SELECTED MODELS WILL NOT BE AVAILABLE UNTIL SPRING 2008. PLEASE CHECK WITH YOUR LOCAL DEALER FOR SPECIFIC MODEL AVAILABILITY OR TO PRE-ORDER.

For our complete list of dealers and international distributors please visit electrabike.com

AUSTRALIA
Southcott Cycle Division
+61-(0)3-9580-7388
www.southcottcycles.com.au

CANADA
Revolution Sport Supply, Inc.
403-569-2686
www.revolutionss.com

EUROPE
Blomson International B.V.
+31-(0)251-267-287
www.blomson.com

JAPAN
Corazon Co.
+81-(0)76-286-0015
www.corazon.ne.jp

USA HEADQUARTERS
Electra Bicycle Company®, LLC.
3270 Corporate View, Suite A
Vista, CA 92081

Tel 760-607-2453
Order line 800-261-1644
Fax 760-598-7350
www.electrabike.com

electrabike.com

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way to roll™

electra

The moment you hop on your bike, you roll a little closer to what's going on around you. Your senses spring to life as you become an active element of your everyday. You feel the wind, the weather, the world. You hear the curious cackling of birds or low hum of urban static. You smell fresh-cut grass, sweating streets, salty sea breezes. It all plays out before your eyes—the collective face of people passing by, skyscrapers jutting towards the clouds, pathways to possibilities you have yet to imagine—and it motivates you to do something more, something meaningful and fun.

With social and environmental issues escalating out of control, now more than ever before the world begs for our help. And, thankfully, some of us are listening. From ordinary people doing small things but making a big difference, to those who have decided to buck the allure of a conventional job altogether in favor of hands-on humanitarian fun, people all over have taken matters into their own hands to make their everyday a better place to be. So to all those like-minded freedom fighters, philanthropists and everyday activists, we'd like to say…

way to roll™

townie | COLLECTION 6-33
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Cruiser | COLLECTION 34-67
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PARTS & ACCESSORIES | COLLECTION 88-97
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96 AMSTERDAM
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Think of our bikes as vehicles for discovery. If you let them, they will transport you to places beyond your average spin down the road. Even if your mission is nothing more than riding to a friend's house or stopping by the corner café to grab a latte, Electra bicycles fill the experience with memorable moments that really define you—because we design our bikes as extensions of your imagination, style and sense of adventure. With excellence, expression, innovation and progression as our driving forces, Electra bikes speak to your individuality and quest for quality, while their smooth, efficient ride allows you to kick back, relax and enjoy the free flow of a lazy afternoon along the bike path, a free-parking evening peddling around downtown or an energizing commute to the office. Whether you ride for fitness, fun, convenience, conservation or recreation, the Electra experience is offered in an assortment of flavors to suit your style. Try a Townie, Cruiser, or Amsterdam on for size, and experience the Electra Way to Roll.

townie | COLLECTION

Townie® is a technological milestone that challenges the hierarchy of traditional bike design. Driven by a dissatisfaction with the status quo and a passion for design innovation, Electra ignored all the rules of contemporary bike frame geometry, looked into the future and envisioned the Townie. The ultimate phase in the evolution of the modern bicycle was created by rotating the traditional road bike power-riding position backwards 23 degrees into an upright and forward pedaling position that delivers efficiency, torque, comfort, and a panoramic view of the road. Townie's ingenious Flat Foot Technology® allows you to drop your feet flat on the ground whenever you want without leaving the saddle, so convenience, control, and stability roll right along with you. Add that to its sublime sense of styling, luxury detailing and endless list of ultra-quality components, and you get a brilliant blend of brains and beauty that is equally at home on the sophisticated city streets of San Francisco, water crossways of Bilbao or über modern meridians of Dubai.

For everyday trips to anywhere near and far.

original

ROLLING SEPARATE IN FORM
FUNCTION AND STYLE

kevin staniec | 28

Loves Kerouac, filmmaking, and photography. Editor of ISM—community magazine profiling artists dedicated to their craft and affecting positive change within their communities.

Art and the craft of positive change.

townie | ORIGINAL

Loves San Francisco, cycling on city streets and a casual spin around town. The art of Townie's unique frame design affects positive change in the riding experience, offering efficiency, comfort, and plenty of pedal power.

