAL 8-SPEED
- FRONT AND REAR LED LIGHTING
- ABUS FRAME LOCK
- PAINTED ALLOY HEAVY-DUTY FRONT AND REAR RACKS
- SCHWALBE FAT FRANK 700 x 2.0" TIRES



- Bosch Performance Line electric-assist system with 250W mid-frame motor
- Bosch PowerPack 400 Includes 4 AMP Charger
- Bosch Intuvia Computer Display Unit
- 4 Mode levels of support: Eco, Tour, Sport and Turbo
- Distance: 20-100 miles depending on your mode and terrain
- Charge time: 1.5 hours to 50%, 3.5 to 100%
- Maximum assisted speed: 25 km/h
- Battery life: 500 charge cycles or 2 year warranty



E-BIKE COLLECTION



LOFT GO! 8i STEP-THRU / GREEN TEA / 8-SPEED



LOFT GO! 8i STEP-THRU / AQUA / 8-SPEED



LOFT GO! 8i STEP-THRU / CREAM / 8-SPEED



LOFT GO! 8i STEP-THRU / BLACK / 8-SPEED

- Bosch Active Line Gen 3 electric-assist system with 250W mid-frame motor
- Bosch PowerPack 400 Includes 2 AMP Charger
- Bosch Purion Computer Display Unit
- 4 Mode levels of support: Eco, Tour, Sport and Turbo
- Distance: 20-100 miles depending on your mode and terrain
- Charge time: 3.5 hours to 50%, 6.5 to 100%
- Maximum assisted speed: 25 km/h
- Battery life: 500 charge cycles or 2 year warranty

TOWNIE GO! 8D	TOWNIE GO! 8i	TOWNIE COMMUTE GO! 8i	LOFT GO! 8i	MODEL	
Step-Thru: Cosmic Grey, Brass Satin, Aurora Metallic Step-Over: Poseidon Blue, Matte Black	Step-Thru: Rose Gold, Black, Fig Metallic, Sapphire Metallic Step-Over: Clay, Black	Step-Thru: White, Black, Mineral Blue Step-Over: Black Satin, Stone Grey	Step-Thru: Green Tea, Black, Cream, Aqua	COLOR	
6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum	FRAME	FRAMESET
Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Tapered Leg	FORK	
1 1/8" Steel Threaded/Semi-Integrated	1 1/8" Steel Threaded/Semi-Integrated	1 1/8" Steel Threaded/Semi-Integrated	1 1/8" Steel Threadless	HEADSET	
N/A	N/A	N/A	N/A	BOTTOM BRACKET	
Anodized Alloy 26"× 36h	Painted or Anodized Alloy 26"× 36h	Alloy 700c × 36h	Alloy 700c × 36h	RIMS	WHEELSET
14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	SPOKES	
Alloy Low-Flange 36h w/6 Bolt Disc Brake	Alloy Low-Flange w/Center Lock Disc Brake 36h	Alloy Low-Flange w/Center Lock Disc Brake 36h	Alloy Low-Flange w/Center Lock Disc Brake 36h	FRONT HUB	
Alloy Low-Flange 36h w/6 Bolt Disc Brake	Shimano Nexus 8-Speed Internal w/Center Lock Disc Brake, 36h	Shimano Nexus 8-Speed Internal w/Center Lock Disc Brake, 36h	Shimano Nexus 8-Speed Internal w/Center Lock Disc Brake, 36h	REAR HUB	
26"× 2.35" Balloon	Schwalbe Fat Frank 26"× 2.35" Balloon w/Puncture-Resistant Kevlar® Guard Casing	Schwalbe Fat Frank 700 × 2.0" Balloon w/Puncture-Resistant Kevlar® Guard Casing	Schwalbe Fat Frank 700 × 2.0" Balloon w/Puncture-Resistant Kevlar® Guard Casing	TIRES	
FSA Forged Alloy 170mm, Bosch Type, 38T FSA Chainring	FSA Forged Alloy 170mm, Bosch Type, 38T FSA Chainring	FSA Forged Alloy 170mm, Bosch Type, 18T FSA Cog	FSA Forged Alloy 170mm, Bosch Type, 38T FSA Chainring	CRANKSET	DRIVETRAIN
Resin Platform w/Non-Slip Rubber Tread	Alloy Platform w/Non-Slip Rubber Tread	Alloy Platform w/Non-Slip Rubber Tread	Alloy Platform w/Non-Slip Rubber Tread	PEDALS	
Shimano Acera Rapid Fire Plus	Shimano Nexus 8-Speed Twist w/Optical Display	Shimano Nexus 8-Speed Twist w/Optical Display	Shimano Nexus 8-Speed Twist w/Optical Display	SHIFTERS	
N/A	N/A	N/A	N/A	FRONT DERAILLEUR	
Shimano Acera 8-Speed	N/A	N/A	N/A	REAR DERAILLEUR	BRAKING
SRAM 11-32 8 speed	Shimano 20T	Shimano 20T	Shimano 20T	CASSETTE/REAR COG	
KMC X8.99 Nickel Plated	KMC Z1EHX Nickel Plated	KMC X10e Nickel Plated	KMC Z1EHX Nickel Plated	CHAIN	
Bosch Active Line Gen 3, 250 Watts	Bosch Active Line Gen 3, 250 Watts	Bosch Performance Line, 250 Watts	Bosch Active Line Gen 3, 250 Watts	MOTOR UNIT	
Bosch PowerPack 400 includes 2 AMP charger	Bosch PowerPack 400 includes 2 AMP charger	Bosch PowerPack 400 includes 4 AMP charger	Bosch PowerPack 400 includes 2 AMP charger	BATTERY	SEATING
Front/Rear: Tektro Mechanical Disc Brakes	Front/Rear: Tektro Hydraulic Disc Brakes	Front/Rear: Tektro Hydraulic Disc Brakes	Front/Rear: Tektro Hydraulic Disc Brakes	BRAKE	
Tektro 3-finger	Tektro 3-finger	Tektro 3-finger	Tektro 3-finger	LEVERS	
Ergonomic w/Shock-Absorbing Elastomers	Ergonomic w/Shock-Absorbing Elastomers	Ergonomic w/Shock-Absorbing Elastomers	Retro Leatherette Dual Spring	SADDLE	
Alloy Straight Post 27.2 × 350mm (Step-Thru), 400mm (Step-Over)	Butted Alloy Micro-Adjust 27.2 × 350mm (Step-Thru), 400mm (Step-Over)	Butted Alloy Micro-Adjust 27.2 × 350mm (Step-Thru), 400mm (Step-Over)	Butted Alloy Micro-Adjust 27.2 × 300mm	SEATPOST	CONTROLS
Alloy Custom Bend 25.9" Width/4" Rise	Alloy Custom Bend 25.9" Width/4" Rise	Electra Custom Bend Alloy Low-Rise	Electra Custom Bend Alloy Low-Rise	HANDLEBAR	
Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Threadless	STEM	
Electra Hand-Stitched Leatherette	Ergo-Shaped Hand-Stitched Leatherette	Ergo-Shaped Hand-Stitched Leatherette	Hand-Stitched Leatherette	GRIPS	
Bosch Purion Computer Display Unit, Spanninga Front and Rear LED Lighting, Reflective Battery Decal, Ring Lock Mounts, Painted Fenders, Internal Cable Routing, Alloy Single Leg Kickstand, and Stainless Steel and Anti-Rust Hardware	Bosch Purion Computer Display Unit, Spanninga Front and Rear LED Lighting, ABUS Frame Lock, Reflective Battery Decal, Painted Fenders and Rear Racks, Internal Cable Routing, Painted Rims, Alloy Double Leg Kickstand, and Stainless Steel and Anti-Rust Hardware Rear Rack Compatible w/Bontrager Interchange Rear Truck Bags	Bosch Intuvia Computer Display Unit, Spanninga Front/Rear LED Lighting, ABUS Frame Lock, Reflective Battery Decal, Painted Fenders, Bell and Front/Rear Racks, Internal Cable Routing, Alloy Double Leg Kickstand, and Stainless Steel and Anti-Rust Hardware Rear Rack Compatible w/Bontrager Interchange Rear Truck Bags	Bosch Purion Computer Display Unit, Spanninga Front/Rear LED Lighting, ABUS Frame Lock, Reflective Battery Decal, Painted Fenders, Bell and Front/Rear Racks, Internal Cable Routing, Alloy Double Leg Kickstand, and Stainless Steel and Anti-Rust Hardware Rear Rack Compatible w/Bontrager Interchange Rear Truck Bags	SPECIAL FEATURES	



TO COMUTE

Townie® Commute offers the comfort and control of the best-selling bike in the U.S. combined with a few upgrades that will allow riders to go the distance in style. Electra's patented Flat Foot Technology® combined with swept back handlebars provide an ergonomic, upright ride with a wide view of the road. Townie Commute is a great option for those looking to extend their rides and get around on two wheels more often.

- Available in an 7-speed internal and 8 or 27-speed derailleur drivetrain in a variety of great colors.
- Large 700c Schwalbe Fat Frank tires with Kevlar® Guard roll fast and smooth.
- Color-matched fenders keep riders clean while heavy-duty front and rear racks hold their stuff.
- Front and rear LED lights added for safety.
- ABUS ring lock and color-matched bell included.



TOWNIE COMMUTE 7i LADIES' / MINERAL BLUE / 7-SPEED



TOWNIE COMMUTE 7i MEN'S / BLACK SATIN / 7-SPEED



TOWNIE COMMUTE 7i LADIES' / BLACK / 7-SPEED



TOWNIE COMMUTE 7i MEN'S / STONE GREY / 7-SPEED



TOWNIE COMMUTE 7i LADIES' / WHITE / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- ALLOY LINEAR-PULL FRONT
- SHIMANO NEXUS INTERNAL 7-SPEED W/ COASTER BRAKE
- FRONT AND REAR LED LIGHTING
- ABUS FRAME LOCK
- PAINTED ALLOY FENDERS, BELL AND HEAVY-DUTY FRONT AND REAR RACKS
- SCHWALBE FAT FRANK 700 x 2.0" TIRES





TOWNIE COMMUTE 8D LADIES' / CREAM / 8-SPEED



TOWNIE COMMUTE 8D MEN'S / THUNDER GREY / 8-SPEED



TOWNIE COMMUTE 8D LADIES' / AUBERGINE / 8-SPEED



TOWNIE COMMUTE 8D MEN'S / MATTE BLACK / 8-SPEED



TOWNIE COMMUTE 8D LADIES' / GALAXY BLACK / 8-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- ALLOY LINEAR-PULL FRONT AND REAR BRAKE
- 8-SPEED DERAILLEUR DRIVETRAIN
- FRONT AND REAR LED LIGHTING
- ABUS FRAME LOCK
- PAINTED ALLOY FENDERS, BELL AND HEAVY-DUTY FRONT AND REAR RACKS
- SCHWALBE FAT FRANK 700 × 2.0" TIRES



TOWNIE COMMUTE 27D LADIES' / BLACK / 27-SPEED



TOWNIE COMMUTE 27D LADIES' / MINERAL BLUE / 27-SPEED



TOWNIE COMMUTE 27D MEN'S / BLACK SATIN / 27-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

