

TREK
WATERLOO, WISCONSIN | SINCE 1976

TREKFEST

APRIL 3 – 13

Great deals on our
most-loved bikes

Save an extra \$100 on
bikes \$500 – \$1,000

FREE shipping on
all bikes and gear

New lower pricing
in-store and online!

See next page and rear cover for details.

EXTRA \$100 OFF BIKES \$500 – \$1,000⁺

OUR BEST-SELLERS, NOW AT
EVEN BETTER PRICES



EXTRA
\$100
OFF

DUAL SPORT 2 GEN 5**

~~\$849.99~~ NOW \$599.93 + EXTRA \$100 OFF

As low as \$13.89/month at 0% APR for 12 months then
29.99% APR for the remaining 24 months*



EXTRA
\$100
OFF

FX 2 DISC GEN 3

~~\$799.99~~ NOW \$529.93 + EXTRA \$100 OFF

As low as \$17.92/month at 0% APR for 6 months then
29.99% APR for the remaining 18 months*



EXTRA
\$100
OFF

VERVE 3 DISC GEN 4

~~\$699.99~~ NOW \$549.93 + EXTRA \$100 OFF

As low as \$18.75/month at 0% APR for 6 months then
29.99% APR for the remaining 18 months*



EXTRA
\$100
OFF

VERVE 3 DISC LOWSTEP GEN 4

~~\$699.99~~ NOW \$549.93 + EXTRA \$100 OFF

As low as \$18.75/month at 0% APR for 6 months then
29.99% APR for the remaining 18 months*

SAVE ON CITY BIKES CITY STREETS. PARK ADVENTURES. WHEREVER FUN ROLLS.

Built to keep up with whatever’s on your schedule
and priced to turn your season into a fun one. Save
now on a versatile, comfortable, reliable ride that’s
constantly asking, “Where to next?”

FX 1 DISC GEN 3

~~\$699.99~~ NOW \$449.93

As low as \$18.75/month at 0% APR
for 6 months then 29.99% APR for the
remaining 18 months*



VERVE 2 DISC GEN 4

~~\$799.99~~ NOW \$449.93

As low as \$18.75/month at 0% APR for 6 months then
29.99% APR for the remaining 18 months*



VERVE 2 DISC LOWSTEP GEN 4

~~\$799.99~~ NOW \$449.93

As low as \$18.75/month at 0% APR for 6 months then
29.99% APR for the remaining 18 months*



BONTRAGER CHARGE
WAVECEL COMMUTER
HELMET**

~~\$159.99~~ NOW \$109.93



BONTRAGER RIDETIME
ELITE COMPUTER

~~\$74.99~~ NOW \$54.97



TREK COMMUTER COMP R
FRONT BIKE LIGHT

~~\$69.99~~ NOW \$49.97



TREK COMMUTER
COMP R FLARE R CITY
BIKE LIGHT SET

~~\$109.99~~ NOW \$84.97

*TrekFest pricing and discount available online at trekbikes.com and at participating retailers only, April 3 – 13, 2025.

**Pricing shown is available on select model years and colorways. See trekbikes.com for details.

The “NOW” and “LOWER” pricing within this catalog is presented with a Comparable Value. Free Shipping available through trekbikes.com only and excludes Fetch+ 4, Alaska, Hawaii, and Premium Home Delivery. Click and Collect available at participating retailers only. No rainchecks.

ELECTRIC CITY BIKES

BEST-EVER PRICES ON ELECTRIC BIKES

From daily commutes to sunset cruises, Electra bikes bring comfort, style, and joy to your everyday rides.



\$500 LOWER

ELECTRIC
ELECTRA TOWNIE GO! 7D E-BIKE
~~\$1,699.99~~ **NOW \$1,199.97**
Available in other colors

As low as \$33.34/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*

TOP ASSIST | CLASS 20 MPH | 1 BATTERY 250WH MOTOR HYENA HUB DRIVE RANGE UP TO 40 MILES TORQUE 40NM

Electra
EXTRA \$100 OFF

ELECTRIC
ELECTRA CRUISER GO! E-BIKE*
~~\$1,199.99~~ **NOW \$999.97 + EXTRA \$100 OFF**
Available in other colors
As low as \$25.00/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



TOP ASSIST | CLASS 20 MPH | 1 BATTERY 250WH MOTOR HYENA HUB DRIVE RANGE UP TO 40 MILES TORQUE 40NM

ELECTRIC
ELECTRA LOFT GO! E-BIKE
~~\$1,699.99~~ **NOW \$1,399.97**
Available in other colors
As low as \$38.89/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



TOP ASSIST | CLASS 20 MPH | 1 BATTERY 250WH MOTOR HYENA HUB DRIVE RANGE UP TO 40 MILES TORQUE 40NM

ELECTRIC.
LIGHTWEIGHT.
FUN.

