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# RAD POWER BIKES EXPANDS ASSEMBLY, FINE TUNING AND DELIVERY SERVICE TO MAJOR U.S. AND CANADIAN MARKETS THROUGH PARTNERSHIP WITH VELOFIX DIRECT

New white glove service overcomes DIY intimidation and gives Rad Power Bikes owners the peace-of-mind that their new premium ebike is professionally assembled and tuned for years of pure riding enjoyment

SEATTLE — May 31, 2017 — Rad Power Bikes®, a Seattle-based direct-to-consumer electric bike company, today announced its partnership with velofix, North America's largest fleet of Mobile Bike Shops, that provides consumers with a white-glove service to have their Rad Power Bikes' ebike professionally assembled, tuned, and delivered directly to their door through the velofix DIRECT program.

velofix offers premium services to cyclists at their home or office, and currently operates in every major Canadian and most key U.S. markets including Seattle, San Francisco, Minneapolis, Portland, Dallas, and Boston. With velofix DIRECT, Rad Power Bikes customers can expect their bike delivered with a proper fitting, full safety inspection, and fine-tuning from a professional bicycle mechanic. velofix offers a complimentary 30-day follow up service to ensure the bike continues to ride properly after the break-in period and is available for continued warranty and service work.

“Our customers value the direct-to-consumer model and the cost savings it represents on our premium bikes, however some of our customers can be intimidated and concerned that they lack the technical skills needed to assemble, fit and fine-tune their new ebike,” said Mike Radenbaugh, President of Rad Power Bikes. “Our new partnership with velofix DIRECT overcomes those concerns with a convenient, affordable, and professional white glove service offering that gives our customers the peace-of-mind of knowing that their new ebike from Rad Power Bikes has been precisely assembled, fitted, and tuned for a safe and enjoyable riding experience.”

Rad Power Bikes offers four electric bike models including RadRover Electric Fat Bike, RadMini Folding Electric Fat Bike, RadCity Electric Commuter, RadWagon Electric Cargo Bike, all included within the velofix DIRECT delivery program. “The popularity of ebikes has and continues to grow rapidly throughout markets across North America. Recognizing this shift, partnering with brands such as Rad Power Bikes is a big focus of the velofix DIRECT program,” said Chris Guillemet, velofix CEO and Co-Founder.

velofix delivery is available for Rad Power Bikes customers for \$149.00 within the U.S. and \$549 within Canada.

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#### 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