
vol 17
way to roll™
Electra
BICYCLE CO.

# about Electra

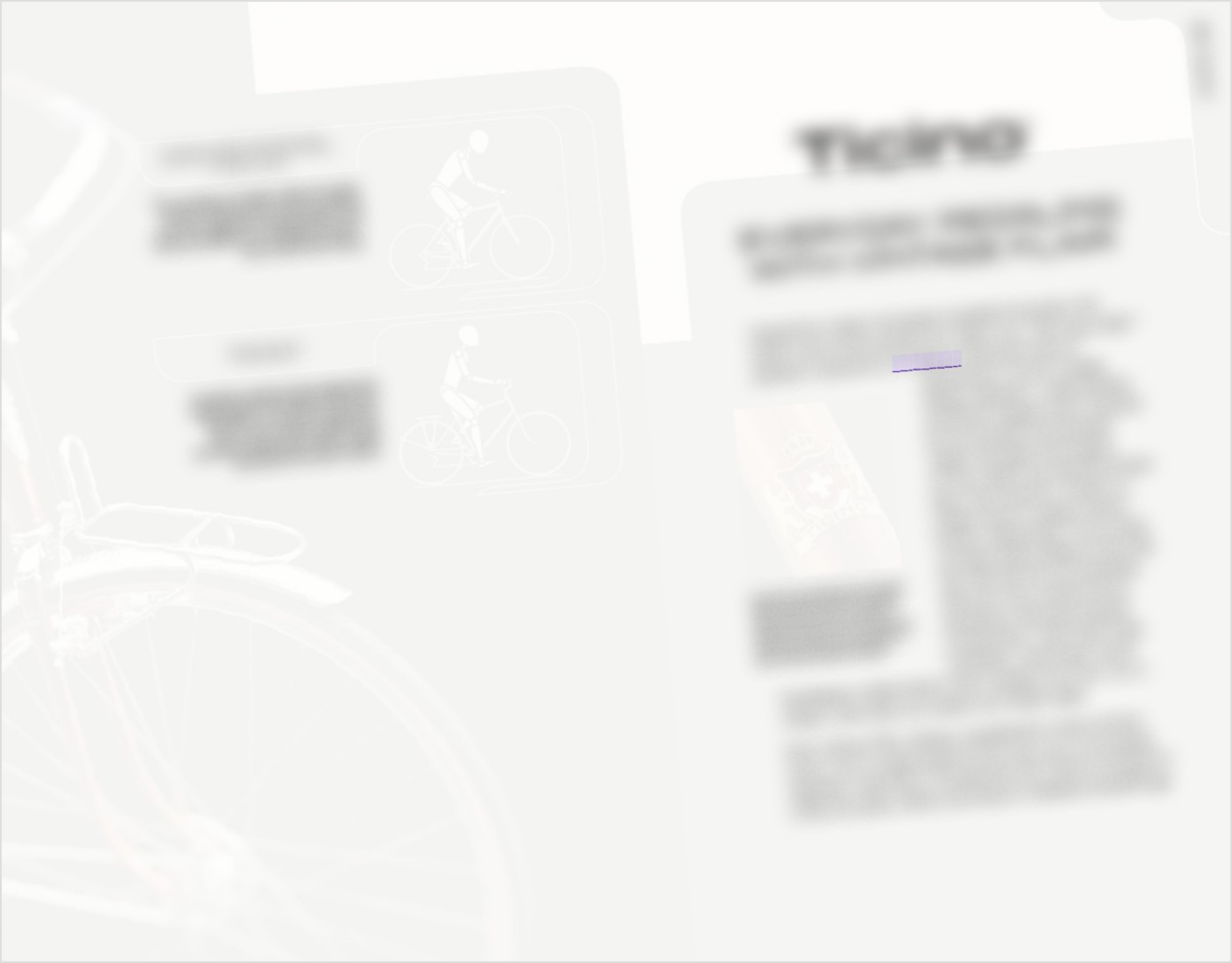
Let's talk about rules. Let's talk about how to bend and break their formulaic ways and discover a far more interesting world without them. Let's eat pudding for dinner and find a smarter way to get there. Let's ride a bike. A beautiful bike that'll have you from here to there. Let's ride a bike. A beautiful bike that'll have you humming the '60s power ballad stuck in your head. A bike that'll get you off the beaten path of convention and take you down interesting streets only a real bike can. A bike designed—from bolts to bars—for those who love to ride. A bike called Electra.

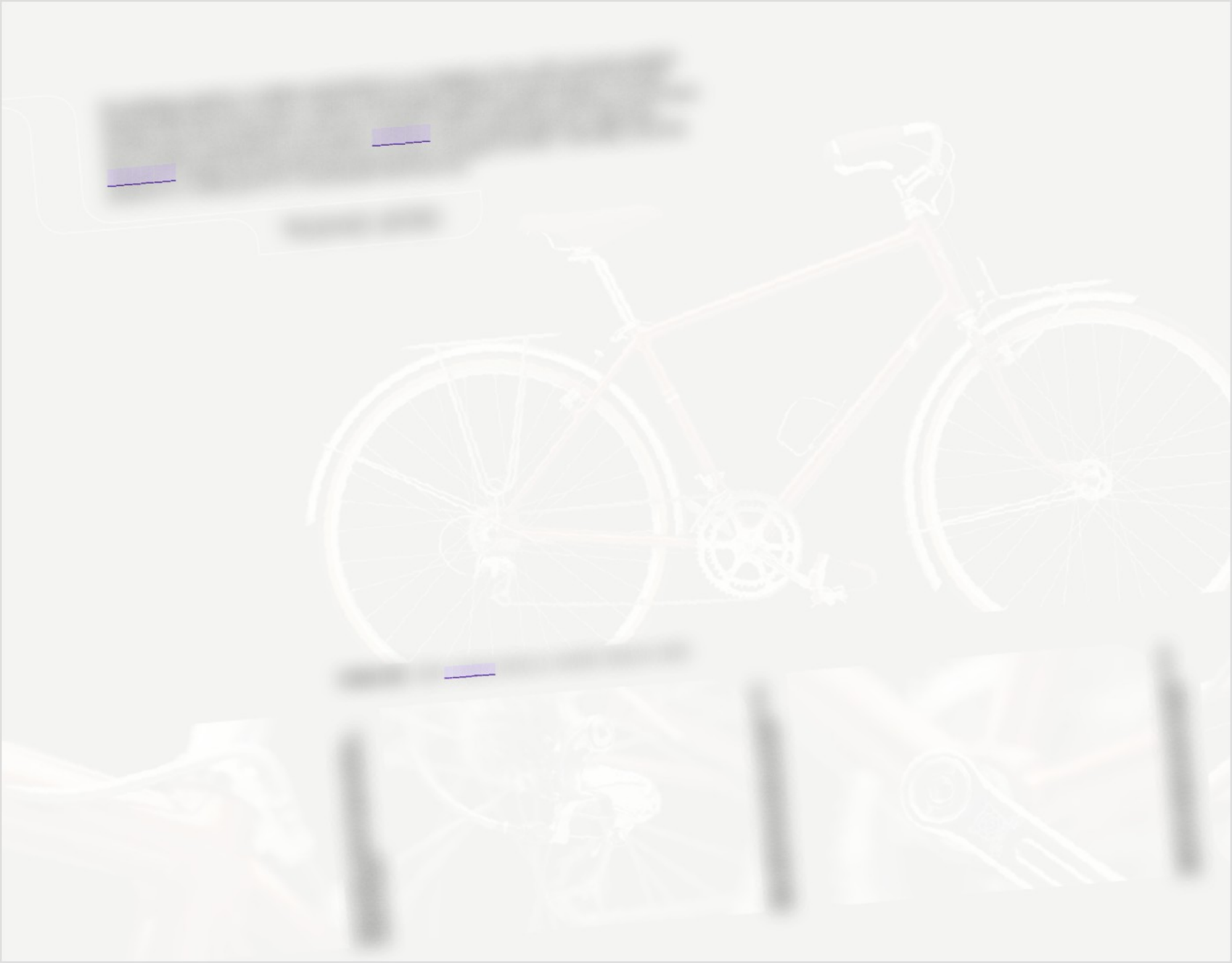
Let's start by forgetting the rigid rules of bike conduct, that stuffy lingo and whatnot. Electra knows that language well, but doesn't want to bore you with it. In fact, after seventeen years of building bikes, we know how to keep riders happy. It starts with designing insanely comfortable bikes, engineered with as much performance. This year, our family of bikes—Cruiser, Townie, Amsterdam, and Kids' bikes—has expanded to include the chic Tiglio. Electra bikes' strong paint jobs and gawkworthy curves are paid off with equally impressive engineering. In the driver's seat, the ride is smooth and responsive, a testament to our constant innovation. You look good, you ride good, and who knows—you're also doing good.

