



# Pedego 3 Year Product Roadmap

## Product Strategy: 2025 - 2027

- Strategy Focus
- Yearly Model Launch Dates
- Product Transition Roadmaps
- Product Details
- SKU Rationalization

# Product Strategy

## Diversification

- Enhance - Keep Pedego Legacy
- Overhaul - Diversify Pedego product offerings
- Supplement – Product complimentary to Pedego products

## Design

- Focus on lighter weight bikes
- Platform batteries across models
- Optimize bike fit for riders of all sizes
- More PedalSense models
- Integrated and innovative features
- Competitive pricing
- Multi-color options
- Step-through and classic frames





















## Quality

- Cut out-of-the-box programming issues
- Reduce assembly and alignment issues
- Improve component reliability
- Drive factory accountability

























# Bike Roadmap Overview: 2025 - 2027

\* All images are FPO

	Commuters/City	All-Arounders/Adventure	Cruisers	Kid Carriers/Specialty	Off-Roaders/Mountain
Q2 2025 New		 Ridge Rider SUB 1 ST/ Classic  Gravel 1		 Element Street Folding  Element Path Folding	 Ridge Rider MTB 1 / 2 ST/ Classic
Q3 2025 New					 Trail Tracker Expedition  Trail Tracker ST / Classic
Q4 2025 New	 Commute ST  Commute Dual Susp		 Interceptor ST / Classic		
2026 New	 Avenue ST/Classic  Element City	 Trail Tracker Adventure	 Boomerang	 24" Cargo LT  Modular Cargo Front Basket  Standard Trike	 Elevate
2027	 City Commuter LEV			 Final Mile Commercial Cargo	

Q1 / Q2 2025  
Pedego  
Assortment

- Specialty
- Mountain
- Adventure
- City/Commute
- Cruiser

						
NEW 2 x Element Street Folding 48V	NEW 2 x Element Sport Folding 48V	Std Trike 36V	Fat Tire Trike 52V	Fat Tire Trike 52V	Cargo 48V	Cargo 48V
						
		NEW 4x Ridge Rider MTB 1 ST/Classic	NEW 4x Ridge Rider MTB 2 ST/Classic			
						
		NEW 8 x Ridge Rider SUB 1 48V ST/Classic			NEW 3 x Gravel 48V	
						
Element V2 48V		Element V2 48V			Moto 48V	
						
Avenue 48V	Avenue 48V					
						
		Boomerang 52V	Boomerang 52V	Boomerang Platinum 52V		
						
		Sunsetting Intercepter 52V	Sunsetting Intercepter 52V	Interceptor Platinum 52V		

Q3 / Q4 2025  
Pedego  
Assortment

Specialty

Mountain

Adventure

City/Commute

Cruiser

2 x Element Street Folding 48V 2 x Element Sport Folding 48V

Std Trike 36V

Fat Tire Trike 52V

Fat Tire Trike 52V

Cargo 48V

Cargo 48V

4x Ridge Rider MTB 1 48V  
ST/Classic

4x Ridge Rider MTB 2 48V  
ST/Classic

NEW 6 x Trail Trackers 48V  
ST/Classic

NEW 2 x Trail Tracker Expedition 48V  
Step Thru

8 x Ridge Rider SUB 1  
ST/Classic

3 x Grave 1 48V

Element V2 48V

Element V2 48V

Moto  
48V

NEW 6 City Commuter 1  
48V Step Thru

NEW 6 City Commuter 2 48V  
Step Thru

NEW 4x City Commuter DS 48V

Avenue 48V

Boomerang

NEW 6 x "Good"  
Interceptor SS 48V  
ST/Classic

NEW 6 x "Better"  
Interceptor 48V  
ST/Classic

NEW 6x "Best"  
Interceptor 48V  
ST/Classic

Discontinue Interceptor Platinum 52V





2027  
Pedego  
Assortment





























Specialty

Mountain

Adventure

City/Commute

Cruiser

 Revise Element Street Folding	 Revise Element Sport Folding	 1 x 24" Cargo LT 48V	 Sunset Fat Tire Trike 52V	 Sunset Cargo 48V	 1 x Compact Modular Cargo Front Basket Cargo 48V	 NEW 1 x Final Mile Commercial Cargo 48V
		 Revise Ridge Rider MTB 1 ST/Classic	 Revise Ridge Rider MTB 2 ST/Classic			 3 x eMTB Dual Susp 48V
			 Revise Trail Trackers ST/Classic	 Revise Trail Tracker Expedition Step Thru		
		 Revise SUB 1 48V ST/Classic	 New Moto 48V	 3 x Grave1 1 48V	 2 x Adventure 48V	
	 2 x City Element 1 48V	 2 x City Element 2 48V				
 10 x Avenue 48V ST/Classic	 Revise City Commuter 1 Step Thru	 Revise City Commuter 2 Step Thru		 Revise City Commuter DS 48V		
 Revise "Good" Interceptor SS ST/Classic	 Revise "Better" Interceptor ST/Classic	 Revise "Best" Interceptor ST/Classic	 6 x "Good" Boomerang 48V	 6 x "Better" Boomerang 48V		 NEW 1 x City/Commute 48V