HYDRAULIC FRONT AND REAR DISC BRAKES

SHIMANO ACERA RAPID FIRE PLUS SHIFTER

27-SPEED DERAILLEUR DRIVETRAIN

FRONT AND REAR LED LIGHTING

ABUS FRAME LOCK

PAINTED ALLOY FENDERS, BELL AND HEAVY-DUTY FRONT AND REAR RACKS

SCHWALBE FAT FRANK 700 × 2.0" TIRES

TOWNIE COMMUTE

TOWNIE COMMUTE 7i	TOWNIE COMMUTE 8D	TOWNIE COMMUTE 27D	MODEL	
Ladies': Black, Mineral Blue, White Men's: Black Satin, Stone Grey	Ladies': Galaxy Black, Aubergine, Cream Men's: Matte Black, Thunder Grey	Ladies': Mineral Blue, Black Men's: Black Satin	COLOR	
6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	FRAME	FRAMESET
Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	FORK	
1 1/8" Steel Threaded/Semi-Integrated	1 1/8" Steel Threaded/Semi-Integrated	1 1/8" Steel Threaded/Semi-Integrated	HEADSET	
Sealed Cartridge 68mm/118mm	Sealed Cartridge 68mm/118mm	Sealed Cartridge 68mm/118mm	BOTTOM BRACKET	WHEELSET
Alloy 700c × 32h w/Machined Sidewall	Alloy 700c × 32h w/Machined Sidewall	Alloy 700c × 32h	RIMS	
14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	SPOKES	
Shimano Nexus Dynamo, 32h	Shimano Nexus Dynamo, 32h	Shimano Nexus Dynamo Disc, 32h	FRONT HUB	
Shimano Nexus 7-Speed w/Coaster Brake, 32h	Alloy Low Flange, 32h	Alloy Low Flange w/Center Lock Disc Brake, 32h	REAR HUB	
Schwalbe Fat Frank 700 x 2.0" w/ Reflective Stripe w/Puncture-Resistant Kevlar® Guard Casing	Schwalbe Fat Frank 700 x 2.0" w/ Reflective Stripe w/Puncture-Resistant Kevlar® Guard Casing	Schwalbe Fat Frank 700 x 2.0" w/ Reflective Stripe w/Puncture-Resistant Kevlar® Guard Casing	TIRES	DRIVETRAIN
Forged Alloy 170mm w/Steel 44T Chainring	Forged Alloy 170mm w/Steel 44T Chainring	Forged Alloy 170mm, Triple: 48/36/26T Chainrings	CRANKSET	
Alloy Platform w/Non-Slip Rubber Tread	Alloy Platform w/Non-Slip Rubber Tread	Alloy Platform w/Non-Slip Rubber Tread	PEDALS	
Shimano Nexus Revo	Shimano Acera Rapid Fire Plus	Shimano Acera Rapid Fire Plus	SHIFTERS	
N/A	N/A	Shimano Acera	FRONT DERAILLEUR	
N/A	Shimano Tourney 8-Speed	Shimano Alivio 9-Speed	REAR DERAILLEUR	
20T	SRAM 8-Speed 11-32T	SRAM 9-Speed 11-32T	CASSETTE/REAR COG	
KMC 1/2' × 3/32" Anti-Rust	KMC 1/2' × 3/32" Anti-Rust	KMC X9 1/2' × 3/32" Anti-Rust	CHAIN	
Front: Cold-Forged Alloy Linear-Pull Brake Rear: Shimano Coaster Brake	Front/Rear: Cold-Forged Alloy Linear-Pull	Front/Rear: Tektro Hydraulic Disc Brake	BRAKE	BRAKING
Alloy 4-Finger, Reach Adjustable	Alloy 4-Finger, Reach Adjustable	Alloy 3-Finger, Reach Adjustable	LEVERS	
Ergonomic w/Shock-Absorbing Elastomers	Ergonomic w/Shock-Absorbing Elastomers	Ergonomic w/Shock-Absorbing Elastomers	SADDLE	SEATING
Alloy 27.2mm × 400mm	Alloy 27.2mm × 400mm	Alloy 27.2mm × 400mm	SEATPOST	
Electra Custom Bend Alloy Low-Rise	Electra Custom Bend Alloy Low-Rise	Electra Custom Bend Alloy Low-Rise	HANDLEBAR	CONTROLS
Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Quill, 80mm Extension	STEM	
Ergo-Shaped Hand-Stitched Leatherette	Ergo-Shaped Hand-Stitched Leatherette	Ergo-Shaped Hand-Stitched Leatherette	GRIPS	
Alloy Kickstand, Front/Rear LED Lighting, ABUS Frame Lock, Stainless Steel and Anti-Rust Hardware, Painted Fenders, Bell and Heavy-Duty Front/Rear Racks	Alloy Kickstand, Front/Rear LED Lighting, ABUS Frame Lock, Stainless Steel and Anti-Rust Hardware, Painted Fenders, Bell and Heavy-Duty Front/Rear Racks	Alloy Kickstand, Front/Rear LED Lighting, ABUS Frame Lock, Stainless Steel and Anti-Rust Hardware, Painted Fenders, Bell and Heavy-Duty Front/Rear Racks	SPECIAL FEATURES	
Rear rack compatible w/Bontrager Interchange rear truck bags	Rear rack compatible w/Bontrager Interchange rear truck bags	Rear rack compatible w/Bontrager Interchange rear truck bags		



TOWNIE

The revolution started here. The Townie® introduced Electra's patented Flat Foot Technology® to the world and it was love at first sight. That love has made the Townie the best-selling bike in the U.S. for real. Turns out people like originality.

- Townie Originals come in a variety of color and gearing options.
- One size fits most, however tall options are available.
- All Townie Original models come as equipped EQ bikes, with color matched fenders as well as front and rear LED lights.
- Townie Balloons offer a cushy, luxurious ride with Schwalbe Fat Frank puncture-resistant tires.
- Either Townie model – Original EQ or Balloon EQ – is great for any rider, regardless of age or gender. These bikes are a perfect fit for those looking for a comfortable and fun ride.



TOWNIE ORIGINAL 3i EQ



TOWNIE ORIGINAL 3i EQ LADIES' / NUDE / 3-SPEED



TOWNIE ORIGINAL 7D EQ LADIES' / ROSE GOLD / 7-SPEED



TOWNIE ORIGINAL 3i EQ MEN'S / MIDNIGHT BLUE SATIN / 3-SPEED



TOWNIE ORIGINAL 7D EQ LADIES' / CREAM / 7-SPEED



TOWNIE ORIGINAL 7D EQ MEN'S / MATTE KHAKI / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- ALLOY LINEAR-PULL FRONT BRAKE
- DOUBLE-WALL ALLOY RIMS
- HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS
- SCHWALBE BIG BEN 26" x 2.15" TIRES



TOWNIE ORIGINAL 7D EQ MEN'S / MATTE BLACK / 7-SPEED
TOWNIE ORIGINAL 7D EQ TALL MEN'S / MATTE BLACK / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO TX-35 7-SPEED W/MEGARANGE GEARING
- SHIMANO REVO TWIST SHIFTER
- FORGED ALLOY CRANKSET W/44T CHAINRING & DUAL GUARDS
- ALLOY LINEAR-PULL BRAKES
- DOUBLE-WALL ALLOY RIMS
- HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS, AND PAINTED ALLOY FENDERS
- SCHWALBE BIG BEN 26" x 2.15" TIRES

TOWNIE ORIGINAL 7D EQ





TOWNIE BALLOON 3i EQ MEN'S / ARMY GREY / 3-SPEED

You can see the difference right away. But if you think the balloon tires look awesome, wait until you take a ride on ‘em. There’s magic in these high volume, low pressure Kevlar® Guard premium tires. They absorb impact with less rolling resistance to give you a smooth, cushy ride with added protection against the dreaded flat.

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/ COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- SHIMANO NEXUS ROLLER BRAKE W/ COOLING FINS
- PAINTED ALLOY RIMS
- HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS
- SCHWALBE FAT FRANK 26" × 2.35" TIRES



TOWNIE BALLOON 7i EQ LADIES' / NUDE / 7-SPEED



TOWNIE BALLOON 7i EQ LADIES' / AZURE / 7-SPEED



TOWNIE BALLOON 7i EQ MEN'S / ARMY GREY / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 7-SPEED W/ COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- SHIMANO NEXUS ROLLER BRAKE W/ COOLING FINS
- PAINTED ALLOY RIMS
- HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS
- SCHWALBE FAT FRANK 26" × 2.35" TIRES



TOWNIE

ORIGINAL 3i EQ	ORIGINAL 7D EQ	BALLOON 3i EQ / 7i EQ	MODEL	
Ladies': Nude Men's: Midnight Blue Satin	Ladies': Rose Gold, Cream, Men's: Matte Khaki, Matte Black*	Ladies': Azure**, Nude** Men's: Army Grey	COLOR	
6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	FRAME	FRAMESET
Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	FORK	
1 1/8" Steel Threaded/ Semi-Integrated	1 1/8" Steel Threaded/ Semi-Integrated	1 1/8" Steel Threaded/ Semi-Integrated	HEADSET	
Sealed Cartridge 68mm/118mm	Sealed Cartridge 68mm/118mm	Sealed Cartridge 68mm/118mm	BOTTOM BRACKET	
Double-Wall Alloy 26" x 32h Painted w/Machined Sidewalls	Double-Wall Alloy 26" x 32h Painted w/Machined Sidewalls	Painted Alloy 26" x 36h	RIMS	WHEELSET
14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	SPOKES	
Alloy Low Flange 32h w/OR Shimano Nexus Dynamo, 32h	Alloy Low Flange 32h w/OR Shimano Nexus Dynamo, 32h	Shimano Nexus Dynamo w/Roller Brake Alloy, 36h	FRONT HUB	
Shimano Nexus 3-Speed Internal, 32h	Alloy Low Flange w/OR, 32h	3i: Shimano Nexus 3-Speed Internal, 36h 7i: Shimano Nexus 7-Speed Internal, 36h	REAR HUB	
Schwalbe Big Ben 26"x 2.15" w/Puncture-Resistant Kevlar® Guard Casing	Schwalbe Big Ben 26"x 2.15" w/Puncture-Resistant Kevlar® Guard Casing	Schwalbe Fat Frank 26" x 2.35" Balloon w/Puncture-Resistant Kevlar® Guard Casing	TIRES	
Forged Alloy 170mm w/Steel 44T Chainring	Forged Alloy 170mm w/Steel 44T Chainring/ Double Chainguards	Forged Alloy 170mm w/Steel 44T Chainring	CRANKSET	DRIVETRAIN
Resin Platform w/Non-Slip Tread	Resin Platform w/Non-Slip Tread	Alloy Platform w/Non-Slip Rubber Tread	PEDALS	
Shimano Revo 3-Speed Twist w/Optical Gear Display	Shimano Revo 7-Speed Twist w/Optical Gear Display	Shimano Revo 3/7-Speed Twist w/Optical Gear Display	SHIFTERS	
N/A	N/A	N/A	FRONT DERAILLEUR	
N/A	Shimano TX-35 7-Speed	N/A	REAR DERAILLEUR	
Shimano 20T	Shimano 7-Speed 14-34T	Shimano 20T	CASSETTE/REAR COG	
KMC 1/2"x 1/8" Nickel Plated	KMC Z51NP 1/2"x 3/32" Nickel Plated	KMC 1/2"x 1/8" Nickel Plated	CHAIN	
Front: Cold-Forged Alloy Linear-Pull Rear: Shimano Nexus Coaster Brake	Front/Rear: Cold-Forged Alloy Linear-Pull	Front: Shimano Roller Brake BR-C3000 w/Cooling Fins Rear: Shimano Nexus Coaster Brake	BRAKE	BRAKING
Alloy 4-Finger, Reach Adjustable	Alloy 4-Finger, Reach Adjustable	Alloy 4-Finger, Reach Adjustable	LEVERS	
Ergonomic w/Shock-Absorbing Elastomers	Ergonomic w/Shock-Absorbing Elastomers	Ergonomic w/Shock-Absorbing Elastomers	SADDLE	SEATING
Alloy 27.2mm x 400mm (Men's), 27.2mm x 350mm (Ladies')	Alloy 27.2mm x 400mm (Men's), 27.2mm x 350mm (Ladies')	Alloy 27.2mm x 400mm (Men's), 27.2mm x 350mm (Ladies')	SEATPOST	
Alloy Custom Bend 25.9" Width/4" Rise	Alloy Custom Bend 25.9" Width/4" Rise	Alloy Custom Bend 25.9" Width/4" Rise	HANDLEBAR	CONTROLS
Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Quill, 80mm Extension	Forged Alloy 25.4mm Quill, 80mm Extension	STEM	
Electra Hand-Stitched	Electra Hand-Stitched	Electra Hand-Stitched	GRIPS	
Painted Alloy Fenders, Hub Dynamo Powered Spanninga Front and Rear LED Lights, Internal Cable Routing, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware	Internal Cable Routing, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware, Painted Alloy Fenders, Hub Dynamo Powered Spanninga Front/ Rear LED Lights *Also available in Tall	Painted Alloy Fenders, Painted Rims, Internal Cable Routing, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware, Hub Dynamo Powered Spanninga Front/Rear LED Lights ** Available in 7i EQ only	SPECIAL FEATURES	



LOFT

Loft™ is a lightweight commuter bike inspired by those who live, breathe and ride in cities all around the world. Designed with a functional minimalism in mind, the Loft is built to handle the rigors of the streets.