Same goes for the people on these pages and the Electra bikes they ride. All are symbolic of a larger message, one that resonates in today's over-tasked, soul-finding, green-seeking, purpose-hungry world. Ride a bike and build a stronger you, a healthier world, a cleaner space for everyone. At Electra we're all about maintaining that momentum. Let's break the status quo, keep building better bikes and demanding more bike paths. Let's create the next best ride. Let's start new journeys, every single day.

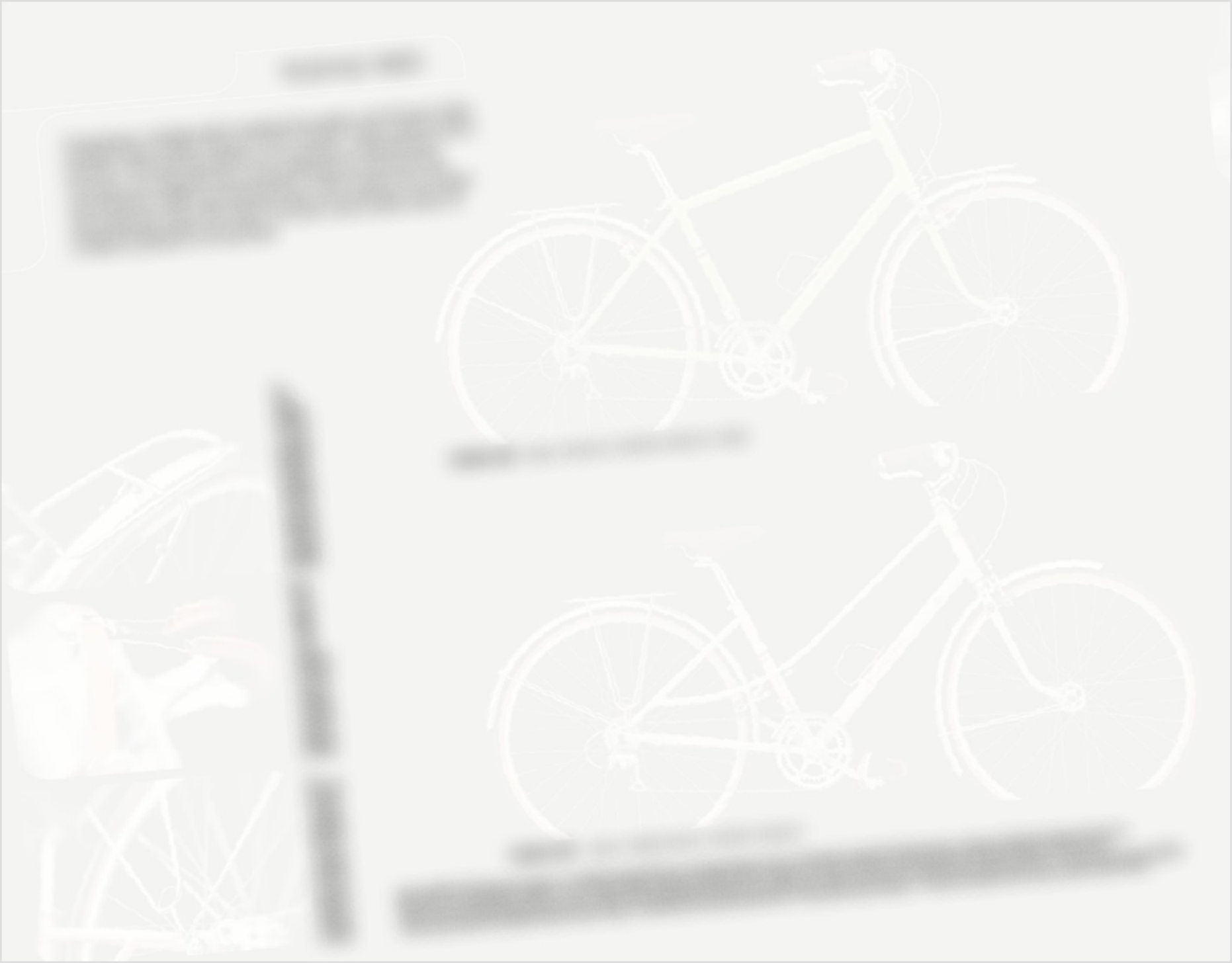
The Electra Way to Roll.

