Electra
BIKE-STORE
NOUDI'S
SURSEE
ELECTRA BICYCLE COMPANY

WE MAKE BIKES THAT MAKE PEOPLE SMILE.

At Electra, we are inspired by those who ride our bikes.

By the artistry of our culture.

And the details that surround us.

We started this company with the idea that we could always do better.

Better than what was out there.

Better than what we've done in the past.

Because we believe in the power of forward motion.

We believe true innovation is what ultimately sets us apart.

And we believe in the power of different.

The way we see it, if you always take the same path,

you're always going to end up in the exact same place.

So we explore. We create. And we design with purpose.

We design with the intent to enhance your lifestyle.

We are motivated by what's on the horizon, and intrigued by what's around the corner.

And while we may have a relaxed view on just about everything,

we're serious about our bikes.

How they ride. How they look. How you look riding them.

That's how you pull away from the pack.

Even when you're riding with someone on your handlebars.

FLAT FOOT TECHNOLOGY®

PATENTED COMFORT. PATENTED CONTROL.

Flat Foot Technology®. It's been awarded not one, but two patents. And it's awesome. You really have to ride an Electra to feel it, but the overall benefit of Flat Foot Technology is more comfort and more control. It provides an upright, relaxed riding position with proper leg extension that also lets you plant your feet flat on the ground whenever you want without leaving the saddle.

Electra

CHOOSE YOUR ELECTRA

So many bikes, so many places to ride, and only two feet for pedaling. Unless you plan on becoming an Electra collector, you're going to have to narrow it down.

In the pages that follow, you will see six different collections of bikes. Each one is unique, just like the people who ride them. While there are plenty of differences between the individual bikes, every one is super comfy and fun to ride. Our Flat Foot Technology® is integrated into almost every single frame, inspiring confidence in riders ages six to 96.

If you're a commuter, check out our fast-rolling, 700c tire city bikes like the Loft™ or Amsterdam®. Maybe you want to go grab a coffee, ride to the beach or just roll around the neighborhood. Then a Townie® or one of our many Cruisers could be the one for you. Perhaps you want to kick it up a notch and charge up hills or head across town with ease on our pedal-assist Townie® Go! No matter which one you choose, you'll do it comfortably and in style on an Electra.

Other things to consider are gearing options. More gears means the ability to climb hills with ease. Most bikes that have multiple gears use a rear derailleur, and these will be noted with the speed and a "D." For example, the best-selling Townie 7D. There are also internal geared bikes, which hide all the gearing inside the hub of the rear wheel. These will be noted with the speed and an "i." It really comes down to personal preference.

To see the full line of Electra bikes, visit **electrabike.com** and explore your options. Check out our extensive accessories collections and add a rack, basket or fenders to truly customize our bike to your needs.

You may end up actually becoming an Electra collector. Don't worry, you'd be in excellent company.

AMSTERDAM

Stylish. Sophisticated. Sexy. But enough about you.

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 fast-rolling 700c wheels mixed with our patented Flat Foot Technology® provide a nice, easy ride while the full chainguard and fenders let you ride without fear of messing up your threads.

ARRIVE FASHIONABLY WHENEVER

AMSTERDAM ORIGINAL 3i
Men's / Olive / 3-speed
529919 / MSRP $659.99

BOTTLECAP BELL
328719E
MSRP $8.99

THERMAL CUP
533688
MSRP $29.99

AMSTERDAM ROYAL 8i
Ladies' / Aquamarine / 8-speed
192049 / MSRP $1,319.99

JADE DAHLIA HANDLEBAR FLOWER
527595
MSRP $9.99

MOZAMBIQUE* WOVEN PALM FROND FRONT BASKET
541713 / Natural & Seafoam
MSRP $59.99

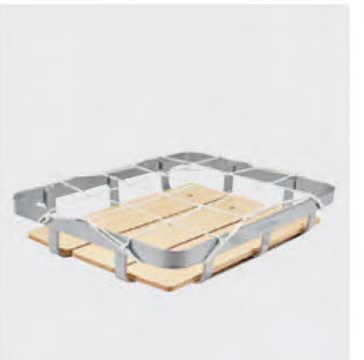
*Go to www.**electrabike.com/blog** to learn more about our Mozambique basket collection.

AMSTERDAM JETSETTER 3i
Ladies' / Indigo / 3-speed
528811 / MSRP $989.99

AMSTERDAM FORGET-ME-NOT 3i
Ladies' / Yellow / 3-speed
193105 / MSRP $989.99

Explore the entire collection of bikes, apparel and accessories at **electrabike.com**

A.