# Rider Archetypes

	Commuters	All-Arounders	Cruisers	Kid Carriers	Off-Roaders
Demographics	<ul style="list-style-type: none"><li>▪ Multi Gen. (30s to 50s)</li><li>▪ Urban / Suburban</li><li>▪ Slightly more male</li></ul>	<ul style="list-style-type: none"><li>▪ Wide age range (20s to 70s)</li><li>▪ Mix of urban/suburban</li><li>▪ Even gender split</li></ul>	<ul style="list-style-type: none"><li>▪ Often older (50s to 80s)</li><li>▪ Generally suburban</li><li>▪ Even gender split</li></ul>	<ul style="list-style-type: none"><li>▪ Parents (20s, 30s, 40s)</li><li>▪ Mostly urban</li><li>▪ Often shared between parents</li></ul>	<ul style="list-style-type: none"><li>▪ Wide age range (20s to 60s)</li><li>▪ More male</li></ul>
Primary Use Case	<ul style="list-style-type: none"><li>▪ Commuting</li><li>▪ Getting Around</li><li>▪ Recreation</li></ul>	<ul style="list-style-type: none"><li>▪ Getting Around / Family rides</li><li>▪ Recreation</li><li>▪ Commuting (some)</li><li>▪ Exercise</li></ul>	<ul style="list-style-type: none"><li>▪ Recreation</li><li>▪ Getting Around</li><li>▪ Exercise</li></ul>	<ul style="list-style-type: none"><li>▪ Getting Around</li><li>▪ Recreation (with kids)</li><li>▪ Commuting</li></ul>	<ul style="list-style-type: none"><li>▪ Recreation</li><li>▪ Being Active</li><li>▪ Staying Active</li></ul>
Bike Types	<ul style="list-style-type: none"><li>▪ Commute, City, SUB, Gravel, Folding</li></ul>	<ul style="list-style-type: none"><li>▪ SUB, MTB, City, Gravel, Folding</li></ul>	<ul style="list-style-type: none"><li>▪ Cruisers, Low step</li></ul>	<ul style="list-style-type: none"><li>▪ Cargo, Commute, SUB</li></ul>	<ul style="list-style-type: none"><li>▪ MTB, Gravel, Hunting, Fat Tire Adventure</li></ul>
Primary Benefits	<ul style="list-style-type: none"><li>▪ Practical: Easier transit, arrive less sweaty.</li><li>▪ Emotional: Less stressed, greater control.</li></ul>	<ul style="list-style-type: none"><li>▪ Practical: Living a greener lifestyle, Easier transit.</li><li>▪ Physical: Sense of satisfaction.</li></ul>	<ul style="list-style-type: none"><li>▪ Emotional: Fun! Feeling/Staying youthful. Feeling happier and less stressed.</li><li>▪ Practical: Doing more/going further. Enjoying the journey more.</li><li>▪ Physical: Living more active</li><li>▪ Lifestyle.</li></ul>	<ul style="list-style-type: none"><li>▪ Practical: Easier, more affordable transit.</li><li>▪ Emotional: Quality family time.</li><li>▪ Physical Promotes health and wellness.</li></ul>	<ul style="list-style-type: none"><li>▪ Practical: Going faster, further, doing more.</li><li>▪ Physical: Keeping fit.</li><li>▪ Emotional: Social connections.</li><li>▪ Getting outside.</li><li>▪ Reliving the thrill.</li></ul>
Preferred E-Bike Style	<ul style="list-style-type: none"><li>▪ Traditional bike look</li><li>▪ Step Thru frames, easy to mount / dismount in traffic</li><li>▪ Riding position is upright to better view traffic</li><li>▪ Suspension to smooth out the road</li><li>▪ 2.6" wide tires for stability, yet still efficient</li><li>▪ Easily removable internal battery</li><li>▪ Fenders and on bike storage and carrying options</li></ul>	<ul style="list-style-type: none"><li>▪ Sport Utility Bike - Traditional look</li><li>▪ Riding position is comfortable not as sporty as an MTB or upright as commuter</li><li>▪ Lighter weight as they transport bikes on vehicles to trails / paths</li><li>▪ Mix of Classic frame and a slightly higher step thru</li><li>▪ Suspension for a smooth ride and a dropper post for easy on/off</li><li>▪ 2.6" wide tires with slight tread for stability on multiple surfaces</li><li>▪ Easily removable internal battery</li><li>▪ Ability to add on bike storage</li></ul>	<ul style="list-style-type: none"><li>▪ Comfort very important</li><li>▪ Low step thru is key</li><li>▪ Classic styling</li><li>▪ style minor driver</li><li>▪ Some weight/heft for sturdiness (but too heavy is a concern)</li><li>▪ Wider tires for comfort and safety</li><li>▪ Removable battery</li><li>▪ Some storage</li></ul>	<ul style="list-style-type: none"><li>▪ Traditional look not important - practicality wins out</li><li>▪ Step thru important</li><li>▪ Utility is key – kid carrying plus storage</li><li>▪ Removable battery</li></ul>	<ul style="list-style-type: none"><li>▪ Traditional MTB Look</li><li>▪ Sporty Position, step thru option for older riders</li><li>▪ Mid-drive motor</li><li>▪ Knobby tires</li><li>▪ Suspension and dropper seat post</li><li>▪ Sturdy/Rugged Feel</li></ul>
Key Features	<ul style="list-style-type: none"><li>▪ Extended Range</li><li>▪ Faster charging</li><li>▪ Security Features</li><li>▪ Puncture resistant tires</li><li>▪ Throttle</li><li>▪ No mess chain</li></ul>	<ul style="list-style-type: none"><li>▪ Extended Range</li><li>▪ Faster charging</li><li>▪ Easy to use</li><li>▪ Security features</li></ul>	<ul style="list-style-type: none"><li>▪ Extended Range</li><li>▪ Throttle</li><li>▪ Faster charging</li><li>▪ Low step through</li><li>▪ Flat foot geometry</li><li>▪ Safety features</li></ul>	<ul style="list-style-type: none"><li>▪ Extended range</li><li>▪ Utility (racks, storage, bags)</li><li>▪ Puncture resistant tires</li><li>▪ Security Features</li></ul>	<ul style="list-style-type: none"><li>▪ Extended range</li><li>▪ Multiple power options</li><li>▪ High torque</li><li>▪ Lightweight</li><li>▪ No Throttles</li></ul>