Electra







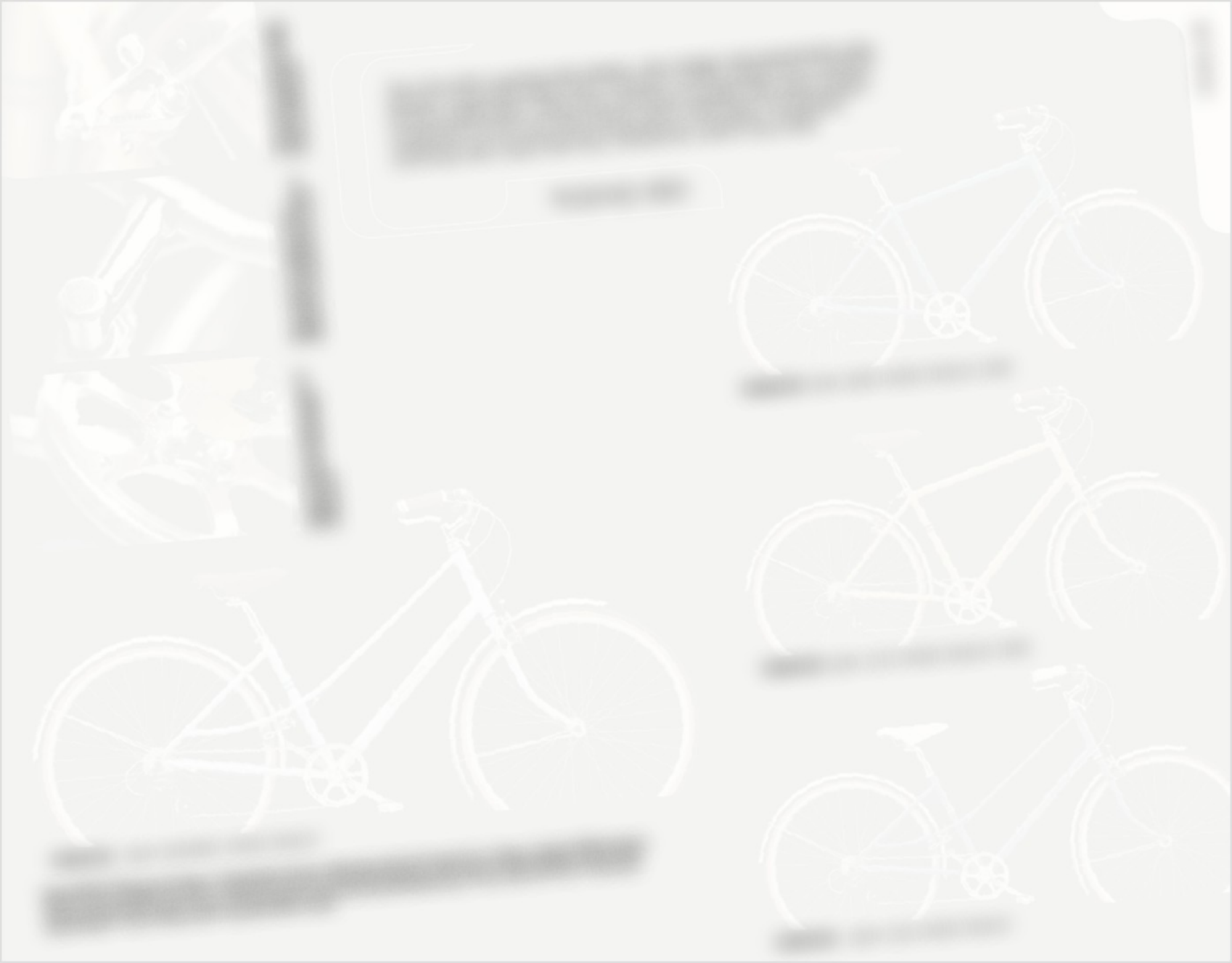


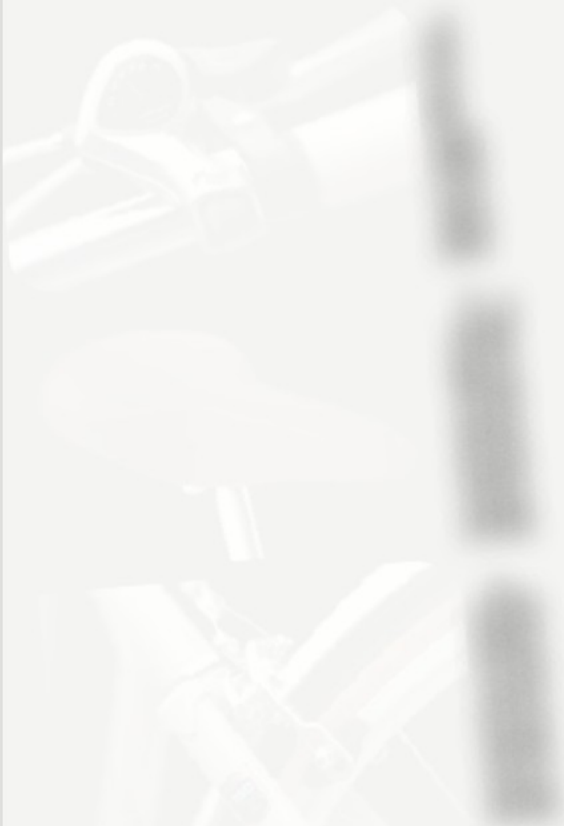


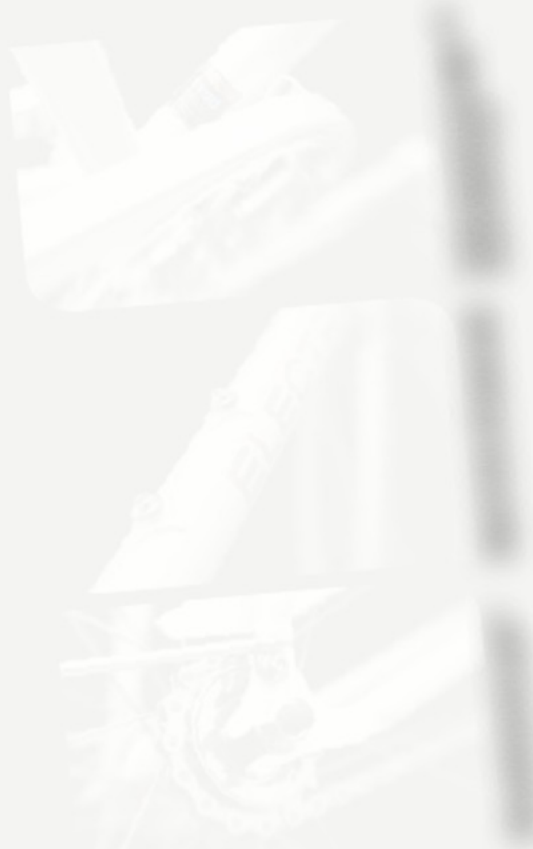














CREATE

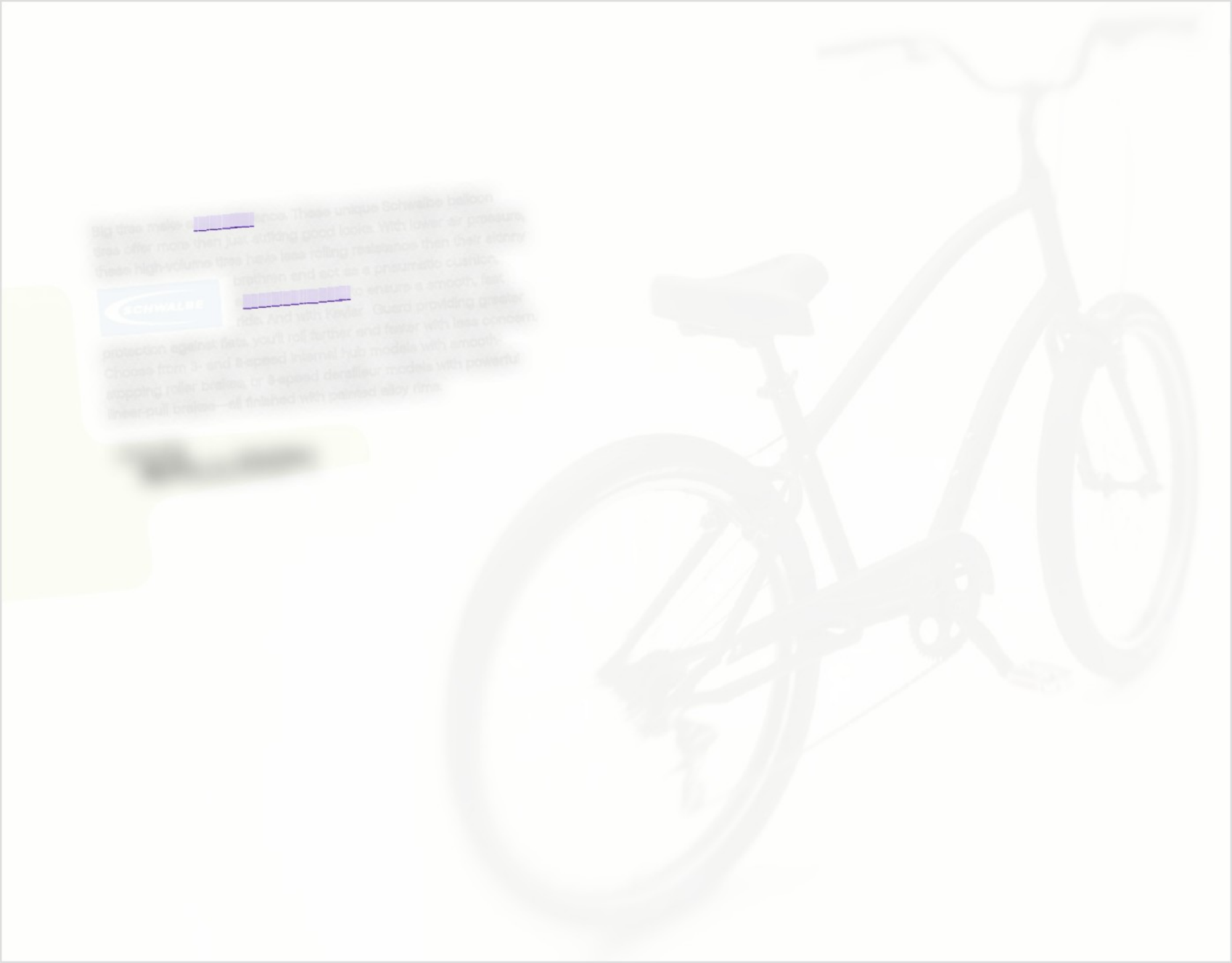




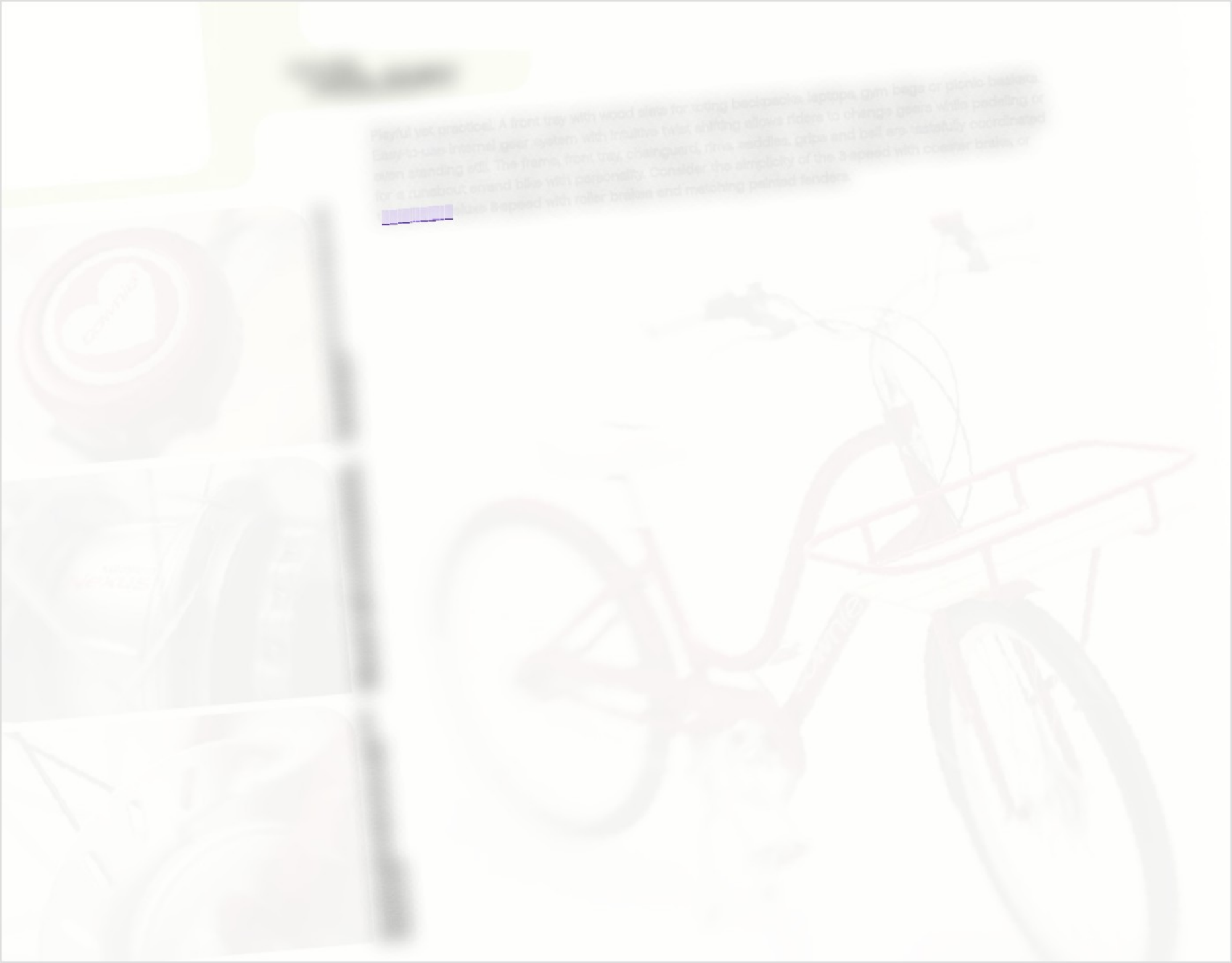


















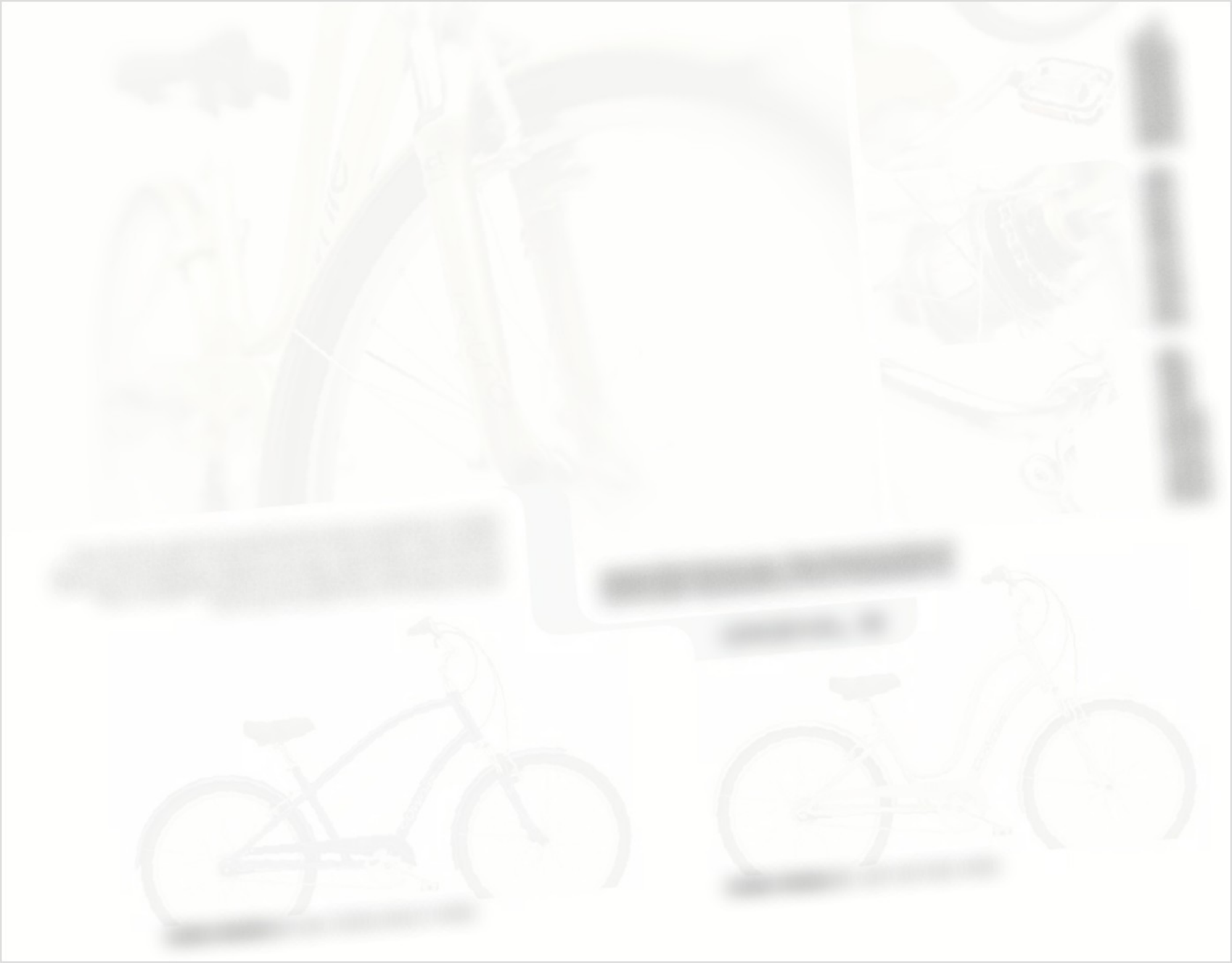