FX+ and Dual Sport+ are fully equipped for everyday adventure or plain ol’ fun — and they’re our lightest e-bikes ever, which makes them easy to carry up stairs and lift onto a rack.



ELECTRIC
\$900 LOWER
FX+ 2 ELECTRIC BIKE
~~\$2,499.99~~ **NOW \$1,599.93**
As low as \$44.45/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



ELECTRIC
\$900 LOWER
DUAL SPORT+ 2 STAGGER ELECTRIC BIKE
~~\$2,399.99~~ **NOW \$1,499.93**
As low as \$41.67/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*

FX+ AND DUAL SPORT+

- TOP ASSIST | CLASS 20 MPH | 1
- BATTERY 250WH
- MOTOR HYENA HUB DRIVE
- RANGE UP TO 35 MILES
+35 miles with Hyena Range Extender
- TORQUE 40NM

GO FARTHER.
GET THERE FASTER.

These powerful city e-bikes are built for speed, distance, and daily rides — now at prices that make going electric an easy choice.

\$1,950 LOWER



ELECTRIC
ALLANT+ 8S ELECTRIC BIKE
~~\$4,449.99~~ **NOW \$2,499.93**
As low as \$69.45/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*

ALLANT+ 8S

- TOP ASSIST | CLASS 28 MPH | 3
- BATTERY 625WH
- MOTOR BOSCH
- RANGE UP TO 90 MILES
+70 miles with Bosch Range Boost
- TORQUE 85NM

ELECTRIC More great electric deals in-store and online at trekbikes.com



\$900 LOWER
FX+ 2 STAGGER ELECTRIC BIKE
~~\$2,499.99~~ **NOW \$1,599.93**
As low as \$44.44/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



\$700 LOWER
DUAL SPORT+ 2 LT ELECTRIC BIKE
~~\$2,399.99~~ **NOW \$1,699.97**
As low as \$47.22/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



\$350 LOWER
VERVE+ 4S LOWSTEP GEN 2 ELECTRIC BIKE
~~\$3,499.99~~ **NOW \$3,149.93**
As low as \$87.50/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



\$300 LOWER
VERVE+ 1 LOWSTEP LT ELECTRIC BIKE
~~\$2,299.99~~ **NOW \$1,999.97**
As low as \$55.56/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*

*See inside back cover or trekbikes.com/financing for details.

SAVE ON HARDTAIL MOUNTAIN BIKES

BUILT FOR THE TRAIL. READY FOR ANYTHING.

Perfect for hitting the trail, or wherever your day takes you — now with new lower pricing that makes it easy to get rolling. Adventure starts here, no matter where “here” is.

ROSCOE 7

~~\$1,899.99~~ **NOW \$1,099.93**
Matte Trek Black, Miami Green/Trek Black, or Teal/Trek Black

As low as \$30.56/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*

\$800 LOWER



\$280 LOWER MARLIN 5 GEN 2

~~\$739.99~~ **NOW \$449.93**

As low as \$18.75/month at 0% APR for 6 months then 29.99% APR for the remaining 18 months*



\$350 LOWER ROSCOE 7

~~\$1,649.99~~ **NOW \$1,299.97**

Dark Aquatic, Satin Black Olive, or Pennyflake

As low as \$36.12/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



\$900 LOWER ROSCOE 8

~~\$2,399.99~~ **NOW \$1,499.93**

As low as \$41.67/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



**MORE LOW PRICES ON
HARDTAIL MOUNTAIN BIKES**
in-store and online at trekbikes.com!

**MORE GREAT DEALS
ON GEAR AND APPAREL**
in-store and online at
trekbikes.com!



BONTRAGER EVOKE MOUNTAIN SHOE

~~\$124.99~~ **NOW \$59.97**



BONTRAGER RALLY MOUNTAIN SHOE**

~~\$159.99~~ **NOW \$124.97**



BONTRAGER EVOKE MOUNTAIN BIKE GLOVE

~~\$39.99~~ **NOW \$12.93**



BONTRAGER BLAZE WAVECEL HELMET

~~\$299.99~~ **NOW \$199.97**

**Pricing shown is available on select model years and colorways. See trekbikes.com for details.

*See inside back cover or trekbikes.com/financing for details.

SHOP MORE DEALS
in-store and online at
trekbikes.com!