# Why 27.5" x 2.6" Tires



- **Smoother Ride:** Larger diameter for better rolling
- **Better Traction:** Increased contact patch
- **Improved Stability:** Greater stability at higher speeds
- **Enhanced Comfort:** Wider tires absorb more impact, reducing rider fatigue.
- **Heavy Duty:** Better suited for heavier riders
- **Efficient Momentum:** Maintains speed more easily, leading to efficient long-distance riding.

# Sport Utility Bike vs. Mountain Bike



## Sport Utility Bike

### Features

- Sim to Ford Bronco Sport
- More upright riding position
- On-road street focused, light off-road capable
- Lower suspension travel - 100mm travel
- Rear hub w/Torque & Cadence w/ PedalSense
- Removable Throttle
- Narrower more street focused tire
- Mounts for Fenders and Integrated Racks



INTERSECTOR  
27.5" / 29"

Fast rolling tread pattern designed for on-road and multi-surface riding to provide excellent traction on pavement, gravel, and everything in between. Whether you're making the bike path to work or exploring a new gravel road, you'll have the traction to do so confidently. Plus, Road conversion accessories easily allow you to make the Interceptor the ideal choice for urban commuters who need an all-around bike designed for every season.

	27.5"	29"
Weight	31.5 lbs	32.5 lbs
Max Load	250 lbs	250 lbs
Max Speed	20 mph	20 mph
Max Torque	120 Nm	120 Nm
Max Cadence	120 rpm	120 rpm
Max Power	1000 W	1000 W
Max Current	30 A	30 A
Max Voltage	48 V	48 V
Max RPM	240	240
Max Torque	120 Nm	120 Nm
Max Cadence	120 rpm	120 rpm
Max Power	1000 W	1000 W
Max Current	30 A	30 A
Max Voltage	48 V	48 V
Max RPM	240	240



## Mountain Bike

### Features

- Sim to Ford Bronco
- Weight forward aggressive riding position
- Off-Road Focused, not best on-road
- Higer suspension travel - 130mm travel
- Mid-Drive torque sensor only
- No Throttle
- Aggressive tire for off-road use
- No fender, limited rack mounts



RAIL BOSS  
27.5"

These tires are designed to provide the perfect on/off-road experience. The pattern that can be seen in the tread is designed to provide excellent traction on pavement, gravel, and everything in between. Whether you're making the bike path to work or exploring a new gravel road, you'll have the traction to do so confidently. Plus, Road conversion accessories easily allow you to make the Rail Boss the ideal choice for urban commuters who need an all-around bike designed for every season.