- The Loft comes in a variety of gear and color options, as well as a large frame alternative for men and small frame for ladies.
- With 700c wheels and a lightweight aluminum frame, the Loft is a great option for customers looking to bike to work or run errands on two wheels.
- New this year, Loft 7D and 7i drivetrains will be available as EQ models with front and rear lights as well as non-EQ versions.
- The foot-forward pedals provide a comfortable, ergonomic riding position.
- Accessories like front trays, racks and baskets will increase functionality and utility.



LOFT 3i LADIES' / WHITE / 3-SPEED
LOFT 3i SMALL LADIES' / WHITE / 3-SPEED



LOFT 3i LADIES' / DUSK / 3-SPEED
LOFT 3i SMALL LADIES' / DUSK / 3-SPEED



LOFT 3i LADIES' / MINT MOJITO / 3-SPEED
LOFT 3i SMALL LADIES' / MINT MOJITO / 3-SPEED



LOFT 3i MEN'S / BLACK / 3-SPEED
LOFT 3i LARGE MEN'S / BLACK / 3-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/FREEWHEEL
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE-WALL ALLOY RIMS
- ALLOY REAR RACK
- 700 x 35c CITY TREAD TIRES





LOFT 7D LADIES' / SANGRIA / 7-SPEED
LOFT 7D SMALL LADIES' / SANGRIA / 7-SPEED



LOFT 7D MEN'S / MATTE KHAKI / 7-SPEED
LOFT 7D LARGE MEN'S / MATTE KHAKI / 7-SPEED



LOFT 7D LADIES' / SEAFOAM / 7-SPEED
LOFT 7D SMALL LADIES' / SEAFOAM / 7-SPEED



LOFT 7D MEN'S / MATTE INDIGO / 7-SPEED
LOFT 7D LARGE MEN'S / MATTE INDIGO / 7-SPEED



LOFT 7D LADIES' / CREAM / 7-SPEED
LOFT 7D SMALL LADIES' / CREAM / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO ACERA 7-SPEED W/MEGARANGE GEARING
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE WALL ALLOY RIMS
- 700 x 35c CITY TIRES



LOFT 7D EQ LADIES' / SEAFOAM / 7-SPEED



LOFT 7D EQ LADIES' / CREAM / 7-SPEED

- HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS
- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO ACERA 7-SPEED W/MEGARANGE GEARING
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE WALL ALLOY RIMS
- 700 x 35c CITY TIRES





LOFT 7i LADIES' / MATTE HAZEL / 7-SPEED
LOFT 7i SMALL LADIES' / MATTE HAZEL / 7-SPEED



LOFT 7i EQ LADIES' / BLIZZARD BLUE / 7-SPEED



LOFT 7i LADIES' / GREEN TEA / 7-SPEED
LOFT 7i SMALL LADIES' / GREEN TEA / 7-SPEED



LOFT 7i LADIES' / BLIZZARD BLUE / 7-SPEED
LOFT 7i SMALL LADIES' / BLIZZARD BLUE / 7-SPEED



LOFT 7i EQ LADIES' / GREEN TEA / 7-SPEED



LOFT 7i MEN'S / MATTE BLACK / 7-SPEED
LOFT 7i LARGE MEN'S / MATTE BLACK / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 7-SPEED W/FREEWHEEL
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE WALL ALLOY RIMS
- ALLOY REAR RACK
- 700 x 35c CITY TIRES



LOFT 7i EQ MEN'S / MATTE BLACK / 7-SPEED
LOFT 7i EQ LARGE MEN'S / MATTE BLACK / 7-SPEED

- HUB DYNAMO POWERED SPANNING FRONT AND REAR LED LIGHTS
- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 7-SPEED W/FREEWHEEL
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE WALL ALLOY RIMS
- ALLOY REAR RACK
- 700 x 35c CITY TIRES



LOFT 3i	LOFT 7D / 7D EQ	LOFT 7i / 7i EQ	MODEL	
Ladies': Dusk, White, Mint Mojito Men's: Black	Ladies': Sangria, Cream*, Seafoam* Men's: Matte Khaki, Matte Indigo	Ladies': Matte Hazel, Blizzard Blue*, Green Tea* Men's: Matte Black*	COLOR	
6061-T6 Aluminum w/Patented Flat Foot Technology® Ladies': Small, Regular Men's: Regular, Large	6061-T6 Aluminum w/Patented Flat Foot Technology® Ladies': Small, Regular* Men's: Regular, Large	6061-T6 Aluminum w/Patented Flat Foot Technology® Ladies': Small, Regular* Men's: Regular*, Large*	FRAME	FRAMESET
Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	Hi-Ten Steel Unicrown, Straight/Tapered Leg	FORK	
1" Steel Threaded	1" Steel Threaded	1" Steel Threaded	HEADSET	
Sealed Cartridge 68mm/116mm	Sealed Cartridge 68mm/116mm	Sealed Cartridge 68mm/116mm	BOTTOM BRACKET	WHEELSET
Double-Wall Alloy, 700c × 32h	Double-Wall Alloy, 700c × 32h	Double-Wall Alloy, 700c × 32h	RIMS	
14 Gauge Stainless /Brass Nipples	14 Gauge Stainless/Brass Nipples	14 Gauge Stainless/Brass Nipples	SPOKES	
Alloy 32h, Nutted	Alloy 32h, Nutted EQ: Shimano Nexus Dynamo 32h	Alloy 32h, Nutted EQ: Shimano Nexus Dynamo 32h	FRONT HUB	
Shimano Nexus 3-Speed Internal F/W 32h	Alloy 32h, Nutted	Shimano Nexus 7-Speed Internal F/W 32h	REAR HUB	
700 x 35c City Tread	700 x 35c City Tread	700 x 35c City Tread	TIRES	DRIVETRAIN
Forged Alloy, 170mm w/44T, Alloy Chainguard	Forged Alloy, 170mm w/44T, Alloy Chainguard	Forged Alloy, 170mm w/44T, Alloy Chainguard	CRANKSET	
Alloy/Resin Platform	Alloy/Resin Platform	Alloy/Resin Platform	PEDALS	
Shimano Revo 3-Speed Twist Shifter	Shimano Revo 7-Speed Twist Shifter	Shimano Revo 7-Speed Twist Shifter	SHIFTERS	
N/A	N/A	N/A	FRONT DERAILLEUR	
N/A	Shimano Acera 7-Speed	N/A	REAR DERAILLEUR	
20t	Shimano 7-Speed 14-34t	20t	CASSETTE/REAR COG	
KMC S1 1/2" × 1/8" Nickel Plated	KMC Z51NP 1/2" × 3/32" Nickel Plated	KMC S1 1/2" × 1/8" Nickel Plated	CHAIN	BRAKING
Front/Rear: Alloy Dual Pivot Caliper	Front/Rear: Alloy Dual Pivot Caliper	Front/Rear: Alloy Dual Pivot Caliper	BRAKE	
Alloy 3-Finger, Reach Adjustable	Alloy 3-Finger, Reach Adjustable	Alloy 3-Finger, Reach Adjustable	LEVERS	SEATING
Retro Leatherette Dual Spring	Retro Leatherette Dual Spring	Retro Leatherette Dual Spring	SADDLE	
Alloy Micro Adjust 27.2mm × 300mm	Alloy Micro Adjust 27.2mm × 300mm	Alloy Micro Adjust 27.2mm × 300mm	SEATPOST	CONTROLS
Alloy Custom Bend 30mm Rise	Alloy Custom Bend 30mm Rise	Alloy Custom Bend 30mm Rise	HANDLEBAR	
Steel 25.4mm Quill	Steel 25.4mm Quill	Steel 25.4mm Quill	STEM	
Hand-Stitched Leatherette	Hand-Stitched Leatherette	Hand-Stitched Leatherette	GRIPS	SPECIAL FEATURES
Painted Fenders, Loft Alloy Rear Rack, Ring Lock Mounts, Dual Water Bottle/Accessory Mounts, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware	Painted Fenders, Ring Lock Mounts, Dual Water Bottle/ Accessory Mounts, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware *Available in EQ w/Hub Dynamo Powered Spanninga Front light and Battery Operated Rear LED Lights	Painted Fenders, Loft Alloy Rear Rack, Ring Lock Mounts, Dual Water Bottle/Accessory Mounts, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware *Available in EQ w/Hub Dynamo Powered Spanninga Front light and Battery operated Rear LED Lights		



AMSTERDAM

A modern take on the Dutch city bike, the Amsterdam® will make you fall in love with cycling all over again with its elegant combination of practicality, comfort and style.

- The Amsterdam has fast-rolling 700c wheels, an aluminum frame and Flat Foot Technology™, making for a smooth, easy ride.
- Fashion Amsterdams showcase classic Electra style with custom designs throughout the skirt guard, chain guard and throughout the frame. These make for great window displays!
- The Royal 8i comes with color-matched fenders, skirt guard, chainguard and rear rack. Additionally, the bike comes equipped with front and rear lights, an integrated ring lock and bell.
- An Amsterdam customer appreciates beautiful design and a smooth ride, and can use this Electra to ride around town to coffee shops, farmers markets or just around the block.



AMSTERDAM JOANNE 3i LADIES' / PINK PEONY / 3-SPEED / LIMITED EDITION



AMSTERDAM JOYRIDE 3i LADIES' / BRIGHT PINK / 3-SPEED



- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- SHIMANO NEXUS FRONT ROLLER BRAKE
- FULL CHAINGUARD AND INTEGRATED ALLOY CRANK
- ALLOY COAT/SKIRT GUARD
- SHIMANO DYNAMO FRONT HUB
- HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS
- ALLOY REAR RACK
- MATCHING BELL AND PAINTED FENDERS
- 700 x 40c CITY TIRES



AMSTERDAM JETSETTER 3i LADIES' / INDIGO / 3-SPEED



AMSTERDAM FORGET-ME-NOT 3i LADIES' / YELLOW / 3-SPEED



AMSTERDAM BLOOM 3i LADIES' / CREAM / 3-SPEED



FPO

IMAGE TO COME
ON 6/4 MONDAY



AMSTERDAM ROYAL 8i LADIES' / AQUAMARINE / 8-SPEED



AMSTERDAM ROYAL 8i MEN'S / BLACK / 8-SPEED



AMSTERDAM ROYAL 8i LADIES' / DARK BLUE METALLIC / 8-SPEED



AMSTERDAM ROYAL 8i MEN'S / SATIN GRAPHITE / 8-SPEED



AMSTERDAM ROYAL 8i LADIES' / PEARL WHITE / 8-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 8-SPEED W/FREEWHEEL
- SHIMANO NEXUS TWIST SHIFTER
- SHIMANO NEXUS FRONT AND REAR ROLLER BRAKE
- ABUS FRAME LOCK
- FULL CHAINGUARD AND INTEGRATED ALLOY CRANK
- ALLOY COAT/SKIRT GUARDS AND REAR RACK
- SHIMANO DYNAMO FRONT HUB
- DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS
- 700 × 40c CITY TIRES W/KEVLAR® PUNCTURE-RESISTANT CASING