Originality and the art of bicycle design.

townie 21 ORIGINAL
MEN'S / SILVER MIRROR / 21-SPEED

townie 21 ORIGINAL
MEN'S / BLUE METALLIC / 21-SPEED

townie 21 ORIGINAL
MEN'S / BLACK SATIN / 21-SPEED

TOWNIE 21 ORIGINAL

Shimano Tourney 21-speed with EZ Fire Plus (men's) or Revo twist-shifter (ladies'), lightweight aluminum frame, Suntour XCT alloy suspension fork, FSA alloy crank, sealed cartridge bottom bracket, linear-pull brakes, Q/R in front and rear, ergonomic Townie saddle with soft Lycra® insert, double wall alloy rims, 26"x2.0" semi-slick street tires, selected stainless steel and anti-rust hardware

Shimano Tourney 21-speed

Suntour XCT suspension front fork (26" only)

Shimano Revo twist-shifter (ladies')

New Townie semi-slick 26"x2.0" street tire

Shimano EZ Fire Plus shifter and integrated brake lever (men's)

townie 21 ORIGINAL
LADIES' / BABY BLUE PEARL / 21-SPEED

townie 21 ORIGINAL
LADIES' / WHITE / 21-SPEED

townie 21 ORIGINAL
LADIES' / COPPER METALLIC / 21-SPEED

townie 21 (24" WHEELS) ORIGINAL
LADIES' / BABY BLUE PEARL / 21-SPEED

townie 8 ORIGINAL
MEN'S / CHARCOAL METALLIC / 8-SPEED

townie 8 ORIGINAL
LADIES' / MISTY BLUE / 8-SPEED

TOWNIE 8 ORIGINAL

Shimano Nexus internal 8-speed with freewheel, lightweight aluminum frame, Shimano Nexus twist-shifter, Suntour XCT alloy suspension fork, alloy crank, sealed cartridge bottom bracket, premium linear-pull brakes, alloy cage pedals with rubber surface, integrated alloy headset, adjustable alloy stem, ergonomic Townie saddle with soft Lycra® insert, matching ergo-grips, double wall alloy rims, 26"x2.0" semi-slick street tires, matching painted aluminum fenders, selected stainless steel and anti-rust hardware

Shimano Nexus internal 8-speed with freewheel and wide gear ratio

Suntour XCT alloy suspension front fork and premium linear-pull brakes

Shimano Nexus twist-shifter with integrated brake lever

townie 3 ORIGINAL
MEN'S / MATTE RED / 3-SPEED

townie 3 ORIGINAL
MEN'S / GLOSS BLACK / 3-SPEED

townie 3 ORIGINAL
LADIES' / GREEN TEA / 3-SPEED

townie 3 ORIGINAL
LADIES' / CHAMPAGNE PEARL / 3-SPEED

TOWNIE 3 ORIGINAL

Shimano Nexus internal 3-speed with coaster brake, lightweight aluminum frame, Shimano twist-shifter, alloy crank, sealed cartridge bottom bracket, linear-pull front brake, ergonomic Townie saddle with soft Lycra® insert, double wall alloy rims, 26"x2.0" semi-slick street tires, selected stainless steel and anti-rust hardware

Maintenance-free Shimano Nexus internal 3-speed with coaster brake

Shimano Nexus twist-shifter

townie 3 (24" WHEELS) ORIGINAL
LADIES' / PINK PEARL / 3-SPEED

townie 3 ORIGINAL
LADIES' / PINK PEARL / 3-SPEED

townie 7D ORIGINAL
MEN'S / SILVER / 7-SPEED

townie 7D ORIGINAL
MEN'S / VIVID BLUE / 7-SPEED

townie 7D ORIGINAL
LADIES' / VIVID BLUE / 7-SPEED

townie 7D ORIGINAL
LADIES' / ORANGE PEARL / 7-SPEED

TOWNIE 7D ORIGINAL

Shimano Tourney 7-speed with Mega-Range, lightweight aluminum frame, Shimano Revo twist-shifter, alloy crank, sealed cartridge bottom bracket, linear-pull brakes, Q/R in front and rear, ergonomic Townie saddle with shock absorbing elastomers, double wall alloy rims, 26"x2.0" semi-slick street tires, selected stainless steel and anti-rust hardware

townie 1 ORIGINAL
MEN'S / GLOSS BLACK / SINGLE-SPEED

townie 1 ORIGINAL
LADIES' / RED METALLIC / SINGLE-SPEED

TOWNIE 1 ORIGINAL

Shimano single-speed with coaster brake, lightweight aluminum frame, alloy crank, sealed bottom bracket, linear-pull front brake, ergonomic Townie saddle, 26"x2.0" semi-slick street tires, selected stainless steel and anti-rust hardware

original 700C

LARGE SKINNY WHEELS
FASTER, SMARTER MORE ELEGANT

townie | ORIGINAL

jackie hall | 25

Loves September and Stone Pale Ale, curator of Maek Gallery, creator of art about the human condition and experience of being alive. Inspiring and encouraging people to think for themselves.

Progressive thinking through creativity.

townie | ORIGINAL

Loves speeding up and the sound of sidewalk cafes. Innovative frame design challenges traditional bike geometry, inspiring and encouraging people to take the long way home.