**\$700
LOWER**



FUEL EX 5 GEN 5

~~\$2,699.99~~ **NOW \$1,999.93**

As low as \$55.56/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

**\$700
LOWER**



FUEL EX 7 GEN 6**

~~\$3,699.99~~ **NOW \$2,999.93**

As low as \$83.33/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

**\$1,100
LOWER**



FUEL EX 8 GEN 6**

~~\$4,299.99~~ **NOW \$3,199.93**

As low as \$88.89/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

FULL SUSPENSION MOUNTAIN BIKES

MORE SEND, LESS SPEND

Trail season's calling, and these MTB deals make it easy
to answer. Get ready for big sends, fast descents, and long
days with your crew.



\$3,700 LOWER FUEL EX 9.8 GX AXS GEN 6

~~\$7,699.99~~ **NOW \$3,999.93**

As low as \$111.11/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*



\$4,000 LOWER SLASH 9.8 GX AXS GEN 5

~~\$7,999.99~~ **NOW \$3,999.93**

As low as \$83.33/month at 0% APR for 12 months then 29.99% APR for the remaining 24 months*

SHIMANO

40 YEARS OF TRAIL-PROVEN DURABILITY

SHIMANO
DEORE XT

The original name in trail-specific components still sets the bar for what mountain bikers expect from their gear. Built for reliability on even the roughest trails, with smooth, quiet shifts and performance that hits way above its price, XT is the high-value choice for when the ride gets real.

- XT is Shimano's go-to parts group for reliability, no matter the conditions
- Tough enough to take a beating and keep going, season after season
- Engineered for smooth, fast shifts when it matters most
- Modern tech with legendary roots, backed by 40 years of trail expertise

UP TO \$3,800 LOWER

SLASH 9.8 XT GEN 5**

~~\$6,799.99~~ ~~\$7,299.99~~ **NOW \$3,499.93**

As low as \$97.22/month at 0% APR for 12 months then
29.99% APR for the remaining 24 months*



**Pricing shown is available on select model years and colorways.
See trekbikes.com for details.

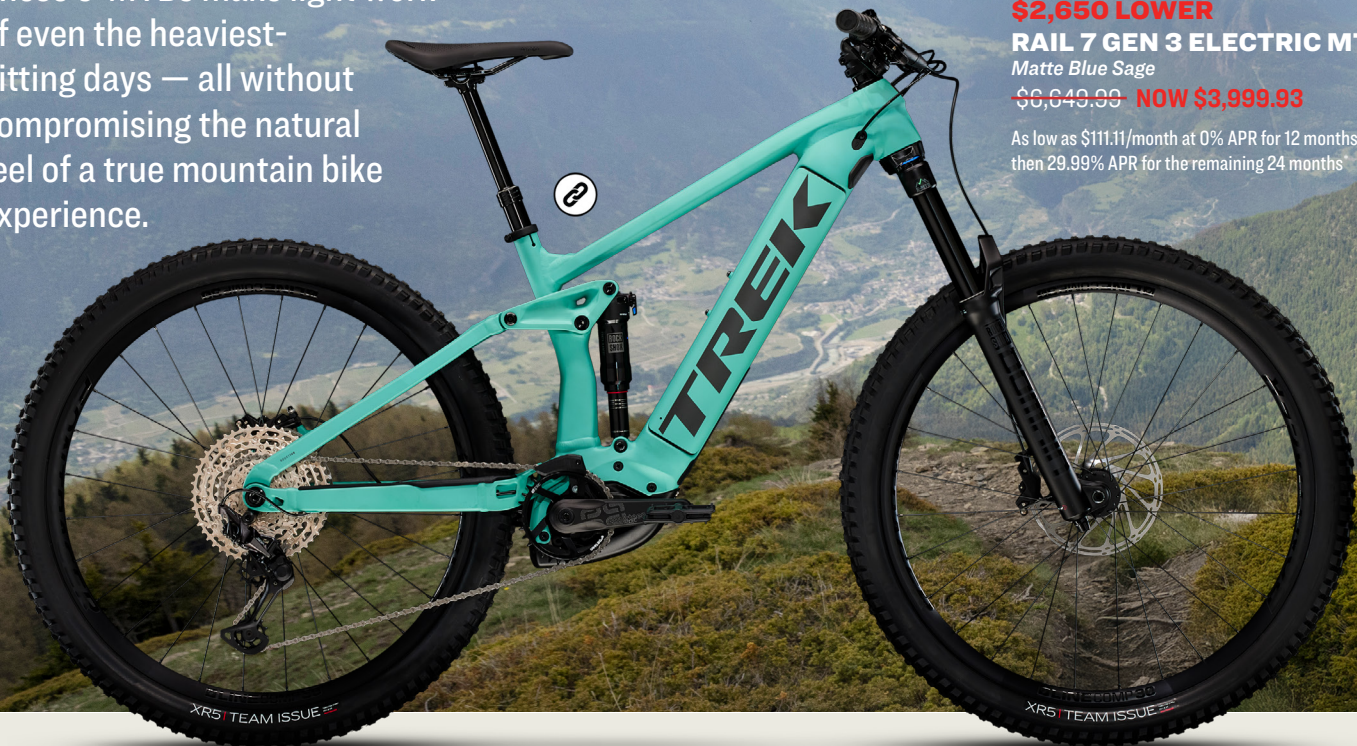
*See inside back cover or trekbikes.com/financing for details.