AMSTERDAM

FASHION 3i	ROYAL 8i	MODEL	
Joanne: Pink Peony (Limited Edition) Bloom: Cream, Jetsetter: Indigo, Joyride: Bright Pink, Forget-Me-Not: Yellow	Ladies': Pearl White, Aquamarine*, Dark Metallic Blue Men's: Black, Satin Graphite	COLOR	FRAMESET
Dutch Royal 6061-T6 Aluminum w/Patented Flat Foot Technology®	Dutch Royal 6061-T6 Aluminum w/Patented Flat Foot Technology®	FRAME	
Hi-Ten Steel Unicrown, Curved/Tapered Leg	Hi-Ten Steel Unicrown, Curved/Tapered Leg	FORK	
1 1/8" Steel Threaded	1 1/8" Steel Threaded	HEADSET	
Sealed Cartridge 68mm/116mm	Sealed Cartridge 68mm/116mm	BOTTOM BRACKET	
Painted Double-Wall Alloy 36h	Double-Wall Alloy 36h	RIMS	WHEELSET
14 Gauge Stainless/ Brass Nipples	14 Gauge Stainless/ Brass Nipples	SPOKES	
Shimano Nexus Dynamo w/Roller Brake, 36h	Shimano Nexus Dynamo w/Roller Brake, 36h	FRONT HUB	
Shimano Nexus 3-Speed Internal w/Coaster Brake, 36h	Shimano Nexus 8-Speed Internal w/Roller Brake, 36h	REAR HUB	
City 700 × 40c (Cream Color Tires on Select Models)	City 700 × 40c w/Kevlar® Puncture-Resistant Casing (Cream Color Tires on Select Models)	TIRES	
Forged Alloy 170mm w/Steel 38T Chainring	Forged Alloy 170mm w/Steel 38T Chainring	CRANKSET	DRIVETRAIN
Resin Platform w/Non-Slip Tread	Resin Platform w/Non-Slip Tread	PEDALS	
Shimano Revo 3-Speed w/Optical Gear Display	Shimano Revo 8-Speed Twist w/Optical Gear Display	SHIFTERS	
N/A	N/A	FRONT DERAILLEUR	
N/A	N/A	REAR DERAILLEUR	
Shimano 19T	Shimano 19T	CASSETTE/REAR COG	BRAKING
Taya 1/2" × 1/8" GST Rustproof	Taya 1/2" × 1/8" GST Rustproof	CHAIN	
Front: Shimano Nexus Roller Brake w/Cooling Fin C3000, Rear: Shimano Coaster	Front/Rear: Shimano Nexus Roller w/Cooling Fin C3000	BRAKE	
Alloy 4-Finger, Reach Adjustable	Alloy Micro-Adjust 27.2mm × 350mm	LEVERS	
Retro Leatherette w/Steel Springs	Retro Leatherette w/Steel Springs	SADDLE	
Classic Alloy Pillar 27.2mm × 350mm	Classic Alloy Pillar 27.2mm × 350mm	SEATPOST	SEATING
Alloy Custom Bend 24.8" Width/3.5" Rise	Alloy Custom Bend 24.8" Width/3.5" Rise	HANDLEBAR	
Alloy Head, 1 1/8" Steel Quill, 40mm Extension	Alloy Head, 1 1/8" Steel Quill, 40mm Extension	STEM	
Ergo-Shaped Hand-Stitched Leatherette	Ergo-Shaped Hand-Stitched Leatherette	GRIPS	CONTROLS
Ring Lock Mounts, Full Chainguard, Coat/Skirt Guards, Painted Steel Fenders, Alloy Rear Rack w/Strap, Spanninga Front and Rear Hub Dynamo-Powered LED Lighting Set, Matching Bell, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware	Ring Lock Mounts, Full Chainguard, Coat/Skirt Guards, ABUS Ring Lock, Painted and Pinstriped Steel Fenders, Alloy Rear Rack w/Strap, Spanninga Headlight and Rear Hub Dynamo-Powered LED Lighting Set, Matching Bell, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware	SPECIAL FEATURES	

SPECIFICATIONS AND AVAILABILITY ARE SUBJECT TO CHANGE WITHOUT NOTICE.



CRUISERS

This is the bike that started it all. 25 years ago we launched the company on the idea that we could improve on an American classic. So we opened up the frame geometry, moved the pedals forward, relaxed the seat angle and gave the entire body some breathing room. Add Electra's signature style and attention to detail and you've got great looking bikes.

- Cruiser 1 and 7D fit the bill if you enjoy classic simplicity, cantilevered steel frames, alloy rims and stainless steel spokes that will keep you riding for years.
- Our Cruiser Lux line is a true modern classic. Featuring lightweight aluminum frames, alloy cranks and sealed bottom brackets, these bikes are available as 7-speed derailleur and 3-speed internal hubs.
- Rolling works of art, Fashion and Attitude Cruisers are distinctive, unique and guaranteed to stop traffic. More than just a pretty face, they have aluminum frames, roller or disc brakes, and 3-speed internal hubs. Get them while you can – some are Limited Editions.
- Sometimes a bike ride is better with a friend. Bring some company on our Cruiser Tandems built for two!



PAGE 3i LADIES' / AMETHYST / 3-SPEED / LIMITED EDITION



MORNING STAR 3i LADIES' / PINK CORAL / 3-SPEED



6061-T6 ALUMINUM BOOMERANG FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

SHIMANO FRONT ROLLER BRAKE AND HUB
MATCHING BELL

CUSTOM SADDLE AND GRIPS

26" x 2.125" TIRES





TAPESTRY 3i LADIES' / LINEN / 3-SPEED / LIMITED EDITION

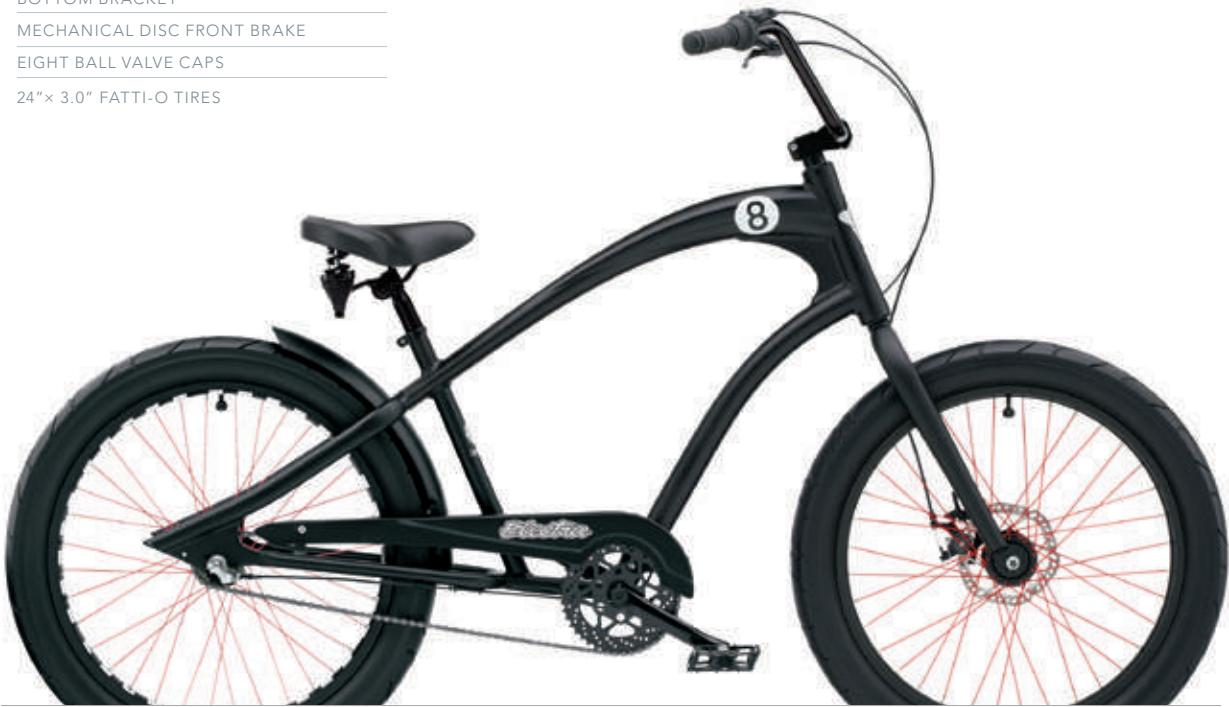


DAYDREAMER 3i LADIES' / MINERAL BLUE / 3-SPEED



- 6061-T6 ALUMINUM BOOMERANG FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- SHIMANO NEXUS REVO SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- SHIMANO FRONT ROLLER BRAKE AND HUB MATCHING BELL
- CUSTOM SADDLE AND GRIPS
- WOOD FRONT AND REAR RACK [TAPESTRY]
PAINTED WOOD FRONT AND REAR RACK [DAYDREAMER]
- 26" x 2.125" TIRES

- HYDROFORMED 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED OR 8-SPEED W/ COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- MECHANICAL DISC FRONT BRAKE
- EIGHT BALL VALVE CAPS
- 24"× 3.0" FATTI-O TIRES



STRAIGHT 8 3i MEN'S / BLACK SATIN / 3-SPEED
STRAIGHT 8 8i MEN'S / BLACK SATIN / 8-SPEED



EBC '93 3i MEN'S / RED/WHITE / 3-SPEED / LIMITED EDITION

- EXTRA-STRETCHED HYDROFORMED 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W / COASTER BRAKE AND MECHANICAL FRONT DISC BRAKE
- SHIMANO NEXUS REVO SHIFTER
- EXTRA LONG TRIPLE CLAMP FORK
- ALLOY CRANK AND SEALED BEARING CARTRIDGE BOTTOM BRACKET
- 24"× 3.0" FATTI-O TIRES



GHOSTRIDER 3i MEN'S / BLACK / 3-SPEED



- 6061-T6 ALUMINUM BULLET TANK FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W / COASTER BRAKE
- MECHANICAL FRONT DISC BRAKE
- SHIMANO NEXUS REVO SHIFTER
- ELECTRA CUSTOM ALLOY 3-PIECE W/ 44T STEEL CHAINRING
- SCHWALBE FAT FRANK 26"× 2.35" BALLOON W/PUNCTURE RESISTANT KEVLAR® GUARD CASING





CRUISER LUX FAT TIRE 7D MEN'S / MATTE BLACK / 7-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
SHIMANO TX-35 7-SPEED W/MEGARANGE
14-34T GEARING
MECHANICAL DISC BRAKES
ALLOY CRANK AND SEALED BEARING
CARTRIDGE BOTTOM BRACKET
CUSTOM EXTRA-WIDE ALLOY RIMS
W/12 GAUGE STAINLESS STEEL SPOKES
26"× 3.5" ELECTRA FAT TIRES



CRUISER LUX 3i

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- ALLOY LINEAR-PULL FRONT BRAKES
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY SEAT POST
- CUSTOM SADDLE AND GRIPS

26"× 2.125" RETRORUNNER TIRES [LADIES']
24"× 2.125" RETRORUNNER TIRES [LADIES']
26"× 2.35" BALLOON TIRES [MEN'S]



CRUISER LUX 3i LADIES' / WHITE / 3-SPEED
CRUISER LUX 3i 24" LADIES' / WHITE / 3-SPEED



CRUISER LUX 7D LADIES' / SEA GREEN METALLIC / 7-SPEED



CRUISER LUX 3i MEN'S / MATTE BLACK / 3-SPEED



CRUISER LUX 7D LADIES' / WHITE / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO TX-35 7-SPEED W/MEGARANGE 14-34T GEARING
- SHIMANO REVO TWIST SHIFTER
- ALLOY LINEAR-PULL BRAKES
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY SEAT POST
- PAINTED FENDERS
- CUSTOM SADDLE AND GRIPS
- 26"× 2.125" RETRORUNNER TIRES

CRUISER LUX 7D



CRUISER 1 LADIES' / LIGHT BLUE / SINGLE-SPEED



CRUISER 1 MEN'S / MATTE CADET BLUE / SINGLE-SPEED



CRUISER 1 MEN'S / MATTE BLACK / SINGLE-SPEED
CRUISER 1 TALL MEN'S / MATTE BLACK / SINGLE-SPEED

CLASSIC STEEL FRAME
SINGLE-SPEED W/ COASTER BRAKE
ALLOY RIMS
STAINLESS STEEL SPOKES
26" x 2.125" RETRORUNNER TIRES





CRUISER 7D LADIES' / PEARL WHITE / 7-SPEED



CRUISER 7D MEN'S / MATTE BARK / 7-SPEED



CRUISER 7D MEN'S / MATTE BLACK / 7-SPEED
CRUISER 7D TALL MEN'S / MATTE BLACK / 7-SPEED

- CLASSIC STEEL FRAME
- SHIMANO TX-35 7-SPEED
W/MEGARANGE 14-34T GEARING
- SHIMANO REVO TWIST SHIFTER
- ALLOY RIMS
- STAINLESS STEEL SPOKES
- 26" x 2.125" RETRORUNNER TIRES