	27.5"	29"
Weight	31.5 lbs	32.5 lbs
Max Load	250 lbs	250 lbs
Max Speed	20 mph	20 mph
Max Torque	120 Nm	120 Nm
Max Cadence	120 rpm	120 rpm
Max Power	1000 W	1000 W
Max Current	30 A	30 A
Max Voltage	48 V	48 V
Max RPM	240	240
Max Torque	120 Nm	120 Nm
Max Cadence	120 rpm	120 rpm
Max Power	1000 W	1000 W
Max Current	30 A	30 A
Max Voltage	48 V	48 V
Max RPM	240	240



# Gravel Bikes

## SUB

- Everyday use, Commuting, Light trails
- Upright geometry focused on comfort
- On-road focused tire
- Short travel Front Suspension
- Everyday use, commuting, and light trail riding



## Gravel

- Mixed surfaces, pavement, gravel light trails, dirt roads and rocky paths
- Aerodynamic, adjusted for stability on rough surfaces
- Mixed use small knobby high-volume tire
- Lightweight front fork
- Road or off-road riding



## MTB

- Technical off-road terrain, dirt trails, rocky paths
- Aggressive geometry for technical trails
- On-road focused tire
- 120mm or more Front Suspension
- Off-road, less efficient on smoother surfaces





# Sunsetting Products



# 2024 Carry Forward Models

## Continuing


- 3- Step Process to discontinue
- Over 10 units/month
- Models Re-ordered
- Transition w/ 2025+ releases



Category	Bike Item #	2024 Models	Status	Est. Discontinue
CRUISER	BK315128WT	24" Interceptor Step Thru Spoke WheelWhite w/ White Rims	Carry Forward	11/1/25
CRUISER	BK315129SF	24" Interceptor Step Thru Spoke Wheel Seafoam w/ Seafoam Rims	Carry Forward	11/1/25
CRUISER	BK315031MB	26" Interceptor Step Thru Spoke Wheel Mineral Blue w/ Mineral Blue Rims	Carry Forward	11/1/25
CRUISER	BK315032BK	26" Interceptor Step Thru Spoke Wheel- Black w/ Black Rims	Carry Forward	11/1/25
CRUISER	BK315033SF	26" Interceptor Step Thru Spoke Wheel - Seafoam w/ Seafoam Rims	Carry Forward	11/1/25
CRUISER	BK315036PW	26" Interceptor Step Thru Spoke Wheel- Periwinkle w/ Periwinkle Rims	Carry Forward	11/1/25
CRUISER	BK315038KH	26" Interceptor Step Thru Spoke Wheel - Khaki w/ Forest Green Rims	Carry Forward	11/1/25
LOW STEP	BK354015WH	24" Boomerang Spoke Wheel- White w/ White Rims	Carry Forward	4/1/26
LOW STEP	BK354016MB	24" Boomerang Spoke Wheel - Mineral Blue w/ Mineral Blue Rims	Carry Forward	4/1/26
LOW STEP	BK354017RD	24" Boomerang Spoke Wheel - Red w/ Red Rims	Carry Forward	4/1/26
LOW STEP	BK354016MBM	24" Boomerang Mag Wheel - Mineral Blue w/ MAG Wheels	Carry Forward	4/1/26
LOW STEP	BK354014GT	24" Boomerang Platinum Spoke Wheel - Granite w/ Granite Rims	Carry Forward	4/1/26
LOW STEP	BK350119SB	26" Boomerang Spoke Wheel - Stephanie Blue w/ Stephanie Blue Rims	Carry Forward	4/1/26
LOW STEP	BK350115BK	26" Boomerang Spoke Wheel - Black w/ Black Rims	Carry Forward	4/1/26