ELECTRIC MOUNTAIN BIKES

LONGER LAPS, LOWER PRICES

Boost your power, not your bills!
These e-MTBs make light work
of even the heaviest-
hitting days — all without
compromising the natural
feel of a true mountain bike
experience.

“The most significant bike
launched this decade”
– *Singletrack World Magazine*



ELECTRIC
\$2,650 LOWER
RAIL 7 GEN 3 ELECTRIC MTB**
Matte Blue Sage
~~\$6,649.99~~ **NOW \$3,999.93**
As low as \$111.11/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*



ELECTRIC
\$2,800 LOWER
FUEL EXE 9.8**
~~\$8,699.99~~ **NOW \$5,899.93**
As low as \$163.89/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

RAIL 7 GEN 3

TOP ASSIST | CLASS 20 MPH | 1 BATTERY 625WH SUSPENSION 160 MM REAR 150 MM FRONT MOTOR BOSCH RANGE UP TO 5 HOURS TORQUE 85NM

FUEL EXE 9.8

TOP ASSIST | CLASS UP TO 20 MPH | 1 BATTERY 360WH SUSPENSION 150 MM REAR 140 MM FRONT MOTOR TQ-HPR50 RANGE UP TO 35 MILES 2 – 5 HOURS TORQUE 50NM

UP TO \$2,700 LOWER
RAIL 9.8 XT GEN 4
~~\$8,999.99~~ ~~\$9,199.99~~
NOW \$6,499.93
As low as \$180.56/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

\$1,650 LOWER
RAIL 7 GEN 3**
Dark Prismatic
~~\$6,649.99~~ **NOW \$4,999.93**
As low as \$138.89/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

UP TO \$4,200 LOWER
RAIL 9.8 GX AXS GEN 4
~~\$10,299.99~~ ~~\$10,499.99~~
NOW \$6,299.93
As low as \$175.00/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

UP TO \$3,200 LOWER
**RAIL 9.8 GX AXS
T-TYPE GEN 4**
~~\$10,299.99~~ ~~\$10,499.99~~
NOW \$7,299.93
As low as \$202.78/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

\$1,500 LOWER
FUEL EXE 5**
~~\$5,499.99~~ **NOW \$3,999.93**
Matte Dnister Black
As low as \$111.11/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

\$2,600 LOWER
FUEL EXE 9.5
~~\$6,499.99~~ **NOW \$3,799.93**
As low as \$105.56/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

UP TO \$3,200 LOWER
FUEL EXE 9.7**
~~\$7,599.99~~ ~~\$8,099.99~~
NOW \$4,899.93
As low as \$136.11/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

UP TO \$3,000 LOWER
**FUEL EXE 9.8 GX AXS
T-TYPE****
~~\$9,999.99~~ **NOW \$6,999.93**
As low as \$194.44/month at 0% APR for 12 months
then 29.99% APR for the remaining 24 months*

10 **Pricing shown is available on select model years and colorways. See trekbikes.com for details.

*See inside back cover or trekbikes.com/financing for details. 11

SAVE ON ESSENTIAL GEAR

GEAR UP. SPEND LESS.

Great rides start with the right gear, and now's the perfect time to get dialed. From apparel to essentials, these deals make it easy to stock up for the season. Find a whole lot more low-priced gear and apparel in-store and on trekbikes.com!



BONTRAGER CADENCE INDOOR CYCLING SHOE
~~\$139.99~~ **NOW \$59.93**



BONTRAGER SOLSTICE BIKE HELMET
~~\$49.99~~ **NOW \$25.93**



BONTRAGER JET WAVECEL CHILD/YOUTH HELMET
~~\$89.99~~ **NOW \$39.93**



BONTRAGER SOLSTICE ROAD SHOE
~~\$84.99~~ **NOW \$44.93**



BONTRAGER RHYTHM MOUNTAIN BIKE GLOVE
~~\$41.99~~ **NOW \$14.93**



BONTRAGER FORAY MOUNTAIN SHOE**
~~\$164.99~~ **NOW \$79.97**



BONTRAGER QUANTUM MOUNTAIN SHOE
~~\$94.99~~ **NOW \$39.97**



TREK COMMUTER PRO RT FRONT BIKE LIGHT
~~\$159.99~~ **NOW \$129.97**

HUNDREDS MORE
GREAT DEALS
ON GEAR
AND APPAREL
IN-STORE AND
ON [TREKBIKES.COM](https://trekbikes.com)!