Progressive design through innovation.

townie 3-700C ORIGINAL
MEN'S / GLOSS BLACK / 3-SPEED

townie 3-700C ORIGINAL
LADIES' / WHITE PEARL / 3-SPEED

TOWNIE 3-700C ORIGINAL

Shimano Nexus internal 3-speed with freewheel, lightweight aluminum frame, Shimano twist-shifter, alloy crank, sealed cartridge bottom bracket, linear-pull brakes, ergonomic Townie saddle with soft Lycra® insert, matching ergo-grips, double wall alloy rims, 700x38c semi-slick street tires, painted aluminum fenders, selected stainless steel and anti-rust hardware

Maintenance-free Shimano Nexus internal 3-speed hub with freewheel

Townie saddle with soft Lycra® insert and shock-absorbing elastomers

Shimano Nexus twist-shifter

townie 21-700C ORIGINAL
MEN'S / PLATINUM / 21-SPEED

townie 21-700C ORIGINAL
LADIES' / PLATINUM / 21-SPEED

TOWNIE 21-700C ORIGINAL

Shimano Tourney 21-speed with EZ Fire Plus (men's) or Revo twist-shifter (ladies'), lightweight aluminum frame, FSA alloy crank, sealed cartridge bottom bracket, linear-pull brakes, Townie saddle with soft Lycra® insert, Q/R in front and rear, double wall alloy rims, 700x38c semi-slick street tires, selected stainless steel and anti-rust hardware

Shimano Tourney 21-speed

Shimano Revo twist-shifter (ladies')

Shimano EZ Fire Plus shifter and integrated brake lever (men's)

art

CREATIVE FRAME YOUR MIND
MIND YOUR CREATIVE FRAME

TOWNIE 3 ART

Shimano Nexus internal 3-speed with freewheel, lightweight aluminum frame, Shimano twist-shifter, alloy headset, alloy crank, sealed cartridge bottom bracket, linear-pull brakes, alloy cage pedals, laid back alloy seatpost, Townie sport saddle with soft Lycra® insert, double wall alloy rims, 26"x2.0" Kenda Kwick Roller tires, selected stainless steel and anti-rust hardware

Maintenance-free Shimano Nexus internal 3-speed hub with freewheel

Shimano Nexus twist-shifter

townie 3 ART
MEN'S / WHITE STENCIL / 3-SPEED

TOWNIE 24 ART

Shimano Acera 24-speed with Ez-Fire Plus shifter, lightweight aluminum frame, alloy headset, Suntour alloy crank, sealed cartridge bottom bracket, linear-pull brakes, alloy cage pedals, Q/R in front and rear, laid back alloy seatpost, Townie sport saddle with soft Lycra® insert, double wall alloy rims, 26"x2.0" Kenda Kwick Roller tires, selected stainless steel and anti-rust hardware

Shimano Acera 24-speed

Shimano EZ Fire Plus shifter and integrated brake lever

townie 24 ART
MEN'S / BLACK STENCIL / 24-SPEED

townie 3 ART
LADIES' / BLUE PAINT / 3-SPEED

townie 3 ART
LADIES' / BLACK POEM / 3-SPEED

TOWNIE 3 ART

Shimano Nexus internal 3-speed with coaster brake, lightweight aluminum frame, Shimano twist-shifter, alloy crank, sealed cartridge bottom bracket, linear-pull front brake, ergonomic Townie saddle with soft Lycra® insert, matching ergo-grips, double wall alloy rims, 26"x2.0" semi-slick street tires, painted aluminum fenders, selected stainless steel and anti-rust hardware

Maintenance-free Shimano Nexus internal 3-speed with coaster brake

Townie saddle with soft Lycra® insert and shock-absorbing elastomers

Shimano Nexus twist-shifter

townie 21 ART
LADIES' / PURPLE POEM / 21-SPEED

townie 21 ART
LADIES' / GREEN PAINT / 21-SPEED

TOWNIE 21 ART

Shimano Tourney 21-speed with Revo twist-shifter, lightweight aluminum frame, linear-pull brakes, FSA alloy crank, sealed cartridge bottom bracket, Q/R in front and rear, ergonomic Townie saddle with soft Lycra® insert, matching ergo-grips, double wall alloy rims, 26"x2.0" semi-slick street tires, and painted aluminum fenders, selected stainless steel and anti-rust hardware

Shimano Tourney 21-speed

Shimano Revo twist-shifter

TOWNIE 3 BALLOON

Shimano Nexus internal 3-speed with freewheel, lightweight aluminum frame, Shimano Nexus roller brakes, Shimano twist-shifter, alloy headset, polished alloy stem, alloy crank, sealed cartridge bottom bracket, alloy cage pedals with rubber surface, leatherette Townie saddle with soft Lycra® insert, matching ergo-grips, painted and pinstriped alloy rims, 26"x2.35" cream colored Schwalbe Fat Frank balloon tires with puncture resistant Kevlar® Guard, selected stainless steel and anti-rust hardware

townie 3 BALLOON
MEN'S / SLATE / 3-SPEED

townie 3 BALLOON
LADIES' / TANGERINE / 3-SPEED

townie 9 BALLOON
MEN'S / EBONY / 9-SPEED

townie 9 BALLOON
LADIES' / INDIGO / 9-SPEED

TOWNIE 9 BALLOON

Shimano Tiagra 9-speed with Rapid Fire shifter, lightweight aluminum frame, Shimano Nexave roller brakes with cooling discs, alloy headset, polished alloy stem, Shimano Alfine crank, Shimano sealed cartridge bottom bracket, alloy cage pedals with rubber surface, leatherette Townie saddle with soft Lycra® insert, matching ergo-grips, painted and pinstriped alloy rims, 26"x2.35" cream colored Schwalbe Fat Frank balloon tires with puncture resistant Kevlar® Guard, selected stainless steel and anti-rust hardware