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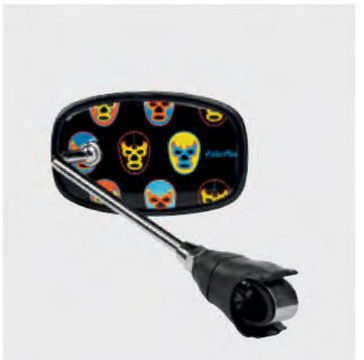

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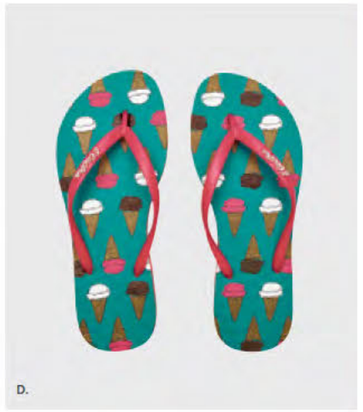

D.

At Electra, your bike is an expression of you. So dress it up and make it your own.

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A. **CHEERS BELL** 528330 / MSRP $9.99 **CHEERS VALVE CAPS** 528762 / MSRP $8.99
B. **LINEAR FRONT TRAY** 541719 / Graphite / MSRP $99.99
C. **LUCHADOR MIRROR** 541490 / MSRP $19.99
D. **SWEET RIDE FLIP FLOPS** 14464 / Sizes: 6-10 / MSRP $24.99
E. **MOUNTAINS BELL** 540912 / MSRP $9.99
F. **DONUT DING DONG BELL** 528351 / MSRP $15.99 **DONUT VALVE CAPS** 528758 / MSRP $8.99
G. **HANDLEBAR FLOWERS** Pink Dahlia / 527594, White Daisy / 527593, Light Blue Daisy / 527591 / MSRP $9.99
H. **ELECTRA SCRIPT TOTE BAG** 533379 / MSRP $24.99

LOFT

This is your city. Ride like it.

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. Potholes, cabs, police tape, 4th floor walk-ups. Whatever. The clean lines and straight bars give it a nice, unaffected look while the 700c wheels, foot-forward positioning and upright riding position provide optimum speed, comfort and control.

CREAM SPARKLE HELMET
13560 / Sizes: S-L
MSRP $69.99

LOFT 1
Men's / Matte Black / Single-speed
529760 / MSRP $409.99

ANODIZED LINEAR CUP HOLDER
528355 / Black
MSRP $19.99

LOFT 7D
Ladies' / Cream / 7-speed
529782 / MSRP $549.99

ALL YOU NEED BOYFRIEND TEE
13566 / Mint / Sizes: S-XL
MSRP $35.99

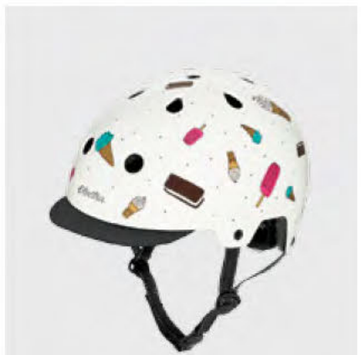
LOFT 7D
Men's / Matte Khaki / 7-speed
529772 / MSRP $549.99

WOOD BELL
528346
MSRP $9.99

SOCKS IN THE CITY.

LOFT 3i
Ladies' / Mint Mojito / 3-speed
537495 / MSRP $599.99

LOFT 7D
Ladies' / Pink Macaroon / 7-speed
537491 / MSRP $549.99



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A. **SOFT SERVE HELMET** 14453 / Sizes: S-L / MSRP $79.99
B. **MOZAMBIQUE* WOVEN PALM FROND BASKET** 541715 / Natural, Espresso and Pink / MSRP $59.99, 541712 / Natural, Espresso and Seafoam / MSRP $59.99 (Left page)
C. **LADIES' SWEET RIDE 5" SOCKS** 540955 / MSRP $9.99

*Go to **www.electrabike.com/blog** to learn more about our Mozambique basket collection.

Martinez
MART
PARK

TOWNIE GO!

Power when you need it. Pedals when you don't.