LOW STEP	BK350116MB	26" Boomerang Spoke Wheel - Mineral Blue w/ Mineral Blue Rims	Carry Forward	4/1/26
LOW STEP	BK350117SP	26" Boomerang Spoke Wheel - Shaded Spruce w/ Shaded Spruce Rims	Carry Forward	4/1/26
LOW STEP	BK350118W	26" Boomerang Spoke Wheel - White w/ White Rims	Carry Forward	4/1/26
CITY	BK400023TL	26" Avenue Step Thru Spoke Wheel - Caribbean Blue w/ Caribbean Blue Rims	Carry Forward	4/1/26
CITY	BK400025WT	26" Avenue Step Thru Spoke Wheel - White w/ White Rims	Carry Forward	4/1/26
CITY	BK400015BK	26" Avenue Step Thru Spoke Wheel - Matte Black w/ Matte Black Rims	Carry Forward	4/1/26
CITY	BK400009TL	28" Avenue Step Thru Spoke Wheel - Caribbean Blue w/ Caribbean Blue Rims	Carry Forward	4/1/26
CITY	BK400011WT	28" Avenue Step Thru Spoke Wheel - White w/ White Rims	Carry Forward	4/1/26
CITY	BK400013BK	28" Avenue Step Thru Spoke Wheel - Matte Black w/ Matte Black Rims	Carry Forward	4/1/26
CITY	BK400001BK	28" Avenue Classic Spoke Wheel- Matte Black w/ Matte Black Rims	Carry Forward	4/1/26
CITY	BK400003GG	28" Avenue Classic Spoke Wheel - Crocodile Green w/ Crocodile Green Rims	Carry Forward	4/1/26
CITY	BK400005GM	28" Avenue Classic Spoke Wheel - Gunmetal Gray w/ Gunmetal Gray Rims	Carry Forward	4/1/26
ADVENTURE	BK500007BK	Element Spoke Wheel - Black	Carry Forward	4/1/26
ADVENTURE	BK500008RD	Element Spoke Wheel - Red	Carry Forward	4/1/26
ADVENTURE	BK500009BL	Element Spoke Wheel - Blue	Carry Forward	4/1/26
ADVENTURE	BK500010GN	Element Spoke Wheel - Green	Carry Forward	4/1/26
ADVENTURE	BK500011WH	Element Spoke Wheel - White	Carry Forward	4/1/26
ADVENTURE	BK500012OR	Element Spoke Wheel - Orange	Carry Forward	4/1/26
ADVENTURE	BK500013PL	Element: Platinum Edition Spoke Wheel - Platinum	Carry Forward	4/1/26
ADVENTURE	BK500026PLM	Element: Platinum Edition Mag Wheel - Platinum w/ MAG Wheels	Carry Forward	4/1/26
ADVENTURE	BK213071BK	26" Trail Tracker Step Thru - Matte Black w/ Matte Black Rims	Carry Forward	8/31/25
ADVENTURE	BK210011RD	26" Trail Tracker Classic - Matte Black w/ Satin Red Rims	Carry Forward	8/31/25
ADVENTURE	BK370005BK	Ridge Rider Step Thru - Matte Black w/ Black Rims	Carry Forward	6/1/25
ADVENTURE	BK370006BK	Ridge Rider Classic - Matte Black w/ Black Rims	Carry Forward	6/1/25
ADVENTURE	BK520002BKM	Moto - Matte Black w/ Mag Wheels, UL2849	Carry Forward	3/1/27
ADVENTURE	BK520004SBM	Moto - Matte Blue w/ Mag Wheels, UL2849	Carry Forward	3/1/27
SPECIALTY	BK510002BKM	Cargo - Black w/ Mag Wheels, UL2849	Carry Forward	3/1/27
SPECIALTY	BK510004WTM	Cargo - White w/ Mag Wheels, UL2849	Carry Forward	3/1/27
SPECIALTY	BK530001BK	Fat Tire Trike - Matte Black, UL2849	Carry Forward	3/1/27
SPECIALTY	BK200000BL	Trike Mineral Blue - Mineral Blue w/ Mineral Blue Rims	Carry Forward	5/1/26