Shimano Tiagra 9-speed derailleur

Front and rear Shimano Nexave roller brakes with cooling discs

Schwalbe Fat Frank balloon tire with puncture resistant Kevlar® Guard

Shimano Alfine crank and Shimano sealed cartridge bottom bracket

Shimano Rapid-Fire shifter and SLR brake levers

townie 8 BALLOON
MEN'S / NAVY / 8-SPEED

townie 8 BALLOON
LADIES' / EUCALYPTUS / 8-SPEED

Shimano Nexus internal 8-speed with freewheel and wide gear ratio

Front and rear Shimano Nexave roller brakes with cooling discs

Shimano Nexus twist-shifter with integrated brake lever

TOWNIE 8 BALLOON

Shimano Nexus internal 8-speed with freewheel, lightweight aluminum frame, Shimano Nexus twist-shifter, Shimano Nexave roller brakes with cooling discs, alloy headset, polished alloy stem, alloy crank, sealed cartridge bottom bracket, alloy cage pedals with rubber surface, leatherette Townie saddle with soft Lycra® insert, matching ergo-grips, painted and pinstriped alloy rims, 26"x 2.35" cream colored Schwalbe Fat Frank balloon tires with puncture resistant Kevlar® Guard, selected stainless steel and anti-rust hardware

commuter

THE PATH FROM A TO BE
NOT ALWAYS A STRAIGHT LINE

tony herr | 25

Bartender, college running coach, volunteer on a mission to create a better living environment—travels to Central America with Young Life mission trips to build homes for underprivileged families in disadvantaged areas.

Lending a hand to build a better tomorrow.

townie | COMMUTER

Enjoys the experience of everyday rituals—to work and back, a stop at the store, quick roll into town to check out the scene and be seen.

On a mission to create a better riding experience.

townie 21 COMMUTER
LADIES' / CANDY RED / 21-SPEED

townie 21 COMMUTER
MEN'S / CANDY RED / 21-SPEED

Shimano Tourney 21-speed

Shimano dynamo hub provides power for front light without batteries

Suntour XCT alloy suspension front fork and Radius halogen headlight

Painted alloy fenders and battery powered LED light

TOWNIE 21 COMMUTER

Shimano Tourney 21-speed with EZ Fire Plus (men's) or Revo twist-shifter (ladies'), lightweight aluminum frame, Suntour XCT alloy suspension fork, Shimano dynamo front hub to power the Radius halogen headlight, battery powered LED rear light, alloy headset, FSA alloy crank, sealed cartridge bottom bracket, linear-pull brakes, ergonomic Townie saddle with soft Lycra® insert, double wall alloy rims, 26"x2.0" puncture resistant street tires with reflective stripe, alloy rear rack with strap, painted aluminum fenders, selected stainless steel and anti-rust hardware

townie 8-700C COMMUTER
LADIES' / MISTY MOSS / 8-SPEED

townie 8-700C COMMUTER
MEN'S / SILVER METALLIC / 8-SPEED

Shimano Nexus internal 8-speed with freewheel and wide gear ratio

Shimano dynamo front hub and Nexave roller brake with cooling disc

Radius halogen headlight powered by Shimano dynamo front hub

Painted alloy fenders and battery powered LED light

TOWNIE 8-700C COMMUTER

Shimano Nexus internal 8-speed with freewheel, lightweight aluminum frame, Shimano Nexave roller brakes with cooling disc, Shimano dynamo front hub to power the Radius halogen headlight, battery powered LED rear light, Shimano Nexus twist-shifter, alloy crank, sealed cartridge bottom bracket, integrated alloy headset, adjustable alloy stem, alloy cage pedals with rubber surface, ergonomic Townie saddle with soft Lycra® insert, matching ergo-grips, double wall alloy rims, 700x38c semi-slick puncture resistant street tires with reflective stripe, alloy rear rack with strap, painted aluminum fenders, selected stainless steel and anti-rust hardware

kids

THE WAY TO ROLL STARTS HERE

RETHINK THE LEARNING CURVE

All Electra 20" Kids' bicycles have our signature Flat Foot Technology®. Learning to ride a bike for the first time doesn't have to be scary because the unique frame geometry allows kids to put their feet flat on the ground when starting and stopping. Kids can make the transition from training wheels into a larger bike sooner, and the adjustability helps maintain a proper fit as they grow so they can enjoy their bike longer.