DELIVERY 3i MEN'S / CHICAGO GREY / 3-SPEED

6061-T6 ALUMINUM STREAM RIDE®
FRAME W/WOODEN TANK PLATE

SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

SHIMANO FRONT ROLLER BRAKE HUB

PAINTER ALLOY FRONT TRAY AND REAR
PAINTED RACK W/WOOD SLATS

26"× 2.35" VINTAGE DIAMOND
BALLOON TIRES

LIGHTWEIGHT 6061-T6 ALUMINUM TANDEM FRAME

SHIMANO NEXUS INTERNAL 7-SPEED W/FREEWHEEL

SHIMANO REVO TWIST SHIFTER

ALLOY CRANKS AND SEALED CARTRIDGE BOTTOM BRACKETS

SHIMANO ROLLER BRAKES

26"× 2.125" RETRORUNNER TIRES [SWING]
26"× 2.125" HOTSTER FLAME FRONT TIRE AND
24"× 3.0" FATTI-O TIRE [HELLBETTY]



HELLBETTY TANDEM 7i RED METALLIC / 7-SPEED



SWING TANDEM 7i FOREST GREEN / 7-SPEED



CRUISERS

FASHION CRUISER 3i	MODEL	
Tapestry**: Linen (Limited Edition), Page: Amethyst (Limited Edition), Morning Star*: Pink Coral, DayDreamer**: Mineral Blue	COLOR	FRAMESET
Boomerang 6061-T6 Aluminum w/Patented Flat Foot Technology®	FRAME	
Steel Unicrown	FORK	
1" Steel Threaded	HEADSET	
Sealed Cartridge	BOTTOM BRACKET	WHEELSET
Painted Alloy	RIMS	
14 Gauge Stainless Steel/Brass Nipples	SPOKES	
Shimano Nexus HB-IM40 w/Roller Brake Hub, Alloy 36h	FRONT HUB	
Shimano Nexus 3-Speed Internal w/Coaster Brake 36h	REAR HUB	DRIVETRAIN
RetroRunner, Blossom Trail or Hotster 26" x 2.125"	TIRES	
Electra Custom Alloy 3-Piece	CRANKSET	
Electra Retro	PEDALS	
Shimano Revo 3-Speed Twist w/Optical Gear Display	SHIFTERS	BRAKING
N/A	FRONT DERAILLEUR	
N/A	REAR DERAILLEUR	
22T	CASSETTE/REAR COG	
KMC 1/2" x 1/8 Nickel Plated	CHAIN	SEATING
Front: Shimano BR-C3000 Roller Brake Rear: Shimano Coaster Brake	BRAKE	
Alloy	LEVERS	
Electra Comfort with Matching Design w/Double-Coil Springs	SADDLE	
Classic Alloy Pillar	SEATPOST	CONTROLS
Electra Café	HANDLEBAR	
Alloy Classic	STEM	
Various, Coordinated to Bike	GRIPS	
Painted Fenders, Integrated Kickstand, and Stainless Steel and Anti-Rust Hardware & Bell. Some Models include: Painted Front Tray & Rear Rack** Custom Valve Caps*, Bar-End & Saddle Tassels*	SPECIAL FEATURES	

SPECIFICATIONS AND AVAILABILITY ARE SUBJECT TO CHANGE WITHOUT NOTICE.

CRUISERS

	MODEL	STRAIGHT 8 3i / 8i	GHOSTRIDER 3i	EBC '93 3i (LIMITED EDITION)	CRUISER LUX FAT TIRE 7D	CRUISER LUX 3i	CRUISER LUX 7D	CRUISER 1	CRUISER 7D	DELIVERY 3i	TANDEM 7i	MODEL	
	COLOR	Black Satin	Black	Red/White	Matte Black	Ladies': White* Men's: Matte Black	White	Ladies': Light Blue Men's: Matte Cadet Blue, Matte Black*	Ladies': Pearl White Men's: Matte Bark, Matte Black*	Chicago Grey	Swing: Forest Green Hellbetty: Hot Red	COLOR	
FRAMESET	FRAME	6061-T6 Aluminum w/Hydroformed Top Tube and Patented Flat Foot Technology®	6061-T6 Aluminum w/Hydroformed Top Tube	6061-T6 Aluminum w/Hydroformed Bullet Tank and Patented Flat Foot Technology®	Classic 6061-T6 Aluminum Fat Tire Frame w/Patented Flat Foot Technology®	Classic 6061-T6 Aluminum w/Patented Flat Foot Technology®	Classic 6061-T6 Aluminum w/Patented Flat Foot Technology®	Classic Hi-Ten Steel w/Patented Flat Foot Technology®	Classic Hi-Ten Steel w/Patented Flat Foot Technology®	Stream Ride 6061-T6 Aluminum w/Wooden Tank Plate and Patented Flat Foot Technology®	Classic 6061-T6 Alloy Tandem w/Patented Flat Foot Technology®	FRAME	FRAMESET
	FORK	Steel Unicrown Straight Blade	Extra Long Triple Clamp Steel	Steel Unicrown Straight Blade	Chromoly Steerer Tube Fat Tire Unicrown, Disc Compatible	Steel Unicrown	Steel Unicrown	Steel Unicrown	Steel Unicrown	Steel Unicrown Straight Blade	Chromoly Unicrown	FORK	
	HEADSET	1 1/8" Steel Threadless	1 1/8" Steel Threadless	1" Steel Threadless	1" Steel Threaded	1" Steel Threaded	1" Steel Threaded	1" Steel Threaded	1" Steel Threaded	1" Steel Threaded	1 1/8" Steel Threaded	HEADSET	
	BOTTOM BRACKET	Sealed Cartridge	Sealed Cartridge	Sealed Cartridge	Sealed Cartridge	Sealed Cartridge	Sealed Cartridge	9-PC Loose Ball	9-PC Loose Ball	Sealed Cartridge	Sealed Cartridge	BOTTOM BRACKET	
WHEELSET	RIMS	Painted Alloy	Polished Alloy	Painted Alloy	Alloy	Alloy w/Machined Sidewalls	Alloy w/Machined Sidewalls	Alloy	Alloy	Painted Alloy	Swing: Alloy Hellbetty: Painted Alloy	RIMS	WHEELSET
	SPOKES	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	12 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	SPOKES	
	FRONT HUB	Alloy 36h, Disc Brake, Nutted	Alloy 36h, Disc Brake, Nutted	Shimano Nexus HB-IM40 w/Roller Brake Alloy 36h; Relic: Alloy 36h, Disc Brake, Nutted	Alloy 36h, Disc Brake, Nutted	Alloy 36h	Alloy 36h	Steel 36h	Steel 36h	Shimano Nexus HB-IM40 w/Roller Brake Hub, Alloy 36h	Shimano Nexus BR-IM40 w/Roller Brake Alloy 36H	FRONT HUB	
	REAR HUB	3i: Shimano Nexus Internal 3-Speed Internal w/Coaster Brake 36h 8i: Shimano Nexus Internal 8-Speed Internal w/Coaster Brake 36h	Shimano Nexus 3-Speed Internal w/Coaster Brake 36h	Shimano Nexus 3-Speed Internal w/Coaster Brake 36h	Alloy 36h, Disc Brake, Nutted	Shimano Nexus 3-Speed Internal w/Coaster Brake 36h	Alloy 36h	Coaster 36h	Alloy 36h	Shimano Nexus 3-Speed Internal w/Coaster Brake 36h	Shimano Nexus 7-Speed Internal w/Freewheel 36h	REAR HUB	
	TIRES	Electra Fatti-O 24"× 3"	Electra Fatti-O 24"× 3"	Schwalbe Fat Frank 26"× 2.35" Balloon w/Puncture Resistant Kevlar® Guard Casing	Electra Custom 26"× 3.5"	Ladies': RetroRunner 26"× 2.125" RetroRunner 24"× 2.125" Men's: Balloon 26"× 2.35""	RetroRunner 26"× 2.125"	RetroRunner 26"× 2.125"	RetroRunner 26"× 2.125"	Vintage Diamond Balloon 26"× 2.35"	Swing: RetroRunner 26"× 2.125" Hellbetty: F: Hotster 26"× 2.125" R: Fatti-O 24"× 3.0"	TIRES	
DRIVETRAIN	CRANKSET	Electra Custom Alloy 3-Piece w/44T Steel Chainring	Electra Custom Alloy 3-Piece w/ 44T Steel Chainring	Electra Custom Alloy 3-Piece w/ 44T Steel Chainring	Electra Custom Alloy 3-Piece w/40T Chainring w/Double Chainguards	Electra Custom Alloy 3-Piece w/44T Chainring/Single Chainguards	Electra Custom Alloy 3-Piece w/44T Chainring/Double Chainguards	Classic Steel One Piece	Classic Steel One Piece w/44T Chainring/Double Chainguards	Electra Custom Alloy 3-Piece	Electra Custom Alloy 3-Piece	CRANKSET	DRIVETRAIN
	PEDALS	Alloy Platform	Electra Retro	Alloy Platform	Resin Barefoot	Resin Barefoot	Resin Barefoot	Deluxe Block	Deluxe Block	Electra Retro	Swing: Deluxe Block Hellbetty: Electra Retro	PEDALS	
	SHIFTERS	3i: Shimano Revo 3-Speed Twist w/Optical Gear Display 8i: Shimano Revo 8-Speed Twist w/Optical Gear Display	Shimano Revo 3-Speed Twist w/Optical Gear Display	Shimano Revo 3-Speed Twist w/Optical Gear Display	Shimano Revo 7-Speed Twist w/Optical Display	Shimano Revo 3-Speed Twist w/Optical Gear Display	Shimano Revo 7-Speed Twist w/Optical Display	N/A	Shimano Revo 7-Speed Twist w/Optical Display	Shimano Revo 3-Speed Twist w/Optical Gear Display	Shimano Revo 7-Speed Twist w/Optical Display	SHIFTERS	
	FRONT DERAILLEUR	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	FRONT DERAILLEUR	
	REAR DERAILLEUR	N/A	N/A	N/A	Shimano Tourney TX-35	N/A	Shimano Tourney TX-35	N/A	Shimano Tourney TX-35	N/A	N/A	REAR DERAILLEUR	
	CASSETTE/REAR COG	20T	22T	22T	Shimano 14-34T	22T	Shimano 14-34T	22T	Shimano 14-34T	22T	22T	CASSETTE/REAR COG	
	CHAIN	KMC 1/2 × 1/8 Nickel Plated	KMC 1/2 × 1/8 Nickel Plated	Taya Z410H 1/2 × 1/8 GST500	KMC Z51 1/2" × 3/32" Nickel Plated	KMC S1 1/2" × 1/8"	KMC Z7 1/2" × 3/32"	KMC Z410 1/2" × 1/8"	KMC Z51 1/2" × 3/32"	KMC Z410 Rustproof 1/2" × 1/8"	KMC S1 1/2" × 1/8" Nickel Plated	CHAIN	
BRAKING	BRAKE	Front: Mechanical Disc Rear: Shimano Coaster Brake	Front: Mechanical Disc Rear: Shimano Coaster Brake	Front: Mechanical Disc Rear: Shimano Coaster Brake	Mechanical Disc	Front: Alloy Linear Pull Rear: Shimano Coaster Brake	Alloy Linear Pull	Coaster Brake	Alloy Linear Pull	Front: Shimano BR-C3000 Roller Brake Rear: Shimano Coaster Brake	Front and Rear: Shimano BR-C6001 Roller Brake	BRAKE	BRAKING
	LEVERS	Alloy	Alloy	Alloy	Alloy	Alloy	Alloy	N/A	Alloy	Alloy	Alloy	LEVERS	
SEATING	SADDLE	Electra Low Profile w/Double-Coil Springs	Electra Low Profile w/Double-Coil Springs	Electra Comfort w/Elastomer Springs	Perforated Low Profile w/Double-Coil Springs	Perforated Low Profile w/Double-Coil Springs	Electra Comfort w/Elastomer Springs	Electra Comfort w/Elastomer Springs	Electra Comfort w/Elastomer Springs	Electra Low Profile w/Double-Coil Springs	Swing: Comfort w/Double-Coil Springs Hellbetty: Electra Low Profile w/Double-Coil Springs	SADDLE	SEATING
	SEATPOST	Classic Alloy Pillar	Classic Alloy Pillar	Classic Alloy Pillar	Classic Alloy Pillar	Classic Alloy Pillar	Classic Alloy Pillar	Classic Steel Pillar	Classic Steel Pillar	Classic Alloy Pillar	Classic Alloy Pillar	SEATPOST	
CONTROLS	HANDLEBAR	Electra Attitude	Electra Attitude	Electra Café	Electra Café	Electra Café	Electra Café	Electra Café	Electra Café	Electra Café	F: Electra Café R: Electra Custom Tandem	HANDLEBAR	CONTROLS
	STEM	Threadless 4-Bolt	Threadless 4-Bolt	Threadless 4-Bolt	Alloy Classic	Alloy Classic	Alloy Classic	Alloy Classic	Alloy Classic	Polished Alloy Classic	Alloy Classic	STEM	
	GRIPS	Electra Custom	Electra Custom	Hand-Stitched	Electra Custom	Ladies': Comfort Kraton Men's: Electra Custom	Ladies': Comfort Kraton	Comfort Kraton	Comfort Kraton	Comfort Kraton	Swing: Electra Kraton Hellbetty: Electra Hellbilly	GRIPS	
	SPECIAL FEATURES	Painted Stubby Rear Fender, Kickstand, and Stainless Steel and Anti-Rust Hardware, Checker Rear Rim, 8-Ball Valve Caps	Painted Stubby Rear Fender, Kickstand, and Stainless Steel and Anti-Rust Hardware	Painted Fenders, Alloy Fender Stays, Integrated Kickstand, and Stainless Steel and Anti-Rust Hardware	Integrated Kickstand and Stainless Steel and Anti-Rust Hardware	Painted Fenders (Ladies'), Integrated Kickstand and Stainless Steel and Anti-Rust Hardware *Also available in 24" wheels	Painted Fenders, Integrated Kickstand and Stainless Steel and Anti-Rust Hardware	Integrated Kickstand and Stainless Steel and Anti-Rust Hardware *Also available in Tall	Integrated Kickstand and Stainless Steel and Anti-Rust Hardware *Also available in Tall	Painted Fenders, Painted Alloy Front Tray and Rear Rack with Wood Slats, Integrated Kickstand, Stainless Steel and Anti-Rust Hardware, Spinner Bell	Painted Fenders (Stubby Rear on Hellbetty), Integrated Kickstand, Stainless Steel and Anti-Rust Hardware	SPECIAL FEATURES	



