

# Rad Power Bikes Named to Fast Company's Annual List of the World's Most Innovative Companies for 2021

North America's largest ebike brand among top-ranked in the transportation category

SEATTLE – March 9, 2021 -- **Rad Power® Bikes**, North America's largest ebike brand has been named to Fast Company's prestigious annual list of the World's Most Innovative Companies for 2021. Rad Power Bikes landed the number two spot in the **transportation category** – the highest position for any electric bike company.



The list honors the businesses that have not only found a way to be resilient in the past year, but also turned those challenges into impact-making processes. These companies did more than survive, they thrived—making an impact on their industries and culture as a whole. This year's MIC list features 463 businesses from 29 countries.

*“Innovation is core to who we are and we’re thrilled to see our hard work pay off,” founder and CEO Mike Radenbaugh said. “Moving forward, we will continue to redefine mobility and push the boundaries of what people can expect from an electric bike. This doesn’t just mean new bikes and accessories designed for the inspiring ways our riders get outside. It means groundbreaking digital tools to enhance their ownership experience at every turn, not just this year, but for years to come.”*

The folks at Fast Company aren’t the only ones to notice the transformative power of our electric bikes. Tuesday’s announcement comes on the heels of a historic **\$150 million investment** in Rad Power Bikes from some of the nation’s top financial powerhouses.

Recognizing our commitment to making electric bikes that are accessible for all, we kicked off 2020 by releasing the the latest evolution of the **RadRover** with the **RadRover Step-Thru Electric Fat Bike**, a go anywhere, do anything bike. It’s also built to fit anyone, thanks to its step-thru frame and a lower center of gravity. The came the first limited-release model, the **RadRunner Plus Electric Utility Bike**. Last June, we unveiled the **RadMission electric metro bike**: a single-speed marvel that’s just \$1,099 -- our most affordable price point to date. This was followed by the **RadWagon 4**, our strongest and most versatile cargo bike yet. Rad Power Bikes also has an ever-growing line-up of **accessories** designed to help the Rad family get the most out of their rides.

Rad Power Bikes provides riders with an array of service and support options for customers including **Rad Mobile Service** which has helped thousands of riders since launching in 2019. Sometimes this means delivering a fully-assembled ebike directly to their driveway. Other times it means showing up at their doorstep for some convenient, on-site maintenance, or bringing over a new model for a free test ride. And this year, more members of the Rad family are going to have on-demand access to our team. That’s because we recently expanded to four new communities.

Fast Company’s editors and writers sought out the most groundbreaking businesses across the globe and industries. They also judged nominations received through their application process.

The World’s Most Innovative Companies is Fast Company’s signature franchise and one of its most highly anticipated editorial efforts of the year. It provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy.

*“In a year of unprecedented challenges, the companies on this list exhibit fearlessness, ingenuity, and creativity in the face of crisis,” said Fast Company Deputy Editor David Lidsky, who oversaw the issue with Senior Editor Amy Farley.*

To coincide with the issue launch, Fast Company will host its first-ever **Most Innovative Companies Summit** on March 9 and 10. This virtual, multiday summit will celebrate the Most Innovative Companies in business, provide an early look at major business trends, and offer the inspiration and practical insights on what it takes to innovate in 2021.

Fast Company’s Most Innovative Companies issue (March/April 2021) is now available online [here](#), as well as in app form via iTunes and on newsstands beginning March 16, 2021. The hashtag is #FCMostInnovative.

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## **About Fast Company**

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. The editor-in-chief is Stephanie Mehta. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with our sister publication Inc., and can be found online at [www.fastcompany.com](http://www.fastcompany.com).

**Rad Power® Bikes** is the largest ebike brand in North America. Founded in 2007, the global consumer-direct company boasts a full lineup of affordable ebikes and accessories that are changing the way people and goods move. The company designs all of its products in-house at its Seattle headquarters and operates international offices in Vancouver, British Columbia, and Utrecht, the Netherlands. The team of passionate ebike enthusiasts, product designers, and entrepreneurs create ebikes that are built for everything and priced for everyone.



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