Where will you Go!? To work. Happy hour. The next town over. The Townie® Go! is a battery-powered, pedal-assist bike that lets you ride like the wind without breaking a sweat. It has a ninja quiet Bosch motor that offers four levels of power support from Eco to Turbo mode, that let you flatten hills or shorten commutes depending on how much leg work you're willing to put in. The comfort of Townie's Flat Foot Technology® frame combined with balloon tires provides an upright and smooth ride that makes it impossible not to smile when riding a Townie Go!. So get on and Go! Pedal less. Do more.

TAKE THAT HILLS.

REAR WICKER BASKETS W/LINERS
368792 / Natural
MSRP $119.99

MARGARITA BELL
540914
MSRP $9.99

TOWNIE GO! 8i
Step-Thru / Lime / 8-speed
526724 / MSRP $2,729.99

UNITED WE RIDE DING DONG BELL
540899
MSRP $15.99

LINEAR QUICK RELEASE LOW PROFILE BASKET
540941 / Black
MSRP $44.99

TOWNIE GO! 8i
Men's / Graphite / 8-speed
526716 / MSRP $2,729.99

TOWNIE GO! 8i
Step-Thru / Azure / 8-speed
526723 / MSRP $2,729.99

CHECK THESE OUT.

Our helmets are
tested for everything. Biking,
skateboarding, rollerblading,
human antenna-ing. Whatevs.
We don't know what's going
on inside of that head
of yours, but we like it.
Let's keep it safe.

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A. **GLAM PUNK HELMET** 14454 / Sizes: S-L / MSRP $79.99
B. **KARMA HELMET** 14456 / Sizes: S-L / MSRP $79.99
C. **SPRINGTIME HELMET** 14452 / Sizes: S-L / MSRP $79.99
D. **MATTE POWDER BLUE HELMET** 13560 / Sizes: S-L / MSRP $69.99
E. **LIGHTNING HELMET** 14645 / Sizes: S-L / MSRP $79.99
F. **UFO HELMET** 14646 / Sizes: S-L / MSRP $79.99
G. **MOD HELMET** 14450 / Sizes: S-L / MSRP $79.99
H. **CREAM SPARKLE HELMET** 13560 / Sizes: S-L / MSRP $69.99
I. **SATIN GRAPHITE HELMET** 13560 / Sizes: S-L / MSRP $69.99

Explore the entire collection of bikes, apparel and accessories at **electrabike.com**

TOWNIE

Once you ride a Townie, everything else is just a bike.

The Townie® challenged the sacred geometry of bike design and created a completely different riding experience. With an upright seating position that lets you see the world better and plant your feet flat on the ground whenever you want, it sets a new standard in comfort and control. Although most Electra bikes feature Flat Foot Technology® to some degree, the Townie showcases it in all its glory.

The Townie is the perfect run-around-town bike. Go basic or get the EQ equipped version with fenders and lights. Throw on a rack and a front or rear basket and you have the perfect bike to ride to the farmer's market, grab coffee or ride to the next town over.

TOWNIE 21D
Men's / Stout Metallic / 21-speed
539888 / MSRP $569.99

GRAB LIFE BY THE HANDLEBARS.

SMALL DING DONG BELL
514212
MSRP $9.99

TOWNIE 7D EQ
Ladies' / Icy Blue / 7-speed
539222 / MSRP $609.99

TOWNIE 7D
Men's / Matte Black / 7-speed
539173 / MSRP $499.99

CAMO BELL
528331
MSRP $9.99

I ♥ 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.* Turns out people like originality. Check out the entire collections of bikes, apparel and accessories at **electrabike.com**

LINEAR QUICK RELEASE LOW PROFILE BASKET
540947 / Cream
MSRP $44.99

NIGHT OWL DING DONG BELL
328700E
MSRP $15.99

TOWNIE 7D IS THE BEST-SELLING BIKE IN THE U.S.*

LADIES' JUST RIDE TEE
13881 / Baja Blue / Sizes: XS-XL
MSRP $35.99

TOWNIE ALLOY REAR RACK
368428
MSRP $49.99

TOWNIE 7D EQ
Ladies' / Cream / 7-speed
539216 / MSRP $609.99

Melissa M.

Lifestyle and fashion blogger, The Bee's Knees

You guys, I got a bike! Not just any bike, my dream bike. The one I've been eyeballing and dreaming about for 8 years.

Bridgette R.
I picked up my Mother's Day present from my son, my Coral Electra Townie. I ♥ my 🚲.

Marcy P.
I love love love my Townie... will never get a different brand, ever.

Anna D.
I picked up my Townie 21D today and I can't stay off it! I absolutely love it!! I knew this was the bike for me. I can't imagine ever riding anything else! I'm forever an Electra fan!