KIDS'

Remember when you first learned how to ride? Remember riding to your friend's house or the store? Or just taking off for nowhere in particular? It was simple and fun. Remember fun? We do. And we're making sure your kids do, too.

- We give our mini Fashion and Attitude kids' bikes the same amount of time and attention to detail as our adult-sized bikes.
- All Electra kids' bike come with Flat Foot Technology® integrated into the frame, which means learning how to ride just got easier. Kids don't have to worry about tippy toe stops and can ride with confidence.
- Sprocket, our newest fun-sized ride, is available in 16" and 20" models. These unisex lightweight, aluminum frames feature Electra quality, color and style shrunk to perfection.

6061-T6 ALUMINUM FRAME
SINGLE-SPEED W/COASTER BRAKE AND
FRONT LINEAR PULL BRAKE
ALLOY HANDLEBAR, STEM, CRANKS,
RIMS, SEAT POST AND CLAMP
SCHWALBE BIG BEN 16" x 2.15"
W/PUNCTURE-RESISTANT KEVLAR®
GUARD CASING



SPROCKET KIDS' 1 16" BUBBLEGUM PINK / SINGLE-SPEED



SPROCKET KIDS' 1 16" SLIME GREEN / SINGLE-SPEED



SPROCKET KIDS' 1 16" SEAFOAM / SINGLE-SPEED



SPROCKET KIDS' 1 16" NINJA BLACK / SINGLE-SPEED



SPROCKET KIDS' 20" 3i EQ

- 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED
W/LINEAR PULL BRAKES
- ALLOY REAR RACK, HANDLEBAR, STEM,
RIMS, FRONT HUB, SEAT POST AND CLAMP
- FRONT AND REAR LED LIGHTS
- 20"× 2.15 SCHWALBE BIG BEN
W/REFLECTIVE STRIPE AND
PUNCTURE RESISTANT KEVLAR®
GUARD CASING



SPROCKET KIDS' 3i EQ 20" LA LA LAVENDER / 3-SPEED



SPROCKET KIDS' 3i EQ 20" SATELLITE GREY / 3-SPEED



SPROCKET KIDS' 3i EQ 20" SUGAR / 3-SPEED



SPROCKET KIDS' 3i EQ 20" ASTEROID / 3 -SPEED



- 6061-T6 ALUMINUM FRAME
- 7-SPEED DERAILLEUR DRIVETRAIN
W/LINEAR PULL BRAKES
- ALLOY REAR RACK, HANDLEBAR, STEM,
RIMS, FRONT HUB, SEAT POST AND CLAMP
- FRONT AND REAR LED LIGHTS
- 20"× 2.15 SCHWALBE BIG BEN
W/REFLECTIVE STRIPE AND
PUNCTURE RESISTANT KEVLAR®
GUARD CASING



SPROCKET KIDS' 7D EQ 20" LA LA LAVENDER / 7-SPEED



SPROCKET KIDS' 7D EQ 20" SATELLITE GREY / 7-SPEED



SPROCKET KIDS' 7D EQ 20" SUGAR / 7-SPEED



SPROCKET KIDS' 7D EQ 20" ASTEROID / 7-SPEED



KIDS' 16" 1

- CRUISER HI-TEN STEEL FRAME
- SINGLE-SPEED W/COASTER BRAKE W/FRONT CALIPER BRAKE
- ALLOY RIMS, FRONT HUB AND SEAT CLAMP
- MATCHING BELLS AND VALVECAPS
- 16"× 2.125" CUSTOM TIRES [SOFT SERVE, STARSHIP]
- 16"× 2.125" RETRORUNNER TIRES [UNDER-THE-SEA, WATER LILY]



UNDER-THE-SEA KIDS' 1 16" GIRLS' / OCEAN BLUE / SINGLE-SPEED



SOFT SERVE KIDS' 1 16" GIRLS' / WHITE / SINGLE-SPEED



WATER LILY KIDS' 1 16" GIRLS' / BRIGHT PINK / SINGLE-SPEED



STARSHIP KIDS' 1 16" BOYS' / COSMIC BLACK / SINGLE-SPEED



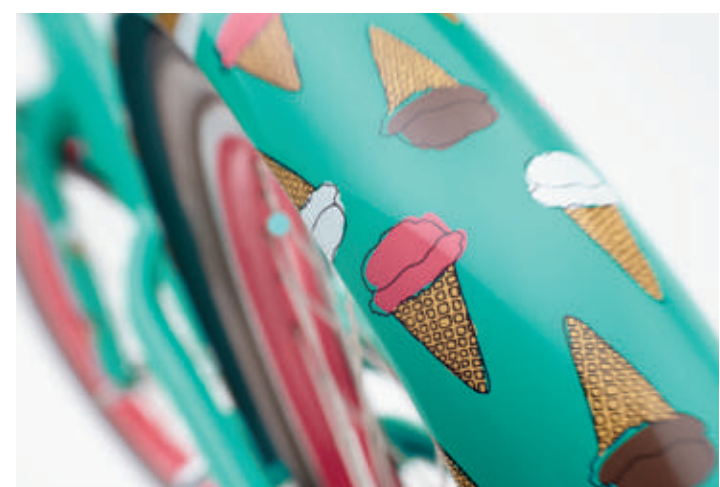
HEARTCHYA KIDS' 3i 20" GIRLS' / WHITE / 3-SPEED



STRAIGHT 8 KIDS' 1 20" BOYS' / MATTE BLACK / SINGLE-SPEED



SWEET RIDE KIDS' 3i 20" GIRLS' / TEAL / 3-SPEED



- CRUISER HI-TEN STEEL FRAME
- SINGLE-SPEED OR SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- ALLOY RIMS, FRONT HUB AND SEAT CLAMP
- ALLOY STEM AND KICKSTAND
- MATCHING BELLS AND VALVECAPS
- 20"× 2.125" RETRORUNNER TIRES [HEARTCHYA]
- 20"× 2.125" CUSTOM TIRES [SWEET RIDE]
- 20"× 3.0" FATTI-O TIRES [STRAIGHT 8]



SPROCKET KIDS’ 16” 1	SPROCKET KIDS’ 20” 3i EQ	SPROCKET KIDS’ 20” 7D EQ	KIDS’ 16” 1	KIDS’ 20” 1 / 3i	MODEL	
Slime Green, Ninja Black, Bubblegum Pink, Seafoam	Sugar*, La La Lavender, Asteroid, Satellite Grey	Sugar*, La La Lavender, Asteroid, Satellite Grey	Girls’: Under-the-Sea, Soft Serve, Water Lily Boys’: Starship, Cyclosaurus	Girls’: Sweet Ride 3, Heartchya 3i Boys’: Straight 8 1	COLOR	FRAMESET
6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	6061-T6 Aluminum w/Patented Flat Foot Technology®	Classic Steel w/Patented Flat Foot Technology®	Classic Steel w/Patented Flat Foot Technology®	FRAME	
High Tensile Steel	High Tensile Steel	High Tensile Steel	Steel Unicrown	Steel Unicrown	FORK	
1” Steel Threaded	1” Steel Threaded	1” Steel Threaded	1” Steel Threaded	1” Steel Threaded	HEADSET	
68mm/126mm Threaded	68mm/126mm Threaded	68mm/126mm Threaded	9-PC Loose Ball	9-PC Loose Ball	BOTTOM BRACKET	WHEELSET
Anodized Alloy w/Machined Sidewalls	Anodized Alloy w/Machined Sidewalls *Painted Alloy w/Machined Sidewalls	Anodized Alloy w/Machined Sidewalls *Painted Alloy w/Machined Sidewalls	Painted Alloy w/Machined Sidewalls	Painted Alloy w/Machined Sidewalls	RIMS	
14 Gauge Steel/Brass Nipples	14 Gauge Steel/Brass Nipples	14 Gauge Steel/Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	14 Gauge Stainless Steel/ Brass Nipples	SPOKES	
Steel 28h	Shimano Nexus Dynamo 32h	Shimano Nexus Dynamo 32h	Alloy 28h	Alloy 36h	FRONT HUB	
Coaster 28h	Shimano Nexus 3-Speed Internal/36h	Steel 32h freewheel	Coaster 28h	1: Coaster Brake 36h 3i: Shimano Nexus 3-Speed Internal/36h	REAR HUB	
Schwalbe Big Ben 20” x 2.15” w/Reflective Stripe and w/Puncture-Resistant Kevlar® Guard Casing, 67TPI	Schwalbe Big Ben 20” x 2.15” w/Reflective Stripe and w/Puncture-Resistant Kevlar® Guard Casing, 67TPI	Schwalbe Big Ben 20” x 2.15” w/Reflective Stripe and Puncture-Resistant Kevlar® Guard Casing, 67TPI	RetroRunner 16” x 2.125” Cyclosaurus: Knobby 16” x 2.125”	RetroRunner 20” x 2.125” Straight 8: Fatti-O 20” x 3”	TIRES	DRIVETRAIN
Alloy 3 piece w/89mm arms w/Steel 26T Chainring	Alloy 3 piece w/89mm arms w/Steel 26T Chainring	Alloy 3 piece w/89mm arms w/Steel 26T Chainring	Classic Steel One Piece	Classic Steel One Piece	CRANKSET	
Resin 9/16” w/Reflectors	Resin 9/16” w/Reflectors	Resin 9/16” w/Reflectors	Resin	Resin	PEDALS	
N/A	Shimano Revo 3-Speed Twist w/Optical Gear Display	Shimano Revo 7-Speed Twist w/Optical Gear Display	N/A	1: N/A 3i: Shimano Revo 3-Speed Twist w/Optical Gear Display	SHIFTERS	
N/A	N/A	N/A	N/A	N/A	FRONT DERAILLEUR	
N/A	N/A	Shimano Tourney	N/A	N/A	REAR DERAILLEUR	
19T	Shimano 18T	Sunrun 7-Speed 14-28T	16T	18T	CASSETTE/REAR COG	
KMC Z410NP	KMC Z51NP	KMC Z51NP	KMC 410	KMC 410	CHAIN	BRAKING
Front: Alloy Linear-Pull Rear: Coaster Brake	Front & Rear Alloy Linear Pull w/Coaster Brake	Front & Rear Alloy Linear Pull	Front: Alloy Caliper Rear: Coaster Brake	Front: Alloy Caliper 1 Rear: Coaster Brake 3i Rear: Shimano Coaster Brake	BRAKE	
Alloy Reach Adjustable	Alloy Reach Adjustable	Alloy Reach Adjustable	Alloy Reach Adjustable	Alloy Reach Adjustable	LEVERS	SEATING
Electra Kids Selle Royal 16” Saddle, Matching Design	Electra Kids Selle Royal 20” Saddle, Matching Design	Electra Kids Selle Royal 20” Saddle, Matching Design	Electra Kids Comfort with Matching Design w/Elastomer Springs	Electra Kids Comfort with Matching Design w/Elastomer Springs	SADDLE	
Steel 22.2mm x 200mm	Alloy 27.2mm x250mm	Alloy 27.2mm x250mm	Classic Steel Pillar	Classic Steel Pillar	SEATPOST	CONTROLS
Electra 16” Sprocket	Electra 20” Sprocket	Electra 20” Sprocket	Electra Kids Cruiser Bar	Electra Kids Cruiser Bar	HANDLEBAR	
Forged Alloy 25.4mm Quill, 40mm Extension	Forged Alloy 25.4mm Quill, 40mm Extension	Forged Alloy 25.4mm Quill, 40mm Extension	Alloy	Alloy	STEM	
Kraton	Kraton	Kraton	Various, Coordinated to Bike	Various, Coordinated to Bike	GRIPS	SPECIAL FEATURES
No tool needed removable Training Wheels, Stainless Steel and Anti-Rust Hardware, Steel Chainguard	Painted Fenders, Lights and Rear Rack. Alloy Kickstand, Stainless Steel and Anti-Rust Hardware	Painted Fenders, Lights and Rear Rack. Alloy Kickstand, Stainless Steel and Anti-Rust Hardware	Painted Fenders, Training Wheels, Stainless Steel and Anti-Rust Hardware. Chainguard Design varies by Region	Painted Fenders, Alloy Kickstand, Stainless Steel and Anti-Rust Hardware		