# 2024 Sunsetting Models

- Sunsetting
- Slow-Moving or Low-Demand
  - Generally, 5 to 10 units/month
  - Existing stock available
  - No more factory orders
  - Check Stock levels on B2B
  - Out of Stock → Discontinue



Category	Bike Item #	2024 Models	Status	Est. Discontinue
CRUISER	BK312100CO24	24" Comfort Cruiser Step Thru Coral w/ Aqua Rims	Sunsetting	1/1/25
CRUISER	BK312101RD24	24" Comfort Cruiser Step Thru Red w/ Red Rims	Sunsetting	1/1/25
CRUISER	BK312001BL	26" Comfort Cruiser Step Thru - Dark Blue w/ Dark Blue Rims	Sunsetting	1/1/25
CRUISER	BK312002RD	26" Comfort Cruiser Step Thru - Red w/ Red Rims	Sunsetting	1/1/25
CRUISER	BK312003CO	26" Comfort Cruiser Step Thru - Coral w/ Aqua Rims	Sunsetting	1/1/25
CRUISER	BK311001BL	26" Comfort Cruiser Classic - Dark Blue w/ Dark Blue Rims	Sunsetting	1/1/25
CRUISER	BK311002RD	26" Comfort Cruiser Classic - Red w/ Red Rims	Sunsetting	1/1/25
CRUISER	BK315130HN	24" Interceptor Step Thru Spoke Wheel Hunter Green w/ Hunter Green Rims	Sunsetting	1/1/25
CRUISER	BK315131RR	24" Interceptor Step Thru Spoke Wheel Ruby Red w/ Ruby Red Rims	Sunsetting	4/1/25
CRUISER	BK315030WT	26" Interceptor Step Thru Spoke Wheel- White w/ White Rims	Sunsetting	11/1/25
CRUISER	BK315034SB	26" Interceptor Step Thru Spoke Wheel - Stephanie Blue w/ Stephanie Blue Rims	Sunsetting	11/1/25
CRUISER	BK315035RR	26" Interceptor Step Thru Spoke Wheel Ruby Red w/ Ruby Red Rims	Sunsetting	11/1/25
CRUISER	BK315037SY	26" Interceptor Step Thru Spoke Wheel Sunrise Yellow w/ Sunrise Yellow Rims	Sunsetting	11/1/25
CRUISER	BK315042SFM	26" Interceptor Step Thru Mag Wheel - Seafoam w/ MAG Wheels	Sunsetting	11/1/25
CRUISER	BK315043SBM	26" Interceptor Step Thru Mag Wheel - Stephanie Blue w/ MAG Wheels	Sunsetting	11/1/25
CRUISER	BK315045PWM	26" Interceptor Step Thru Mag Wheel - Periwinkle w/ MAG Wheels	Sunsetting	11/1/25
CRUISER	BK315046SYM	26" Interceptor Step Thru Mag Wheel - Sunrise Yellow w/ MAG Wheels	Sunsetting	11/1/25
CRUISER	BK314008BK	26" Interceptor Classic Spoke Wheel - Black w/ Black Rims	Sunsetting	11/1/25
CRUISER	BK314009BL	26" Interceptor Classic Spoke Wheel - Neon Blue w/ Neon Blue Rims	Sunsetting	11/1/25
CRUISER	BK314010RD	26" Interceptor Classic Spoke Wheel - Ruby Red w/ Ruby Red Rims	Sunsetting	11/1/25
CRUISER	BK314308BKM	26" Interceptor Classic Mag Wheel - Black w/ MAG Wheels	Sunsetting	1/1/25
CRUISER	BK314309BLM	26" Interceptor Classic Mag Wheel - Neon Blue w/ MAG Wheels	Sunsetting	1/1/25
CRUISER	BK314310RDM	26" Interceptor Classic Mag Wheel - Ruby Red w/ MAG Wheels	Sunsetting	1/1/25
CRUISER	BK315411PL	24" Interceptor Platinum Step Thru Spoke Wheel - Platinum w/ Platinum Rims	Sunsetting	11/1/25
CRUISER	BK315402PL	26" Interceptor Platinum Step Thru Spoke Wheel - Platinum w/ Platinum Rims	Sunsetting	11/1/25
CRUISER	BK315402PLM	26" Interceptor Platinum Step Thru Mag Wheel - Platinum w/ MAG Wheels	Sunsetting	1/1/25
CRUISER	BK314405PL	26" Interceptor Platinum Classic Spoke Wheel - Platinum w/ Platinum Rims	Sunsetting	11/1/25
CRUISER	BK314413PL	29" Interceptor Platinum Step Thru Spoke Wheel - Platinum w/ Platinum Rims	Sunsetting	11/1/25
CRUISER	BK314413PLM	29" Interceptor Platinum Step Thru Mag Wheel - Platinum w/ MAG Wheels	Sunsetting	1/1/25
CRUISER	BK314412PL	29" Interceptor Platinum Classic Spoke Wheel - Platinum w/ Platinum Rims	Sunsetting	11/1/25
LOW STEP	BK352114RDM	26" Boomerang Mag Wheel Red w/ MAG Wheels	Sunsetting	1/1/25
LOW STEP	BK352115BKM	26" Boomerang Mag Wheel Black w/ MAG Wheels	Sunsetting	8/1/25
LOW STEP	BK352116MBM	26" Boomerang Mag Wheel - Mineral Blue w/ MAG Wheels	Sunsetting	8/1/25
LOW STEP	BK350114RD	26" Boomerang Spoke Wheel - Red w/ Red Rims	Sunsetting	1/1/25
LOW STEP	BK352117SPM	26" Boomerang Mag Wheel - Shaded Spruce w/ MAG Wheels	Sunsetting	8/1/25
LOW STEP	BK352118WHM	26" Boomerang Mag Wheel - White w/ MAG Wheels	Sunsetting	1/1/25
LOW STEP	BK352119SBM	26" Boomerang Mag Wheel - Stephanie Blue w/ MAG Wheels	Sunsetting	8/1/25
LOW STEP	BK354014GTM	24" Boomerang Platinum Mag Wheel - Granite w/ MAG Wheels	Sunsetting	1/1/25
LOW STEP	BK350113GT	26" Boomerang Platinum Spoke Wheel - Granite w/ Granite Rims	Sunsetting	4/1/26
LOW STEP	BK352113GTM	26" Boomerang Platinum Mag Wheel - Granite w/ MAG Wheels	Sunsetting	1/1/25