Reiki R.
I LOVE my Townie. In raspberry! Best bike I've ever had.

Caroline N.
My stunning new Townie 7D - I'm in love! She's absolutely beautiful. Thanks for making such a lovely bike!

Lasse N.
As a design enthusiast I think: "what a good-looking bike." As a middle-aged man with a troublesome back I think: "what a comfy-looking bike."

Natasha D.

Just bought an @Electra_Bicycle! I am in love ♥! #Bicycle #Summer

*According to NPD Retail Group Retail Tracking Service data in dollars from May 2015 through April 2016.

TOWNIE 3i EQ
Ladies' / Nude / 3-speed
539247 / MSRP $659.99*

A LITTLE MORE UPRIGHT. WAY LESS UPTIGHT.

*Please note that the Townie Original 3i is only available as an EQ model. Image shown does not have EQ lighting system. Price reflects EQ pricing.

EAGLE BELL
528334
MSRP $9.99

MEN'S STRIPES 9" SOCKS
540953
MSRP $9.99

TOWNIE 21D
Men's / Liquid Silver / 21-speed
538938 / MSRP $569.99

LADIES' SUNRISE 5" SOCKS
540957
MSRP $9.99

RATTAN WOVEN BASKET WITH LID
541722 / Natural
MSRP $39.99

TOWNIE 3i EQ
Ladies' / Grapefruit / 3-speed
539246 / MSRP $659.99

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His.
Hers.
Yours.

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A. **LADIES' ROSE TEE** 13880 / Plum / Sizes: S-XL / MSRP $35.99
B. **SAVANNAH FLIP FLOPS** 14463 / Sizes: 6-10 / MSRP $24.99
C. **MINERAL HOODIE** 13523 / Ladies' Sizes: S-XL / MSRP $69.99, 13504 / Men's Sizes: S-XXL / MSRP $69.99
D. **WAFFLE BEANIE** 527632 / Marbled Mint / MSRP $25.99
E. **TOWEL IN A BAG** 534700 / Fashionable / MSRP $44.99
F. **MEN'S ELECTRA WING TEE** 13885 / Anthracite / Sizes: S-XXL / MSRP $35.99
G. **MEN'S UNITED WE RIDE 9" SOCKS** 540952 / MSRP $9.99
H. **BEAR TRUCKER CAP** 527623 / Grey / MSRP $23.99

CRUISER

Individuality comes standard.

This is the bike that started it all. 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. The result was a less clunky, more ergonomic ride that features our patented Flat Foot Technology®. And then we dialed it in with our signature Electra style and attention to detail. These are the bikes that truly let you express your style and personality. Choose from a completely designed Fashion or Attitude Cruiser, or one of the great colors of the classic Cruiser, Cruiser Lux or Lux Fat Tire bike. Add Electra accessories to customize your new ride and make it your own.

FAST 5 3i
Men's / Matte Titanium / 3-speed
162143 / MSRP $879.99

LIGHTNING HELMET
14645 / Sizes: S-L
MSRP $79.99

SKULL VALVE CAPS
328247
MSRP $7.99

MEN'S NOTHING OFFICIAL TEE
13503 / Olive / Sizes: S-XXL
MSRP $35.99

TIGER SHARK HELMET
14052 / Sizes: S-L
MSRP $79.99

TIGER SHARK 3i
Men's / Midway Grey / 3-speed
262139E / MSRP $929.99

STRAIGHT 8 3i
Men's / Black Satin / 3-speed
268212E / MSRP $929.99

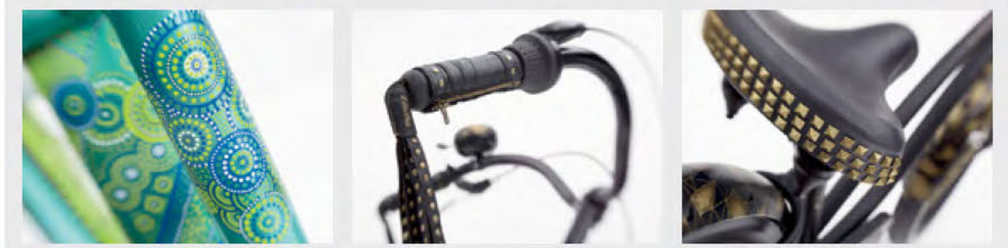
STRAIGHT 8 HELMET
14451 / Sizes: S-L
MSRP $79.99