LIFESTYLE

Whether you live at the beach, in the city or anywhere in between, Electra riders roll in style. We now offer lifestyle products from head to toe so customers can show their Electra love on and off the bike.

- Electra helmets are the best way to keep your head protected and look good while out and about. Our assortment of solid colors and graphics are as unique as our bikes.
- Express yourself with our super colorful socks. From French Fries to Frenchies, we've got a little something for everyone.





BLENDR MOUNT SYSTEM
For GoPro® camera and Bontrager front and rear light accessory integration

REFLECTIVE ELEMENTS
360° reflectivity; front logo, detachable front visor and rear decals

IN MOLD EPS WITH POLYCARBONATE SHELL
For maximum comfort and protection

DETACHABLE VISOR
Glare protection from the sun and safety reflectivity at night



MIPS TECHNOLOGY
Protects riders from minor and severe brain injuries in the event of an angled impact



BOA® FIT RETENTION SYSTEM
Allows riders to adjust their helmets with ease to a secure fit

MAGNETIC FIDLOCK® SLIDE BUCKLE

Easy to use, secure and open by sliding laterally



CUSTOM PADDING
Heat sealed and washable moisture wicking suede touch padding (for comfort and great fit)



NTA 8776 CERTIFICATION
Certified for use with speed pedelec bicycles

EN1078 Helmet for pedal cyclists, users of skateboards or roller skates. This helmet should not be used by children when climbing or doing other activities when there is a risk of strangulation/hanging if the child gets trapped with the helmet.

EN NF1078 Casque pour cyclistes, utilisateurs de planches à roulettes et de patins à roulettes. Attention! Il convient que les enfants n'utilisent pas ce casque alors qu'ils grimpent ou s'adonnent à des activités induisant un risque de pendaison au cas où ils resteraient accrochés par le casque.



BLACK
Commute Helmet w/MIPS
551057CE Small
551058CE Medium
551059CE Large



AUBERGINE
Commute Helmet w/MIPS
551054CE Small
551055CE Medium
551056CE Large



AQUA
Commute Helmet w/MIPS
551051CE Small
551052CE Medium
551053CE Large



MATTE BLACK
Commute Helmet
566638CE Small
566640CE Medium
566641CE Large

Helmet Sizing Taille de Casque	Circumference Circonference (cm)	(in)	Hat Size Taille de Hat	EN/NF MIPS/Non-M (g)
Small	48 – 54	18 7/8 – 21 1/4	6 1/2 – 6 3/4	335 / 308
Medium	55 – 58	19 5/8 – 22 7/8	6 7/8 – 7 1/4	353 / 322
Large	59 – 61	21 1/4 – 24	7 3/8 – 7 5/8	377 / 345



EN: This helmet meets the Netherlands NTA 8776 standard for use on Speed Pedelecs (Class L1e-B).

FR: Ce casque conforme à la norme NTA 8776, autorisé pour vélos électriques rapides aux Pays Bas (catégorie L1e-B).

NL: Deze helm voldoet aan Nederlandse norm NTA 8776 voor gebruik op Speed Pedelecs (klasse L1e-B).

DE: Dieser Helm entspricht Norm NTA 8776, in den Niederlanden zugelassen auf Speed Pedelec (Klasse L1e-B).



REFLECTIVE ELEMENTS

360° reflectivity; front logo, fit retention dial, and thread in straps

ABS HARDSHELL

Durable and strong for max brain protection

EPS LINER

Foam lining for even more brain protection

DETACHABLE VISOR

Glare protection from the sun and safety reflectivity at night

FIDLOCK®
MAGNETIC BUCKLE

Easy to use, secure, one hand opening

ADJUSTABLE FIT
RETENTION SYSTEM

For secure fit



CUSTOM PADDING

Heat sealed and washable padding foam liner (for comfort and great fit)

EN1078 Helmet for pedal cyclists, users of skateboards or roller skates. This helmet should not be used by children when climbing or doing other activities when there is a risk of strangulation/hanging if the child gets trapped with the helmet.

EN NF1078 Casque pour cyclistes, utilisateurs de planches à roulettes et de patins à roulettes. Attention! Il convient que les enfants n'utilisent pas ce casque alors qu'ils grimpent ou s'adonnent à des activités induisant un risque de pendaison au cas où ils resteraient accrochés par le casque.



BRONX

568115CE Small
568116CE Medium
568117CE Large



HOLOGRAPHIC

568118CE Small
568119CE Medium
568120CE Large



LIME

568121CE Small
568122CE Medium
568123CE Large



SEA GLASS

568112CE Small
568113CE Medium
568114CE Large



MATTE POWDER BLUE

528918CE Small
528919CE Medium
528920CE Large



TANGERINE

550971CE Small
550972CE Medium
550973CE Large



GRAPHITE REFLECTIVE

555582CE Small
555583CE Medium
555584CE Large



MATTE KHAKI

550974CE Small
550975CE Medium
550976CE Large



MATTE BLACK HELMET

528924CE Small
528925CE Medium
528926CE Large



CREAM SPARKLE HELMET

542227CE Small
542228CE Medium
542229CE Large



FLOWERS
542251CE Small
542252CE Medium
542253CE Large



COOL CAT
542245CE Small
542246CE Medium
542247CE Large



UFO
542242CE Small
542243CE Medium
542244CE Large



SPRINGTIME
528945CE Small
528946CE Medium
528947CE Large



STRAIGHT 8
528933CE Small
528934CE Medium
528935CE Large



SOFT SERVE
528953CE Small
528954CE Medium
528955CE Large



TIGER SHARK
528942CE Small
528943CE Medium
528944CE Large



HEARTCHYA
551037CE Small
551038CE Medium
551039CE Large



UNDER THE SEA
568193CE Small
568194CE Medium
568195CE Large



CLASSICS
568250CE Small
568251CE Medium
568252CE Large



ACE
551043CE Small
551044CE Medium
551045CE Large



Back

EN 1078 - European Standard

Helmet Sizing Taille de Casque	Circumference Circonference (cm)	(in)	Hat Size Taille de Hat	EN/NF (g)
Small	48 – 54	18 ⁷ / ₈ – 21 ¹ / ₄	6 ¹ / ₂ – 6 ³ / ₄	408
Medium	55 – 58	19 ⁵ / ₈ – 22 ⁷ / ₈	6 ⁷ / ₈ – 7 ¹ / ₄	428
Large	59 – 61	21 ¹ / ₄ – 24	7 ³ / ₈ – 7 ⁵ / ₈	475



ONE SIZE FITS MOST

SOCKS



LOVE
5" Ladies' Sock
568888



FRENCHIE
5" Ladies' Sock
568889



FRIES
5" Ladies' Sock
568890



BOHEMIAN
5" Ladies' Sock
568891



1993
5" Ladies' Sock
568892



UFO
9" Men's Sock
568897



TERRAIN
9" Men's Sock
568898



FRIES
9" Men's Sock
568899



ETCHED
9" Men's Sock
568900

A woman with long dark hair, wearing a green sweater and blue jeans, is riding a white bicycle. She is holding a yellow daisy flower to her nose and looking up at it. The bicycle has a green wire basket on the front filled with various colorful flowers. The background is a yellow wooden wall with some faint lettering. A large magenta circle is overlaid on the left side of the image, containing the text 'FPO' and 'IMAGE TO COME ON 6/4 MONDAY'.

FPO

IMAGE TO COME
ON 6/4 MONDAY

ACCESSORIES

FPO

IMAGE TO COME
ON 6/4 MONDAY

We don't do boring. It's so, boring. If you're looking at this catalog, chances are you don't either. We love bikes. Not just the technical stuff, but everything that goes with them. The personalities. The spontaneity. The things that make each bike unique to its rider. For us, a bike isn't simply a means to get from here to there. It's an expression of individuality.

- New baskets and front trays in addition to rear racks and handlebar bags increase function and utility for riders.
- From pizza to tacos and cool cats to whales, all new ringer bells, ding dong bells and baskets are ready to decorate any bike.
- Don't forget to put a cup holder on your bike – you never know when you're going to need some caffeine to get you rolling or, even better, randomly ride into a neighborhood block party.