Category	Bike Item #	2024 Models	Status	Est. Discontinue
CITY	BK400021PK	26" Avenue Step Thru Spoke Wheel - Wildberry Pink w/ Wildberry Pink Rims	Sunsetting	1/1/25
CITY	BK400016BKM	26" Avenue Step Thru Mag Wheel - Matte Black w/ MAG Wheel	Sunsetting	1/1/25
CITY	BK400022PKM	26" Avenue Step Thru Mag Wheel - Wildberry Pink w/ MAG Wheel	Sunsetting	1/1/25
CITY	BK400004GGM	28" Avenue Classic Mag Wheel Crocodile Green w/ MAG Wheel	Sunsetting	1/1/25
CITY	BK400006GMM	28" Avenue Classic Mag Wheel Gunmetal Gray w/ MAG Wheel	Sunsetting	4/1/26
CITY	BK400002BKM	28" Avenue Classic Mag Wheel - Matte Black w/ MAG Wheel	Sunsetting	4/1/26
CITY	BK400007PK	28" Avenue Step Thru Spoke Wheel - Wildberry Pink w/ Wildberry Pink Rims	Sunsetting	4/1/26
CITY	BK400010TLM	28" Avenue Step Thru Mag Wheel - Caribbean Blue w/ MAG Wheel	Sunsetting	8/1/25
CITY	BK400012WTM	28" Avenue Step Thru Mag Wheel - White w/ MAG Wheel	Sunsetting	8/1/25
CITY	BK400014BKM	28" Avenue Step Thru Mag Wheel - Matte Black w/ MAG wheel	Sunsetting	8/1/25
CITY	BK221008BK	26" City Commuter Step Thru - Black w/ Black Rims	Sunsetting	1/1/25
CITY	BK190010WT	28" City Commuter Step Thru - White w/ White Rims	Sunsetting	1/1/25
CITY	BK180005BK	28" City Commuter Classic - Black w/ Black Rims	Sunsetting	12/1/25
CITY	BK180006GR	28" City Commuter Classic - Greige w/ Maroon (Matte) Rims	Sunsetting	12/1/25
CITY	BK180007MR	28" City Commuter Classic - Maroon (Gloss) w/ Maroon (Gloss) Rims	Sunsetting	12/1/25
CITY	BK223008BK	26" City Commuter Platinum Edition Step Thru Spoke Wheel - Matte Black w/ Matte Black Rims	Sunsetting	1/1/25
CITY	BK182106BK	28" City Commuter Platinum Edition Classic Spoke Wheel - Matte Black w/ Matte Black Rims	Sunsetting	1/1/25
eMTB	BK390003S	29" Elevate V.2 - Small	Sunsetting	12/1/25
eMTB	BK390004M	29" Elevate V.2 - Medium	Sunsetting	12/1/25
eMTB	BK390005L	29" Elevate V.2 - Large	Sunsetting	12/1/25
ADVENTURE	BK500020BKM	Element Mag Wheel - Black w/ MAG Wheels	Sunsetting	6/1/25
ADVENTURE	BK500021RDM	Element Mag Wheel - Red w/ MAG Wheels	Sunsetting	6/1/25
ADVENTURE	BK500022BLM	Element Mag Wheel - Blue w/ MAG Wheels	Sunsetting	4/1/25
ADVENTURE	BK500023GNM	Element Mag Wheel - Green w/ MAG Wheels	Sunsetting	4/1/25
ADVENTURE	BK500024WHM	Element Mag Wheel - White w/ MAG Wheels	Sunsetting	1/1/25
ADVENTURE	BK500025ORM	Element Mag Wheel - Orange w/ MAG Wheels	Sunsetting	6/1/25
ADVENTURE	BK211002BK	24" Trail Tracker 24" Edition - Matte Black w/ Matte Black Rims	Sunsetting	1/1/25
ADVENTURE	BK213051LM	26" Trail Tracker Step Thru - Matte Black w/ Lime Green Rims	Sunsetting	1/1/25
ADVENTURE	BK210010LM	26" Trail Tracker Classic - Matte Black w/ Lime Green Rims	Sunsetting	6/1/25
ADVENTURE	BK210009BL	26" Trail Tracker Classic - Matte Black w/ Satin Blue Rims	Sunsetting	6/1/25
ADVENTURE	BK210012BK	26" Trail Tracker Classic - Matte Black w/ Matte Black Rims	Sunsetting	6/1/25
ADVENTURE	BK213081BK	26" Trail Tracker Classic: Gorilla Edition - Matte Black w/ Matte Black Rims	Sunsetting	8/31/25
SPECIALTY	BK170013RDM	Tandem - Ruby Red w/ MAG Wheels	Sunsetting	1/1/25
SPECIALTY	BK170014WHM	Tandem - White w/ MAG Wheels	Sunsetting	1/1/25
SPECIALTY	BK240023BK	Latch - Black w/ Black Rims	Sunsetting	6/1/25
SPECIALTY	BK240024RD	Latch - Carmine Red w/ Carmine Red Rims	Sunsetting	6/1/25
SPECIALTY	BK240025BL	Latch - Space Blue w/ Space Blue Rims	Sunsetting	6/1/25