townie 1 KIDS'
GIRLS' 20" / CREAM BLOSSOM / SINGLE-SPEED

townie 7D KIDS'
GIRLS' 20" / GREEN BLOSSOM / 7-SPEED

townie 1 KIDS'
BOYS' 20" / GREY STENCIL / SINGLE-SPEED

townie 7D KIDS'
BOYS' 20" / BLACK STENCIL / 7-SPEED

TOWNIE 1 20" KIDS

Single-speed with coaster brake, lightweight aluminum frame, alloy crank, sealed bottom bracket, ergonomic Townie saddle with shock-absorbing elastomers, alloy rims, and 20"x2.125" semi-slick street tires

Shimano Tourney 7-speed

Easy-to-use Shimano Revo twist-shifter

TOWNIE 7D 20" KIDS

Shimano Tourney 7-speed with Revo twist-shifter, lightweight aluminum frame with replaceable derailleur hanger, alloy crank, sealed bottom bracket, linear-pull front and rear brake, ergonomic Townie saddle with shock absorbing elastomers, alloy rims, 20"x2.125" semi-slick street tires

Cruiser | COLLECTION

Infusing the classic American cruiser with innovative design and contemporary cool, we've said goodbye to the days of the slow, clunky cruiser— and sparked the evolution of a modern master-piece that rides as good as it looks. Our Cruisers crave wide-open expanses of pavement where they can spread their wings and drift aimlessly through fertile streams of cultural ether, ambling ahead on their own schedule, steering clear of the mundane and living for the moment. These free-wheelers are on their way to a BBQ in Malibu, a samba party in São Paulo or a pub-crawl in Portsmouth. Or on their way to the office, the corner store and back in five, or nowhere at all. Cruiser hits the ground rolling complete with all the bells and whistles of a comfortable and efficient ride, engineered to perfection and designed with a keen eye on aesthetics. Our Cruisers are a favorite among the modern leisure-seeking crowd that demands a variety of flavors to suit its discerning sense of style. With an extensive array of models, colors, and sizes for adults and kids, Cruiser sets the standard for casual cycling escapism and strikes a strong chord with fellow freedom aficionados.

Cruiser Way to Roll.

Peter Lin Carrillo | 37

Turntable test pilot, fitness enthusiast, restaurateur, raiser of funds and awareness—organizes events at his restaurant involving employees, customers and the community to raise money and awareness for the Leukemia and Lymphoma Society.

Local effort, global impact.

Cruiser | CLASSIC

American classic evolved to contemporary masterpiece.
Lives for the moment, enriching the experience of the everyday.

Transporting you to a life well-lived.

COASTER 7 ALUMINUM
MEN'S / SILVER MIIRROR / 7-SPEED

COASTER 7 ALUMINUM
MEN'S / BLACK SATIN / 7-SPEED

COASTER 1/3 ALUMINUM
MEN'S / SILVER MIIRROR / SINGLE-SPEED / 3-SPEED

COASTER 1/3 ALUMINUM
MEN'S / BLACK SATIN / SINGLE-SPEED / 3-SPEED

COASTER 1

Shimano single-speed with coaster brake, classic light-weight aluminum frame with integrated kickstand, comfort saddle with shock-absorbing elastomers, alloy cranks, sealed bottom bracket, alloy stem, alloy rims, RetroRunner tires, resin platform pedals, selected stainless steel and anti-rust hardware, painted alloy fenders (ladies' only)

COASTER 7

Shimano Tourney 7-speed with Mega-Range, Shimano Revo twist-shifter, classic lightweight aluminum frame with inte-grated kickstand, linear-pull front and rear brakes, alloy cranks, sealed bottom bracket, comfort saddle with shock-absorbing elastomers, alloy stem, alloy rims, RetroRunner tires, resin platform pedals, selected stainless steel and anti-rust hardware, painted alloy fenders (ladies' only)

COASTER 3 ALUMINUM
LADIES' / PEARL GREY/PURPLE / 3-SPEED

COASTER 3

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight aluminum frame with integrated kickstand, comfort saddle with shock-absorbing elastomers, alloy cranks, sealed bottom bracket, alloy stem, alloy rims, RetroRunner tires, resin platform pedals, selected stainless steel and anti-rust hardware, painted alloy fenders (ladies' only)

COASTER 1 ALUMINUM
LADIES' / PEARL WHITE/BABY BLUE / SINGLE-SPEED

COASTER 3 ALUMINUM
LADIES' / PEARL WHITE/PINK / 3-SPEED

COASTER 7 ALUMINUM
LADIES' / PEARL WHITE/MINT / 7-SPEED

CRUISER 1
MEN'S / BLACK / SINGLE-SPEED

CRUISER 1
MEN'S / SILVER MIRROR / SINGLE-SPEED

CRUISER 1

Single-speed with coaster brake, classic steel frame with integrated kickstand, comfort saddle with coil springs, alloy stem, alloy rims and stainless steel spokes, Classic Knobby tires