TERRAIN
Domed Ringer Bell
568716



HOTDOG
Domed Ringer Bell
568714



ELLY
Domed Ringer Bell
568712



FRIES
Domed Ringer Bell
568713



CHAMPAGNE
Domed Ringer Bell
568715



WAKEY WAKEY
Domed Ringer Bell
568726



FRENCHIE
Domed Ringer Bell
550885



COOLCAT
Domed Ringer Bell
540911



SUNSET VIBES
Domed Ringer Bell
556153



MARGARITA
Domed Ringer Bell
540914



CLASSICS
Domed Ringer Bell
550886



XOXO
Domed Ringer Bell
528336



TACO
Domed Ringer Bell
540913



ICE CREAM
Domed Ringer Bell
528343



KRAKEN
Domed Ringer Bell
546945



DONUT
Domed Ringer Bell
546939



PIZZA
Domed Ringer Bell
540903



FLORAL
Domed Ringer Bell
546943



WHALE
Domed Ringer Bell
540910



SWIRL
Domed Ringer Bell
550884



UNICORN
Domed Ringer Bell
540906



WOOD
Domed Ringer Bell
528346



CHEERS
Domed Ringer Bell
528330



CAMO
Domed Ringer Bell
528331



STRAIGHT 8
Domed Ringer Bell
528329



TIGER SHARK
Domed Ringer Bell
528328



EMOJI
Domed Ringer Bell
541374



PEARL WHITE
Domed Ringer Bell
568869



ROSE GOLD
Domed Ringer Bell
568871



LIGHT BLUE METALLIC
Domed Ringer Bell
568870



MATTE BLACK
Domed Ringer Bell
540919



GRAPHITE
Domed Ringer Bell
540921



CREAM
Domed Ringer Bell
540917



CHROME
Domed Ringer Bell
328417E



BOTTLECAP
Bottlecap Bell
328417E



TRIPLE SCOOP
Ding Dong Bell
528349



HELLO
Ding Dong Bell
528348



DONUT
Ding Dong Bell
528351



SUGAR SKULLS
Ding Dong Bell
328703E



NIGHT OWL
Ding Dong Bell
328700E



VINYL
Ding Dong Bell
550883



SAVANNAH
Ding Dong Bell
550882

BELL BOX SET/DISPLAY



12 BEST SELLING GRAPHIC
DOMED RINGER BELLS (BOX SET)
567917

INCLUDES THE FOLLOWING BELLS:

- | | |
|---------------------------|----------------------------|
| MARGARITA / 540914 | STRAIGHT 8 / 528329 |
| UNICORN / 540906 | ICE CREAM / 528343 |
| CHEERS / 528330 | EMOJI / 541374 |
| DONUT / 46939 | WOOD / 528346 |
| XOXO / 528336 | COOLCAT / 540911 |
| PIZZA / 540903 | TACO / 540913 |



ALLOY WIRED BASKET
Silver
550964



ALLOY WIRED BASKET
Matte Black
550965



LINEAR QR MESH BASKET
Pearl White
568882



LINEAR QR MESH BASKET
Rose Gold
568884



LINEAR QR MESH BASKET
Light Blue Metallic
568883



LINEAR QR MESH BASKET
Graphite
540937



LINEAR QR MESH BASKET
Graphite
540934



LINEAR QR MESH BASKET
Cream
540940



LINEAR QR MESH LOW PROFILE BASKET W/CARGO NET
White
540942



LINEAR QR MESH LOW PROFILE BASKET W/CARGO NET
Graphite
540944



LINEAR QR MESH LOW PROFILE BASKET W/CARGO NET
Black
540941



LINEAR QR MESH LOW PROFILE BASKET W/CARGO NET
Cream
540947



QUICK RELEASE WICKER BASKET
Natural
556019



CRUISER WICKER BASKET
Natural
368742



SMALL PLASTIC WOVEN BASKET
Pink
542493



SMALL PLASTIC WOVEN BASKET
White
542494



PLASTIC WOVEN BASKET HEADSET MOUNT
Dark Brown
568880



PLASTIC WOVEN BASKET HEADSET MOUNT
Light Brown
541716



PLASTIC WOVEN BASKET HEADSET MOUNT
Light Brown/Black
541717



PLASTIC WOVEN BASKET HEADSET MOUNT
Light Brown/Black/White
541718



RATTAN WOVEN W/LID BASKET
Natural
541722



RATTAN WOVEN W/LID BASKET
Brown
541721



RATTAN RECTANGULAR BASKET
Brown
541724



RATTAN RECTANGULAR BASKET
Black Wash
541723



RATTAN RECTANGULAR BASKET
Kubu Grey
541725

HANDLEBARS

CRUISER APE HANGER
W: 780mm/R: 335mm
Chrome Plated Steel
488509



Black Steel
488514

CRUISER CAFE
W: 690mm/R: 135mm
Chrome Plated Steel
488522



CRUISER MINI APE HANGER
W: 760mm/R: 250mm



Black Steel
488520

ALLOY TOWNIE BAR
W: 650mm/R: 125mm



Polished Silver
488523

Black Sand
488524E

CRUISER BULLHORN
W: 690mm/R: 135mm
Chrome Plated Steel
488308E
Black Steel
488511



BASKET MOUNT



QUICK RELEASE BASKET BRACKET
541408

CUP HOLDER



ANODIZED LINEAR CUP HOLDER
528355 Black

HANDLEBAR BAGS



REFLECTIVE HANDLEBAR BAG
568104



FRIES' HANDLEBAR BAG
568105



UNICORN HANDLEBAR BAG
568106



SOFT SERVE KIDS' HANDLEBAR BAG
541380



CYCLOSAURUS KIDS' HANDLEBAR BAG
541383



COMMUTE HANDLEBAR BAG
546962 Grey

HORNS



PEARL WHITE BUGLE HORN
568877



ROSE GOLD BUGLE HORN
568878



LIGHT BLUE METALLIC BUGLE HORN
568879



MATTE BLACK BUGLE HORN
540926



GRAPHITE BUGLE HORN
540928



MATTE COPPER BUGLE HORN
540927



FRONT TRAYS

LINEAR

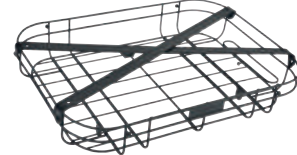


541720 Black



541719 Silver

ALLOY WIRED



550968 Matte Black



550967 Silver

CRUISER FRONT TRAY



541486 Black



541487 Silver

ACCESSORIES

REAR RACK CARGO STRAP

368775 Black



CARGO NET

55536 Black



FRONT RACKS

HEAVY-DUTY ALLOY



Black
551120



Silver
551118

LIGHTWEIGHT ALLOY



Black
541412



Silver
541411

Fits Townie Original 26", Townie Commute, Townie Commute Go!, Townie Go! and Loft Go! models.

REAR RACKS

HEAVY-DUTY ALLOY



Townie Original 26" and Townie Go!
568872* Black
568873* Silver



Townie Commute, Townie Commute Go! and Loft Go!
551113* Silver
551114* Black



Fits Townie Original 24"
368788 Silver

*Works w/Bontrager Interchange Compatible Bags

CRUISER ALLOY



Black
368748 26" Men's
368750 26" Ladies'



White
368749 26" Ladies'

LOFT ALLOY



Black
529986



Silver
529985

RACK BAG



*For use with Bontrager Interchange Compatible Rear Racks
See Heavy-Duty Alloy Rear Racks



Includes Water Proof
Rain Cover

COMMUTE
REAR RACK BAG
546960 Grey

BACKPACK



BACKPACK
Reflective Charcoal
569194



Reflective Outer Shell
for Safety at Night



Expandable Drink
Bottle Pocket



Lower Wet Storage
Compartment

BICYCLE COVER

ELECTRA
BICYCLE COVER
368844 Black



STICKER PACK



ELECTRA STICKER PACK
571703

Includes 15 Fun Individual Die-Cut Stickers



MANDALA SADDLE
Vintage Brown
551103



BEACH CITY SADDLE
Black
559568



CRUISER SADDLE
Vintage Brown
598599 Regular
598585 XL



CRUISER SADDLE
Black
598598 Regular
598540 XL



CRUISER SADDLE
White
598600



MANDALA GRIPS
Vintage Brown
551106 1 Long, 1 Short



BEACH CITY GRIPS
Black
551107 1 Long, 1 Short



HAND-STITCHED GRIPS
Vintage Brown
498583 2 Long
559759 1 Long, 1 Short



HAND-STITCHED GRIPS
Black
498584 2 Long
559760 1 Long, 1 Short



ERGO-GRIPS
White
498561 1 Long, 1 Short



ERGO-SADDLE
Vintage Brown
598551



ERGO-SADDLE
Black
598494 Regular
598542 XL



COMFORT GEL SADDLE
Black
551101



LOFT SADDLE
Vintage Brown
559601



HAWAII SADDLE
Black w/Flowers
598552



ERGO-GRIPS
Vintage Brown
498535E 1 Long, 1 Short
498534E 2 Long



ERGO-GRIPS
Black
498557 1 Long, 1 Short
498558 2 Long



COMFORT KRATON GRIPS
Black
498253 2 Long



FINGER GROOVE GRIPS
Black
498271 2 Long

PEDAL SETS



DELUXE BLOCK PEDALS
Chrome/Black
438314E 1/2" Spindle
438315E 9/16" Spindle



CHOPPER PEDALS
Black
438320E 9/16" Spindle

TIRES



A B C D

A) STRAT-O-BALLOON		
Whitewall	26" x 2.125"	688296E
B) BLOSSOM TRAIL		
Whitewall w/Flowers	26" x 2.125"	688362
C) CLASSIC KNOBBY		
Whitewall	26" x 2.125"	688294E
D) RETRORUNNER		
Black	26" x 2.125"	688329E

FENDER SETS



ESSENTIAL ALLOY

Painted Silver
350089 26" Men's

Painted Silver
350090 26" Ladies'

Painted White
350099 26" Ladies'



Matte Black
350091 26" Men's



STUBBY FENDERS

Black
350109 26" Men's



TOWNIE ORIGINAL PAINTED FENDERS

Matte Black
350101 26"
350115 Tall



Silver
350098 26"
350104 24"



Gloss White
349686 26"

SERVICE PARTS

SKU#	ITEM DESCRIPTION
750013	Bar Electra Ticino Cyclo-Tourist Alloy Polished Silver
368813	Basket Part Electra Bracket QR Alloy
338609	Chainguard Electra Chainguard Badge Metal Silver
541408	Electra Quick Release Basket Bracket
750059	Fender Electra Ticino Hammered 700c Alloy Polished Silver Set
350100	Fender Electra Townie Balloon 26in Plastic Gloss Silver Set
338608	Frame Part Electra Classic Metal Headtube Badge Silver
368808	Frame Part Electra Townie 2007+ Derailleur Hanger 2-Bolt
368812	Frame Part Electra Verse Derailleur Hanger
534239	Hub Part Shimano Fixing Bolt Unit for IM45-F Roller Brake
534238	Hub Part Shimano Fixing Bolt Unit for IM45-R Roller Brake
368435	Kickstand Electra Integrated Cruiser 26 285mm Chrome
368436	Kickstand Electra Integrated Cruiser 26 285mm Black
368425	Kickstand Electra Int. Small Parts Kit (Stand Not Included)
368312	Kickstand Electra Townie Original Bolt-On Black
328312E	Kickstand Electra Townie Original Bolt-On Silver
368764	Rack Electra Amsterdam 700c Alloy Men Silver Rear
368823	Rack Electra Cruiser Men Tall Black Rear
368841	Rack Electra Cruiser 24 Alloy Ladies Black Rear
368825	Rack Electra Cruiser 24 Alloy Ladies Silver Rear
531025	Rack Electra Loft Silver Rear
750086	Rack Electra Ticino 700c Alloy Silver Rear
368827	Rack Electra Townie 26 Tall Men Black Rear
478335E	Seatpost Part Electra Clamp w/Rackmounts 31.8 Black (Alloy)
478333E	Seatpost Part Electra Clamp w/Rackmounts 28.6 Black (Steel)
478334E	Seatpost Part Electra Clamp w/Rackmounts 31.8 Silver (Alloy)
478332E	Seatpost Part Electra Clamp w/Rackmounts 28.6 Silver (Steel)
478340E	Seatpost Part Electra Townie QR Seat Collar 33.6 Silver
W588427	Seatpost Part Electra Townie 26in Clamp 31.8 QR Silver
688461E	Tire Electra Amsterdam 700 x 40c Cream
688336E	Tire Electra Cruiser Fatti-O 24 x 3.0 Black
688334E	Tire Electra Cruiser Hotster 26 x 2.125 Black
688299E	Tire Electra Cruiser Strat-O-Balloon 26 x 2.125 Black
514175	Tire Electra Loft 700 x 38c Black/Brown
514174	Tire Electra Loft 700 x 38c Brown
514177	Tire Electra Loft 700 x 38c Brown/Cream
514474	Tire Electra Moto 29 x 2.125 Black
688526	Tire Schwalbe Fat Frank 26 x 2.35 Black Reflex
688527	Tire Schwalbe Fat Frank 26 x 2.35 Black Skinwall
688528	Tire Schwalbe Fat Frank 26 x 2.35 Brown Reflex
688529	Tire Schwalbe Fat Frank 26 x 2.35 Cream Reflex
688460E	Tire Electra Amsterdam 700 x 40c Black
688344E	Tire Electra Cruiser Hotster 26 x 2.125 Whitewall
688464	Tire Electra Cruiser Vintage Diamond 26 x 2.35 Black
688465	Tire Electra Cruiser Vintage Diamond 26 x 2.35 Cream
688345E	Tube Electra Cruiser Fatti-O 24x3.0 Black
699701	Tool Electra Cruiser Integrated Kickstand Silver





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