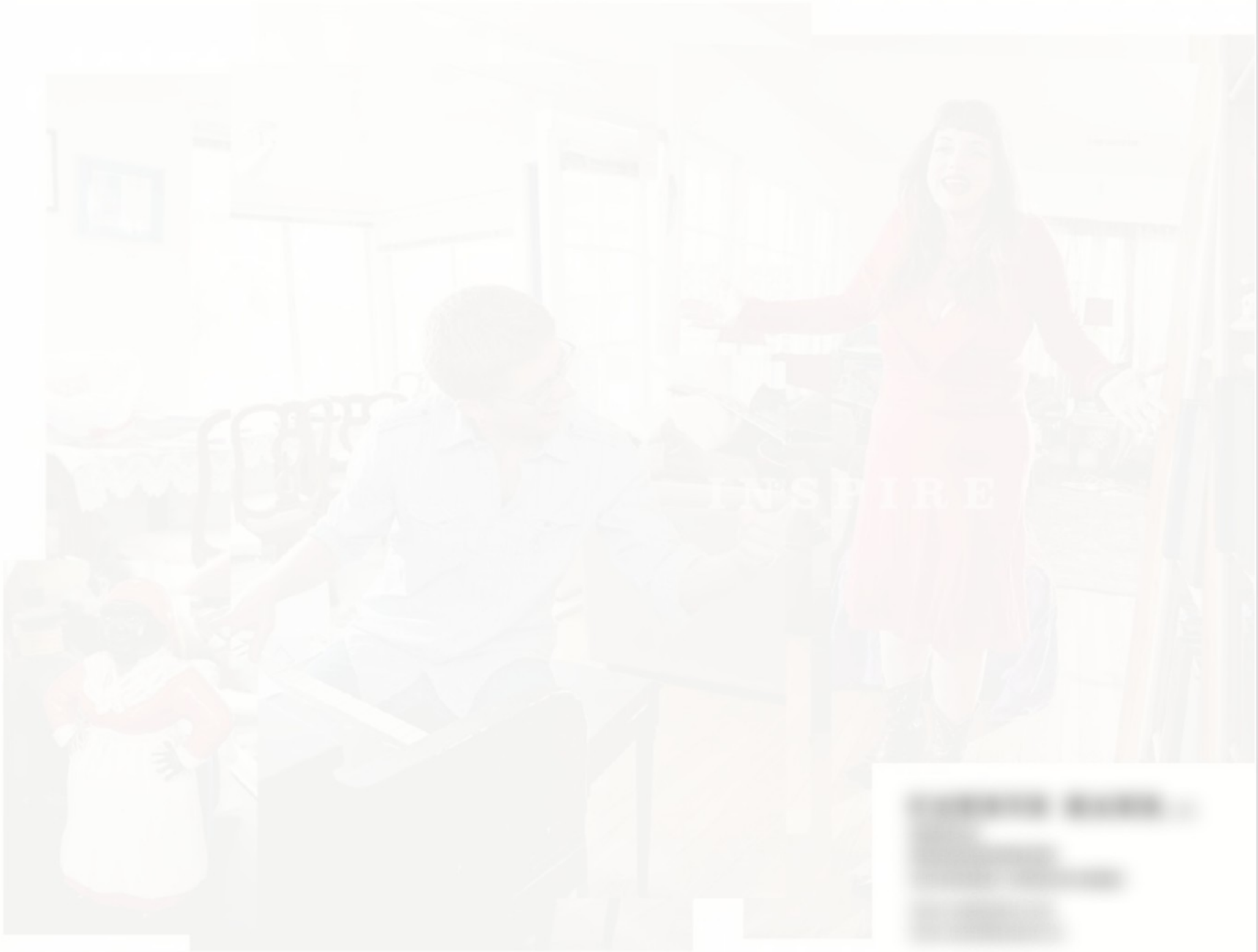








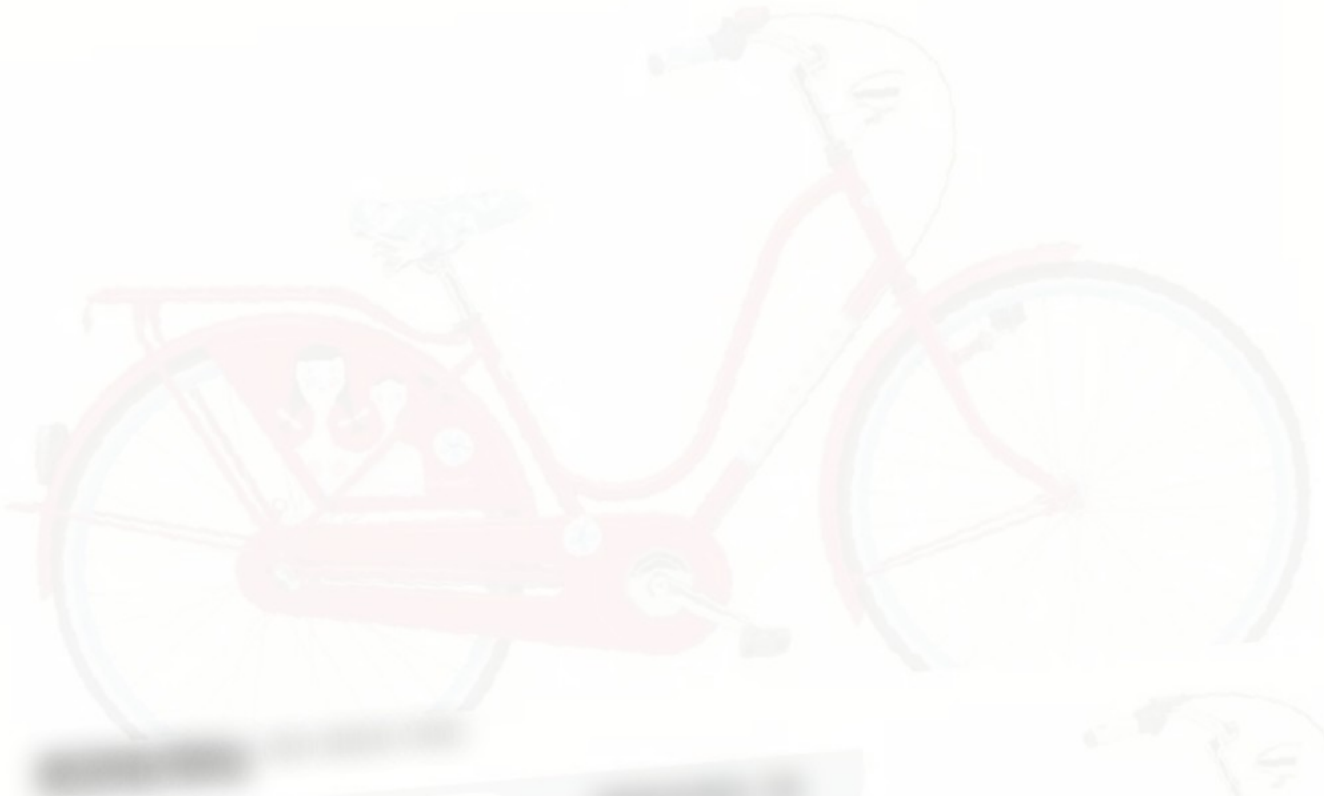








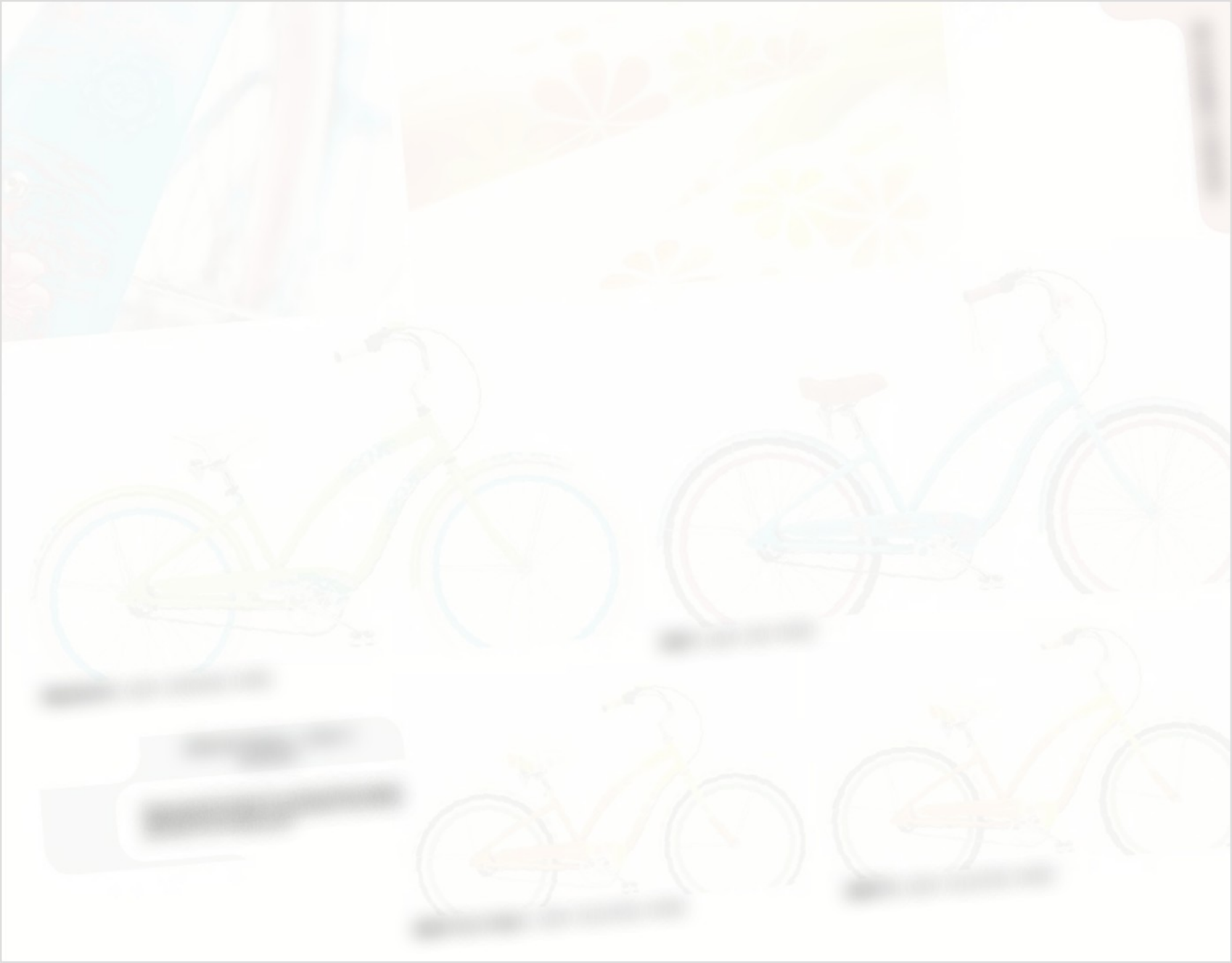




CONNECT

# Cruiser









DESIGN

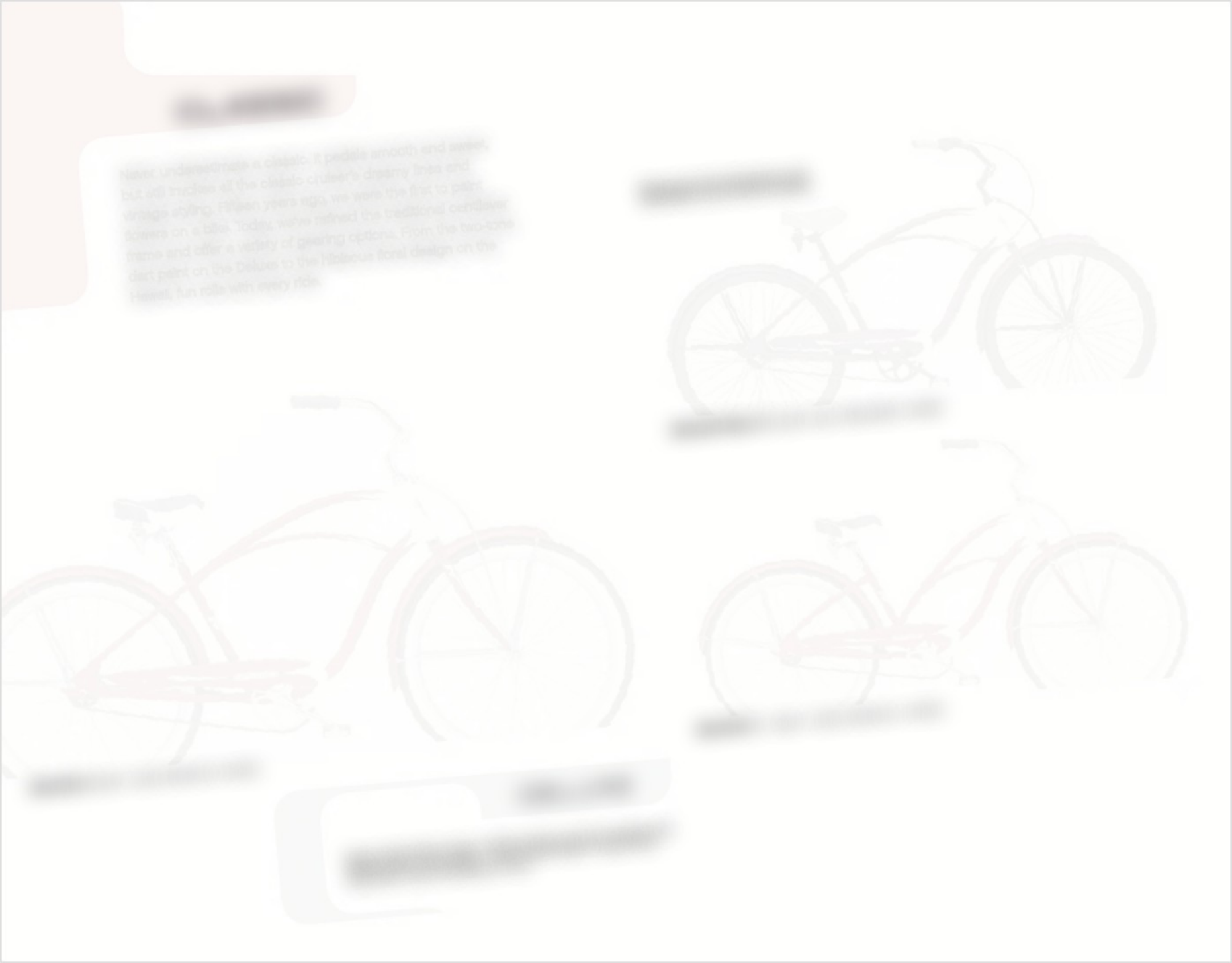








DISCOVER















# parts and accessories

Our passion for bicycles doesn't stop at the bicycle. Our parts and accessories undergo equal design scrutiny and near obsessive attention to detail. Which means we're producing some of the most unique and extraordinary bicycle parts and accessories available. True, our bikes are nicely outfitted to begin with, but why not showcase your personal style at every turn? Why not an extra bell or whatever, an upgraded component, more gearing options, a jersey to advertise your allegiance to cutting-edge style? From functional to frivolous, casual to custom, each Electra accessory has been designed to complement and seamlessly integrate into Cruisers, Amsterdams, Townies and our new Trikes. Electra proudly partners with some of the world's best manufacturers and combines exclusive, proprietary designs with only the highest quality materials and workmanship. The result? See for yourself at an authorized Electra retailer or explore your options on electrabike.com.











