

Rad Power Bikes and Cascade Bicycle Club Partner to Encourage Ebiking

The nation's largest ebike company and the nation's largest statewide bicycle non-profit join forces.

SEATTLE, Wash. Jan. 31, 2019 — Rad Power Bikes, a Seattle-based consumer-direct ebike company, announces a new partnership with Cascade Bicycle Club, the nation's largest statewide bicycle non-profit also based in Seattle. The organizations are combining their reach in a robust partnership that aims to unite all riders and help engage more people with ebiking.

Specifically, Cascade and Rad Power Bikes will work together to encourage a better-informed bike community by collaborating to produce ebike education classes and online ebike resource materials. Rad Power Bikes will also sponsor and attend several of Cascade's events to interact directly with current and prospective riders.

“We're looking forward to the impact of this partnership on Seattle and throughout the region,” said Cascade Executive Director Richard Smith. “Ebikes have seen huge growth in popularity in recent years, and together with Rad Power Bikes we're hoping to lower the barriers for more people to get on ebikes.”

Rad Power Bikes will make its first appearance as an official partner at Cascade's upcoming Tunnel Ride: SR 99 Grand Opening on Sunday, Feb. 3, where a number of ebike riders are expected to turn out. Previously, Cascade and Rad Power Bikes partnered to produce the Ebike World Record Ride & Expo in September 2018 and broke the record for most ebikes on a ride. The result of the event is just a glimpse at the scale and impact the partners hope to accomplish this year.

“Just like Cascade, we believe biking can truly improve lives, communities, and the environment. We're joining forces to help as many people as possible experience the many benefits of biking,” said Ty Collins, Co-Founder and CMO of Rad Power Bikes. “Rad Power Bikes' presence in Seattle signifies a great opportunity for the biking community,” said Smith. “Ebikes can open the door for new and experienced bike riders alike.”

ABOUT RAD POWER BIKES

Recognised as North America's largest electric bike brand. We have been operating in Europe since 2017, and offer delivery to 28 European countries. Our passionate team of ebike enthusiasts creates ebikes that are built for everything and prices for everyone.



Rad Power Bikes