CRUISER 1
LADIES' / PINK PEARL / SINGLE-SPEED

CRUISER 1
LADIES' / APPLE GREEN / SINGLE-SPEED

CRUISER 1
LADIES' / SANTORINI BLUE / SINGLE-SPEED

CRUISER 1
LADIES' / PEARL MINT / SINGLE-SPEED

DELUXE 3 RELIC
MEN'S / RELIC RED/CREAM / 3-SPEED

Deluxe 3 Relic is individually hand-distressed

DELUXE 1/3
LADIES' / CANDY RED/WHITE / SINGLE-SPEED / 3-SPEED

DELUXE 1/3
MEN'S / CANDY RED/WHITE / SINGLE-SPEED / 3-SPEED

DELUXE 3
MEN'S / SILVER/WHITE / 3-SPEED

DELUXE 1

Shimano single-speed with coaster brake, classic steel frame with integrated kickstand, lugged classic steel fork, comfort saddle with double springs, classic fork struts, alloy stem, alloy rims, RetroRunner tires, painted fenders, selected stainless steel and anti-rust hardware

DELUXE 3 / DELUXE 3 RELIC

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, classic steel frame with integrated kickstand, lugged classic steel fork, comfort saddle with double springs, classic fork struts, alloy stem, alloy rims, RetroRunner tires, painted fenders, selected stainless steel and anti-rust hardware

SUPER DELUXE 3 ALUMINUM
LADIES' / AQUA/CREAM / 3-SPEED

SUPER DELUXE 3

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight aluminum frame with integrated kickstand, lugged classic steel fork, leatherette low profile saddle with double springs, matching grips, alloy cranks, sealed bottom bracket, classic fork struts, chrome-plated alloy rear rack, polished alloy stem, painted alloy rims, RetroRunner tires, painted fenders, retro block pedals, selected stainless steel and anti-rust hardware

SUPER DELUXE 3 ALUMINUM
MEN'S / NAVY/CREAM / 3-SPEED

HAWAII 1/3
LADIES' / RED / SINGLE-SPEED / 3-SPEED

HAWAII 1/3
LADIES' / PINK / SINGLE-SPEED / 3-SPEED

HAWAII 1/3 (24" WHEELS)
LADIES' / PINK / SINGLE-SPEED / 3-SPEED

HAWAII 1/3
LADIES' / MINT / SINGLE-SPEED / 3-SPEED

HAWAII 1/3
LADIES' / BABY BLUE / SINGLE-SPEED / 3-SPEED

HAWAII 1/3 (24" WHEELS)
LADIES' / BABY BLUE / SINGLE-SPEED / 3-SPEED

HAWAII 1

Shimano single-speed with coaster brake, classic steel frame with integrated kickstand, comfort saddle with matching floral design and shock-absorbing elastomers, alloy stem, alloy rims, Blossom Trail floral tires, painted fenders, selected stainless steel and anti-rust hardware

HAWAII 3

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, classic steel frame with integrated kickstand, comfort saddle with matching floral design and shock-absorbing elastomers, classic fork struts, alloy stem, alloy rims, Blossom Trail floral tires, painted fenders, selected stainless steel and anti-rust hardware

HAWAII CUSTOM 3
LADIES' / OLIVE / 3-SPEED

HAWAII CUSTOM 3
LADIES' / TURQUOISE / 3-SPEED

HAWAII CUSTOM 3
LADIES' / PURPLE / 3-SPEED

HAWAII CUSTOM 3
LADIES' / LIME GREEN / 3-SPEED

HAWAII CUSTOM 3

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, classic steel frame with integrated kickstand, comfort saddle with matching floral design and shock-absorbing elastomers, matching floral grips, alloy stem, painted alloy rims, Blossom Trail floral tires, painted fenders, selected stainless steel and anti-rust hardware

Attitude

THE EVIDENCE OF OPINION
INSPIRED BY THE STREETS

Jimmy Mar | 24

Rock climber, indie filmmaker, advocate of optimistic attitude and organic everything—created an organic garden in his Boston condominium complex and inspires others to rethink common grounds.

Growing strong communities naturally.

Cruiser | ATTITUDE

Rocker, indie free-wheeler, tough enough to roll with you to the classic car show, strange brew party, or end-of-summer blowout.

Attitude is everything.