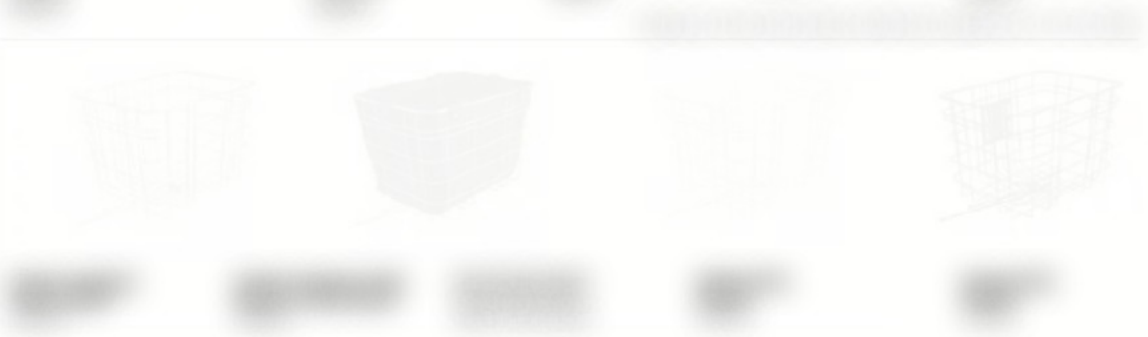










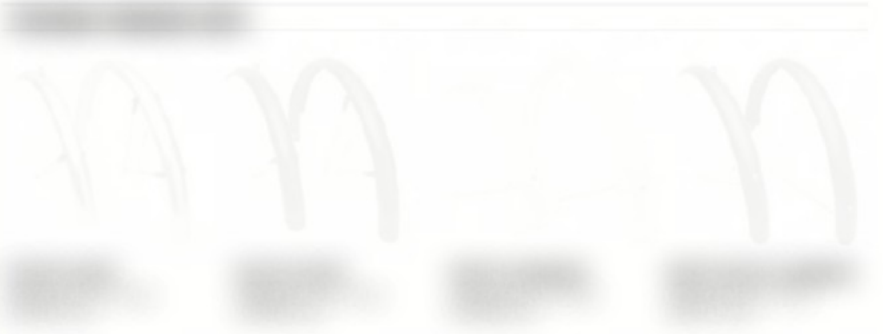












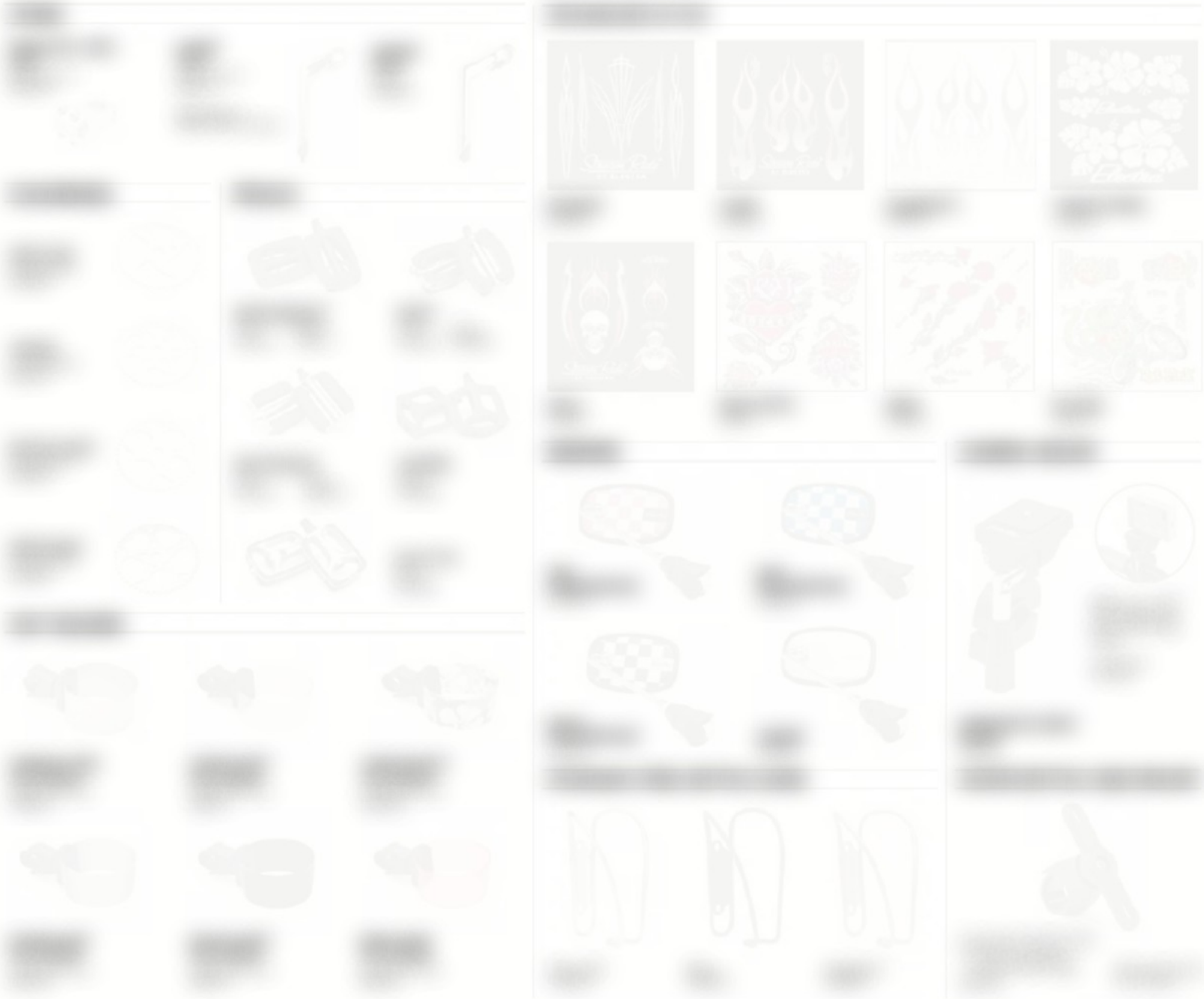




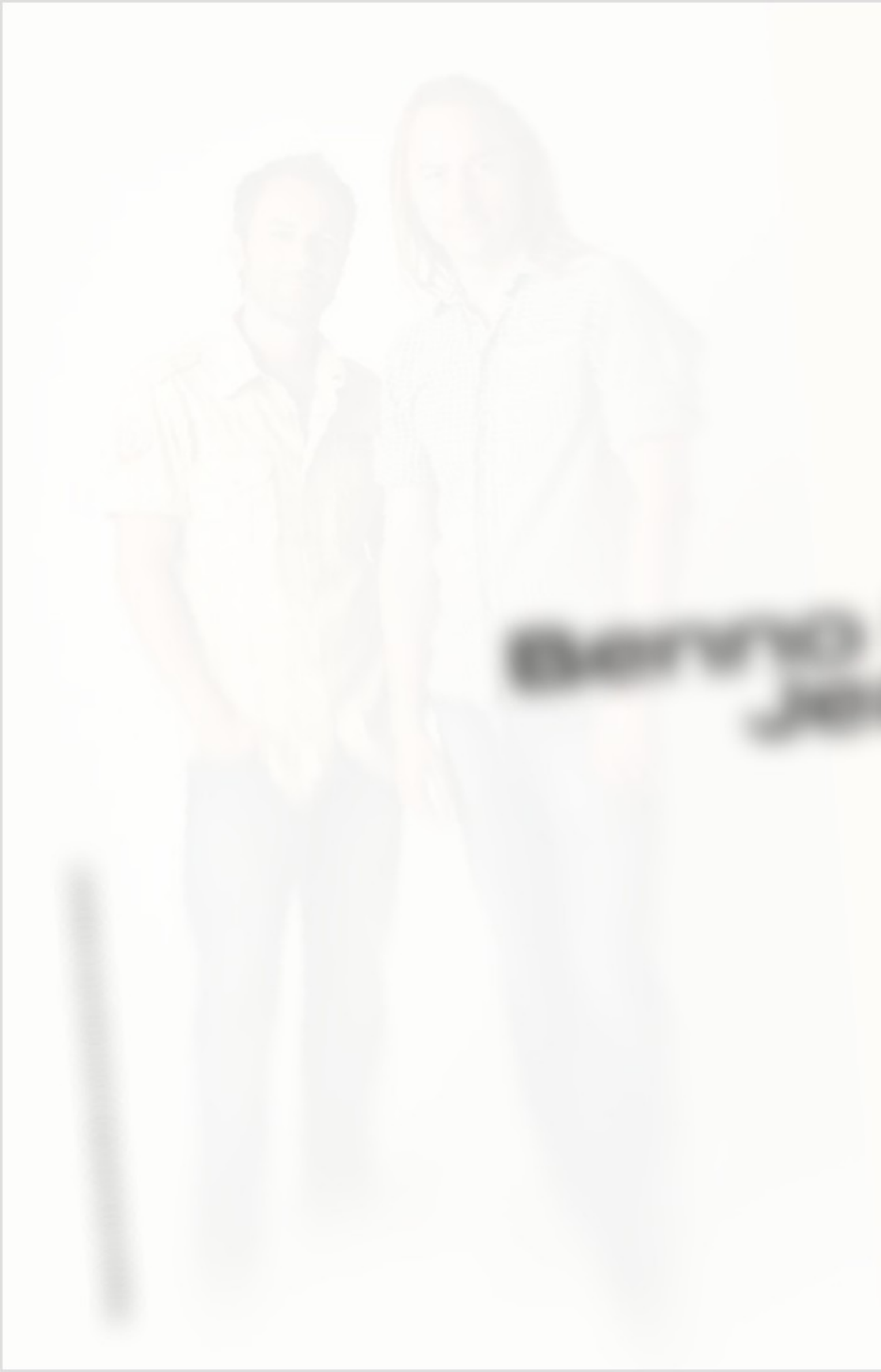












servo & jaero