STRAIGHT 8 FLIP FLOPS
13678 / Sizes: 8-12
MSRP $24.99

Explore the entire collections of bikes, apparel and accessories at **electrabike.com**

MORNINGSTAR 3i
Ladies' / Pink Coral / 3-speed
537766 / MSRP $769.99

DREAMTIME 3i
Ladies' / Emerald / 3-speed
514163 / MSRP $769.99



GLAM PUNK 3i
Ladies' / Matte Black / 3-speed
528813 / MSRP $829.99

FIND YOUR SOULMATE

Simple to chic. Subtle to, let's say, not so subtle. We all have different personalities and there's no doubt you can find an Electra Cruiser to match. Life's about the details. When it comes to our bikes, every last one has been thought out. Choose one, make it your own with a complete line of custom accessories, and show the world with pride. Check out the entire collections of bikes, apparel and accessories at **electrabike.com**.

THIS COULD BE THE START OF SOMETHING BEAUTIFUL.

DAYDREAMER 3i
Ladies' / Mineral Blue / 3-speed
537767 / MSRP $929.99

ANODIZED LINEAR CUP HOLDER
528355 / Black
MSRP $19.99

MATTE POWDER BLUE HELMET
13560 / Sizes: S-L
MSRP $69.99

MINERAL HOODIE
13523 / Ladies' / Sizes: S-XL
MSRP $69.99

LADIES' FIN SHORTS
14032 / Black / Sizes: XS-XL
MSRP $49.99

Thomas V.

MY FIRST ELECTRA. LOVE AT FIRST SIGHT. :)

Renaud L.
This is not a bicycle. This is a lifestyle.

Dave B.
If you ask me, Electra Cruisers are nothing less than pieces of rolling artwork.

Tammy F.
Thank you for making such a perfect bicycle.

Genevieve R.
We went on our first ride today. LOVED it! People were staring at us everywhere we went. The local paper even took our pic!

Rori M.
I love my new bike!! Thank you Electra for making the sweetest bikes ever!!! XOXOX

Michael Y.
It was the smoothest and most comfortable ride I've ever experienced. I was sold on the spot! Lost 25 plus pounds since my purchase. I am hooked. Thanks Electra for creating a work of art for bike lovers!

Kathie H.
I LOVE my Electra!!!

Beverly B.

Absolutely love, love, love my Electra Karma, it's the best riding bike ever! It's like a cloud with wheels! Beautiful paint job and stylish grips and seat! It's the best bike I've ever owned! It puts a smile on my face every time I ride it! Thanks Electra for making such an awesome bicycle!

TIGER SHARK 3i
Men's / Midway Grey / 3-speed
262139E / MSRP $929.99

RELIC 3i
Men's / Zinc Metallic / 3-speed
528816 / MSRP $879.99

GYPSY 3i
Ladies' / Forest Green / 3-speed
254141E / MSRP $829.99

SUPER DELUXE 3i
Ladies' / Aqua & Cream / 3-speed
236199E / MSRP $829.99

DELIVERY 3i
Men's / Chicago Grey / 3-speed
244152E / MSRP $989.99

MEN'S DELIVERY TEE
13976 / Mariot / Sizes: S-XXL
MSRP $35.99

CRUISER LUX FAT TIRE 1
Men's / Matte Black / Single-speed
526629 / MSRP $599.99

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A. **MEN'S INDY TEE** 13501 / Mineral / Sizes: S-XXL / MSRP $35.99
B. **CAMO FLIP FLOPS** 14470 / Sizes: 8-12 / MSRP $24.99
C. **MEN'S FIN SHORTS** 14035 / Black / Sizes: S-XXL / MSRP $59.99
D. **LINEAR QUICK RELEASE LOW PROFILE BASKET** 540941 / Black / MSRP $44.99
E. **SURFBOARD RACK LONGBOARD** 368842 / Black / MSRP $109.99
F. **ANODIZED LINEAR CUP HOLDER** 528356 / Red / MSRP $19.99

CRUISER LUX 1
Ladies' / Pink Sparkle / Single-speed
539477 / MSRP $439.99

CAN'T STOP BELL
540898
MSRP $9.99

CRUISER WICKER BASKET
368809 / White
MSRP $29.99

CRUISER 1
Ladies' / Jade / Single-speed
537190 / MSRP $274.99

CRUISER 7D
Ladies' / Neon Pink / 7-speed
537216 / MSRP $329.99

CRUISER 7D
Men's / Matte Midnight Blue / 7-speed
537213 / MSRP $329.99

CRUISER LUX 1
Men's / Anthracite / Single-speed
539472 / MSRP $439.99

EBC GEAR FLIP FLOPS
14471 / Sizes: 8-12
MSRP $24.99

DELIVERY FLEXFIT CAP
13516 / Navy
MSRP $25.99

CRUISER 1
Ladies' / Cobalt / Single-speed
537192 / MSRP $274.99

KIDS'

Instant bike rack cred.