HELLBILLY ALUMINUM
MEN'S / HOT RED / 3-SPEED

STRAIGHT 8 ALUMINUM
MEN'S / BLACK SATIN / 3-SPEED

ROCKABILLY BOOGY ALUMINUM
MEN'S / MATTE SAND / 3-SPEED

BONEY FINGER ALUMINUM
MEN'S / ORANGE/CREAM / 3-SPEED

HELLBILLY / STRAIGHT 8 / ROCKABILLY BOOGY / BONEY FINGER

Hydroformed lightweight aluminum frame with forward pedaling, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, extra beefy straight fork, low profile saddle with double springs, alloy cranks, sealed bottom bracket, 1 1/8" integrated Ahead set, alloy 4-bolt stem, alloy rims, 24"x3.0" Fatti-O tires, painted stubby rear fender, selected stainless steel and anti-rust hardware

GHOSTRIDER ALUMINUM
MEN'S / BLACK / 3-SPEED

GHOSTRIDER

Extra stretched hydroformed aluminum frame with forward pedaling, Shimano Nexus internal 3-speed rear hub with coaster brake, extra long triple clamp fork, leatherette low profile saddle with double springs, matching grips, alloy cranks, sealed bottom bracket, 1 1/8" integrated Ahead set, alloy 4-bolt stem, polished alloy rims, 24"x3.0" Fatti-O tires, painted stubby rear fender, retro block pedals, selected stainless steel and anti-rust hardware

RAT FINK

Our original Ed "Big Daddy" Roth Rat Fink model, extra stretched hydroformed aluminum frame with forward pedaling, Shimano Nexus internal 3-speed with coaster brake, extra long triple clamp fork, flame bucket saddle with double springs, matching grips, sealed bottom bracket, 1 1/8" integrated Ahead set, alloy 4-bolt stem, painted alloy rims, 24"x3.0" Fatti-O tires, painted stubby rear fender with side panels, retro block pedals, selected stainless steel and anti-rust hardware

RAT FINK ALUMINUM
MEN'S / METAL FLAKE GREEN / 3-SPEED

Rat Fink name and device are registered trademarks of Ed "Big Daddy" Roth, Inc. © 2007

SPARKER SPECIAL ALUMINUM
MEN'S / MATTE RED / 3-SPEED

SPARKER SPECIAL ALUMINUM
MEN'S / GREY SATIN / 3-SPEED

SPARKER™ SPECIAL

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight aluminum frame with integrated kickstand, straight uni-crown fork, perforated low profile saddle with double springs, matching grips, alloy cranks, sealed bottom bracket, alloy Bullhorn handlebar, alloy stem, alloy rims, 24"x3.0" Fatti-O rear tire, painted stubby rear fender, alloy cage pedals with rubber surface, selected stainless steel and anti-rust hardware

SPARKER SPECIAL ALUMINUM
MEN'S / BLACK / 3-SPEED

BLACK BETTY 1/3
LADIES' / BLACK / SINGLE-SPEED / 3-SPEED

BLACK BETTY 1 (24" WHEELS)
LADIES' / BLACK / SINGLE-SPEED

PINK BETTY 3
LADIES' / PINK / 3-SPEED

RED BETTY 3 ALUMINUM
LADIES' / RED / 3-SPEED

GOLDEN BETTY 3 ALUMINUM
LADIES' / GOLD / 3-SPEED

BETTY 1/3

Available in: Shimano single-speed or Shimano Nexus inter nal 3-speed with coaster brake, StreamRide® steel frame with integrated kickstand, comfort saddle with flame design and double springs, matching grips, fork struts and leather streamers (26" only), alloy stem, painted alloy rims, Hotster flame tires, painted fenders, selected stainless steel and anti-rust hardware, also available in 24" wheels (single-speed only)

BETTY 3 ALUMINUM

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight StreamRide® aluminum frame with integrated kickstand, comfort saddle with leopard accent and double springs, matching grips, leather streamers, alloy cranks, sealed bottom bracket, classic fork struts, polished alloy stem, painted alloy rims, Hotster flame tires, painted fenders, retro block pedals, selected stainless steel and anti-rust hardware

RATROD 1/3
MEN'S / MATTE BLACK / SINGLE-SPEED / 3-SPEED

Low profile extra wide saddle with baseball stitched back and rose tattoo embroidery

RATROD 1 (24" WHEELS)
MEN'S / MATTE BLACK / SINGLE-SPEED

RATROD 3 ALUMINUM
MEN'S / BLACK / 3-SPEED

RATROD 1/3

Available in: Shimano single-speed or Shimano Nexus internal 3-speed with coaster brake, StreamRide® steel frame with integrated kickstand, comfort saddle with flame design and double springs, matching flame grips, alloy stem, painted alloy rims, dice valve caps, Hotster flame tires, painted fenders, selected stainless steel and anti-rust hardware, also available in 24" wheels (single-speed only)

RATROD 3 ALUMINUM

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight StreamRide® aluminum frame with integrated kickstand, leatherette low profile saddle with baseball stitched back, matching grips, alloy cranks, sealed bottom bracket, polished alloy stem, painted alloy rims, 24"x3.0" Fatti-O rear tire, painted fenders, retro block pedals, selected stainless steel and anti-rust hardware

INDY ALUMINUM
MEN'S / RED / 3-SPEED

VINCE ALUMINUM
MEN'S / BLACK / 3-SPEED

INDY / VINCE

Lightweight aluminum Bullet Tank frame with integrated kickstand, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, leatherette low profile saddle with double springs, matching grips, alloy cranks, sealed bottom brackets, classic fork struts, polished alloy stem, matching painted alloy rims, 26"x2.35" Vintage Diamond balloon tires, painted fenders with pin striping and aluminum stays, retro block pedals, selected stainless steel and anti-rust hardware