RIDE NOW. PAY LATER.

Flexible financing options starting at **0% APR***

With Trek Financing powered by Citizens Pay®, you can get your dream bike today and pay over time. Enjoy easy, stress-free payments starting at 0% APR for the first 6-12 months with no extra fees for paying early and no hidden or deferred interest charges.*

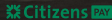
Program terms range from 24-36 months based on purchase price.

- \$0 down, no upfront costs
 - Instant credit decision
 - Low monthly payments
- No prepayment penalties
 - No deferred interest
 - No upfront costs

Term length *Subject to individual credit approval*

	3-Month (subsequent purchases)	36-Month	24-Month (0% for 6 months)	36-Month (0% for 12 months)
Promotional APR	0%	9.99% Flat	0%	0%
Post-promotional APR	—	—	29.99%	29.99%
Minimum purchase price	\$99	\$499	\$199	\$499

TREK FINANCING

powered by 

*Promotional APR: Offer available on qualifying purchases of select products charged to a Citizens Pay Line of Credit account. 0% APR - 9.99% APR from the date an eligible purchase is posted to your account until paid in full, based on term length. Minimum purchase for first transaction: **\$199 - \$499**. Equipment purchase must be included in first transaction. Minimum subsequent purchase: \$99. Monthly payment and total finance charges are estimates, do not include taxes, and may vary from the actual minimum payment due and interest charges that will be shown on your Citizens Pay Line of Credit statement. Limited time offer. Standard Purchase APR is 29.99% for non-promotional purchases. Subject to credit approval. Other transactions affect overall minimum payment amount. Regular account terms apply to non-promo purchases. Account must be in good standing. Visit <https://trek.bike/financing> for important information about Rates and Fees and the Citizens Pay Line of Credit Agreement. Citizens Pay Line of Credit Account offered by Citizens Bank, N.A.



Trek Bicycle Co.
801 West Madison Street
Waterloo, Wisconsin 53594 USA

PRSR STD
U.S. Postage
Paid
Trek Bicycle



TREKFEST 2025

APRIL 3 – 13

**GREAT DEALS ON BIKES AND GEAR,
PLUS AN EXTRA \$100 OFF BIKES \$500 – \$1,000!***



VERVE 3 DISC LOWSTEP GEN 4
\$549.93 + EXTRA \$100 OFF



FX 2 DISC GEN 3
NOW \$529.93 + EXTRA \$100 OFF



ROSCOE 7
Select colors
NOW \$1,099.93



FUEL EX 5 GEN 5
NOW \$1,999.93



FX+ 2 E-BIKE
NOW \$1,599.93



**ELECTRA TOWNIE GO!
7D E-BIKE**
NOW \$1,199.97

The prices in this catalog are intended as a guide, and subject to change without notice. All photos, illustrations, colors, average weights, and specifications contained in this catalog are based on the latest production information at the time of publication. Trek reserves the right to make changes at any time, without notice, in colors, weights, materials, equipment, specifications, and models. Any variations in colors shown may be due to the reproductive variations of the printing process. Photos may include equipment not available in all markets. Some models may be shown with optional equipment. All product is subject to availability. E-bike and light power, ratings, and ranges are conditioned maximums and will decrease over the lifetime of the product. Due to supply chain issues, compatible parts may be substituted at any time without notice. We reserve the right to correct printing and layout errors. Trek's independent retailers control their own pricing and are not required to participate in TrekFest.

Our "Comparable Value" (Comp. Value) prices are based on the prices charged by Trek or other retailers, in-store or online, for the same or similar items. In most cases, this is a price at which Trek has offered the item for sale, and also the MSRP we provide to third-party resellers based on the prices of competing items in the market.

*TrekFest Extra discount is off of "NOW pricing" and applies to select TrekFest product online at trekbikes.com and at participating retailers only, April 3 – April 13, 2025. While supplies last. In-store product selection will vary by location.

Free Shipping is available through trekbikes.com only and excludes Fetch+ 4, Alaska, Hawaii, and Premium Home Delivery.

Click and Collect available at participating retailers only. No rainchecks.