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. What sets Electra apart from the pack is the patented Flat Foot Technology®. Available on most models, the technology ensures proper leg extension and no tippy-toe stops so kids can focus on the enjoyment of the ride.

SWEET RIDE 1 20"
Girls' / Teal / Single-speed
528794 / MSRP $329.99

WATER LILY KIDS' HANDLEBAR BAG
543161
MSRP $19.99

WATER LILY 1 16"
Girls' / Bright Pink / Single-speed
528777 / MSRP $299.99

CYCLOSAURUS 1 16"
Boys' / Dark Blue / Single-speed
528781 / MSRP $299.99

SAVANNAH MIRROR
541491
MSRP $19.99

SAVANNAH 1 20"
Girls' / Black / Single-speed
528787 / MSRP $329.99

STRAIGHT 8 1 16"
Boys' / Red / Single-speed
528776 / MSRP $299.99

HEARTCHYA VALVE CAPS
528757
MSRP $8.99

HEARTCHYA 1 20"
Girls' / White / Single-speed
528791 / MSRP $329.99

TIGER SHARK BELL
528328
MSRP $9.99

TIGER SHARK 1 20"
Boys' / Midway Grey / Single-speed
528785 / MSRP $329.99

KIDS WILL BE KIDS.

YOURS WILL BE JUST A LITTLE COOLER.

Our specially designed kid-sized saddles, handlebars and grips ensure a perfect fit and our unique frame design offers the adjustability to accommodate major growth spurts. They're customizable with accessories like our adult bikes. And they look amazing on social media. Which is really the most important thing in life. Check out the entire collections of bikes, apparel and accessories at **electrabike.com**.

I SCREAM. YOU SCREAM. WE ALL SCREAM FOR ELECTRA ICE CREAM DESIGNS.

SOFT SERVE 1 16"
Girls' / White / Single-speed
528773 / MSRP $299.99

SOFT SERVE HELMET
14453 / Sizes: S-L
MSRP $79.99

SOFT SERVE BELL
528343
MSRP $9.99

SOFT SERVE KIDS' HANDLEBAR BAG
541380
MSRP $19.99

Julien C.

"I LOVE MY ICE CREAM BIKE! I LIKE TO RIDE IT TO SCHOOL AND SHOW MY FRIENDS MY FUN BIKE, THEY LOVE IT! I RIDE IT EVERY DAY WITH MY ICE CREAM HELMET."

Erin D.

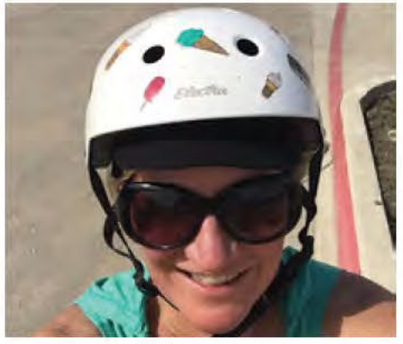
My husband surprised me with a new Chroma 3i cruiser. I ride it nonstop. I love every single thing about it!!! I am eagerly awaiting my basket to arrive for grocery runs. I am an avid road cyclist and knew I would enjoy a cruiser... I just didn't realize how much!!! I am so head over heels in love that I ordered a 20" girl's cruiser for my daughter. <3

Melyssa

My little one has three Electra bikes of her own. Lol I may have a problem. My other little one only has one...

Michaela M.

WE **LOVE** ALL OF OUR ELECTRA BIKES BUT OUR FAVORITE IS THIS *SWEET RIDE*.



TOWNIE 3i EQ 20"
Girls' / Emerald / 3-speed
528771 / MSRP $489.99

A. **RINGER BELLS** Pizza / 540903, Cool Cat / 540911, Taco / 540913 / MSRP $9.99
B. **WAFFLE BEANIE** 527632 / Marbled Mint / MSRP $25.99
C. **DONUT KIDS' HANDLEBAR BAG** 541381 / MSRP $19.99
LADIES' DONUT SOCKS 540960 / MSRP $7.99
DONUT VALVE CAPS 528758 / MSRP $8.99

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