# 2024 Discontinued Models

Discontinue 

- Less than 5 units/month
- Currently out of stock
- Mag wheels will be accessories
- No factory orders
- Remove from website
- Turn off in NetSuite



Category	Bike Item #	2024 Models	Status
CRUISER	BK315128WTM	24" Interceptor Step Thru Mag Wheel White w/ MAG Wheels	Discontinue
CRUISER	BK315129SFM	24" Interceptor Step Thru Mag Wheel Seafoam w/ MAG Wheels	Discontinue
CRUISER	BK315130HNM	24" Interceptor Step Thru Mag Wheel Hunter Green w/ MAG Wheels	Discontinue
CRUISER	BK315131RRM	24" Interceptor Step Mag Wheel Ruby Red w/ MAG Wheels	Discontinue
CRUISER	BK315039WTM	26" Interceptor Step Thru Mag Wheel White w/ MAG Wheels	Discontinue
CRUISER	BK315040MBM	26" Interceptor Step Thru Mag Wheel, Mineral Blue w/ MAG Wheels	Discontinue
CRUISER	BK315041BKM	26" Interceptor Step Thru Mag Wheel - Black w/ MAG Wheels	Discontinue
CRUISER	BK315044RRM	26" Interceptor Step Thru Mag Wheel - Ruby Red w/ MAG Wheels	Discontinue
CRUISER	BK315047KHM	26" Interceptor Step Thru Mag Wheel Khaki w/ MAG Wheels	Discontinue
CRUISER	BK314502B	29" Interceptor Classic Spoke Wheel Black w/ Black Rims	Discontinue
CRUISER	BK314502BKM	29" Interceptor Classic Mag Wheel - Black w/ MAG Wheels	Discontinue
CRUISER	BK315411PLM	24" Interceptor Platinum Step Thru Mag Wheel - Platinum w/ Platinum Rims	Discontinue
CRUISER	BK314405PLM	26" Interceptor Platinum Classic Mag Wheel - Platinum w/ MAG Wheels	Discontinue
CRUISER	BK314412PLM	29" Interceptor Platinum Classic Mag Wheel - Platinum w/ MAG Wheels	Discontinue
LOW STEP	BK354015WHM	24" Boomerang Mag Wheel - White w/ MAG Wheel	Discontinue
LOW STEP	BK354017RDM	24" Boomerang Mag Wheel - Red w/ MAG Wheel	Discontinue
CITY	BK400024TLM	26" Avenue Step Thru Mag Wheel - Caribbean Blue w/ Mag Wheel	Discontinue
CITY	BK400026WTM	26" Avenue Step Thru Mag Wheel - White w/ MAG Wheel	Discontinue
CITY	BK1830000	28" City Commuter: Lite Edition Classic - Black w/ Black Rims	Discontinue
CITY	BK182104BK	28" City Commuter BLACK EDITION Classic w/ Matte Black Rims	Discontinue
CITY		28" City Commuter Mid Drive Edition Classic	Discontinue
CITY	BK221009GR	26" City Commuter Step Thru - Greige w/ Maroon (Matte) Rims	Discontinue
CITY	BK221010MR	26" City Commuter Step Thru - Maroon (Gloss) w/ Maroon (Gloss) Rims	Discontinue
CITY	BK221011BL	26" City Commuter Step Thru - Steel Blue w/ Steel Blue Rims	Discontinue
CITY	BK221012WT	26" City Commuter Step Thru - White w/ White Rims	Discontinue
CITY	BK221008BK	26" City Commuter Step Thru - Black w/ Black Rims	Discontinue
CITY	BK190008BK	28" City Commuter Step Thru Black w/Black Rims	Discontinue
CITY	BK190009BL	28" City Commuter Step Thru - Steel Blue w/ Steel Blue Rims	Discontinue
CITY	BK190011GR	28" City Commuter Step Thru - Greige w/ Maroon (Matte) Rims	Discontinue
CITY	BK190012MR	28" City Commuter Step Thru - Maroon (Gloss) w/ Maroon (Gloss) Rims	Discontinue
CITY	BK223009BK	26" City Commuter Platinum Edition Step Thru Mag Wheel - Matte Black w/ MAG Wheels	Discontinue
CITY	BK192007BK	28" City Commuter Platinum Edition Step Thru Spoke Wheel - Matte Black w/ Matte Black Rims	Discontinue
CITY	BK192008BK	28" City Commuter Platinum Edition Step Thru Mag Wheel - Matte Black w/ MAG Wheels	Discontinue
CITY	BK182107BK	28" City Commuter Platinum Edition Classic Mag Wheel - Matte Black w/ MAG Wheels	Discontinue
ADVENTURE	BK213091BK	26" Trail Tracker Step Thru: Gorilla Edition - Matte Black w/ Matte Black Rims	Discontinue