Pinstriped fenders with aluminum wrap-around fender stays

Electra 26"x2.35" Vintage Diamond balloon tires

PUNK ALUMINUM
MEN'S / MATTE BLACK / 3-SPEED

FLYING SUE ALUMINUM
MEN'S / BLACK/SILVER / 3-SPEED

PUNK

Lightweight aluminum Bullet Tank frame with integrated kickstand, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, straight uni-crown fork, custom saddle with double springs, rivets and hanging chain, plaid and zipper grips, alloy cranks, sealed bottom bracket, alloy 4-bolt stem, alloy rims, 24"x3.0" Fatti-O tires, painted stubby rear fender, twisted alloy pedals, random red spokes, selected stainless steel and anti-rust hardware

FLYING SUE

Lightweight aluminum Bullet Tank frame with integrated kickstand, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, straight uni-crown fork, low profile saddle with double springs, matching grips, alloy cranks, sealed bottom bracket, threadless alloy stem, matching painted alloy rims, 24"x3.0" Fatti-O tires, painted stubby rear fender, retro block pedals, bullet valve caps, selected stainless steel and anti-rust hardware

Fashion

SIGNATURES AND STATEMENT
IN THE NAME OF BEAUTY

Carris Rhodes | 22

Recent grad, steward of sustainability, activist in everyday life—volunteers with the Nuclear Age Peace Foundation to proliferate positive perception of the importance of nuclear disarmament, peace on earth and preservation of life on this planet.

Walk the talk. Ride not rhetoric.

Cruiser | FASHION

Flitting its way to a BBQ at the beach, a picnic in the park, drinks downtown or onto the discovery of your new favorite place.

Cruise on in comfort and style.

HULI HULI
LADIES' / CREAM / 3-SPEED

BUTTERFLY ALUMINUM
LADIES' / PEARL WHITE / 3-SPEED

HULI HULI
LADIES' / BLACK / 3-SPEED

BUTTERFLY

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight StreamRide® aluminum frame with integrated kickstand, comfort saddle with vintage butterfly print and double springs, matching grips, alloy cranks, sealed bottom bracket, polished alloy stem, painted alloy rims, Blossom Trail floral tires, painted fenders with all over vintage butterfly design, retro block pedals, matching bell, selected stainless steel and anti-rust hardware

HULI HULI

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, StreamRide® steel frame with integrated kickstand, comfort saddle with vintage Hawaii print and double springs, matching grips, alloy stem, painted alloy rims, Blossom Trail floral tires, painted fenders with all over vintage Hawaii design, retro block pedals, matching bell, selected stainless steel and anti-rust hardware

PAJAMA PARTY ALUMINUM
LADIES' / BLUE SUPERSTAR / 3-SPEED

PAJAMA PARTY ALUMINUM
LADIES' / GREEN POLKA DOTS / 3-SPEED

PAJAMA PARTY ALUMINUM
LADIES' / PINK SWEETHEART / 3-SPEED

PAJAMA PARTY

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, lightweight StreamRide® aluminum frame with integrated kickstand, comfort saddle with all over print and double springs, matching grips, alloy cranks, sealed bottom bracket, alloy stem, painted alloy rims with all over design, painted fenders with all over design, retro block pedals, matching bell, selected stainless steel and anti-rust hardware

Each heart/dot/star is individually placed by hand, each bike is unique! (LIMITED SUPPLY)

KARMA
LADIES' / PURPLE FADE / 3-SPEED

BLANC ET NOIR
LADIES' / WHITE / 3-SPEED

GYPSY
LADIES' / FOREST GREEN / 3-SPEED

KARMA / BLANC ET NOIR / GYPSY

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, steel frame with integrated kickstand, beautifully designed comfort saddle with springs, matching grips, painted fenders with all over design, alloy stem, painted alloy rims, retro block pedals, matching bell, selected stainless steel and anti-rust hardware, selected models with classic struts, basket (as shown)

DAISY
LADIES' / YELLOW FADE / 3-SPEED

DAISY
LADIES' / BLUE FADE / 3-SPEED

DAISY (24" WHEELS)
LADIES' / YELLOW FADE / 3-SPEED

GIGI
LADIES' / CREAMY BLUE / 3-SPEED

DAISY / GIGI / NAVY

Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, steel frame with integrated kickstand, beautifully designed comfort saddle with springs, matching grips, painted fenders, alloy stem, painted alloy rims, retro block pedals, selected stainless steel and anti-rust hardware, selected models with classic struts, basket, alloy rear rack, matching bell (as shown)

NAVY
LADIES' / NAVY / 3-SPEED

Tandem

SWING TANDEM ALUMINUM
BLACK / 3-SPEED

HELLBETTY TANDEM ALUMINUM
HOT RED / 3-SPEED

SWING TANDEM

Lightweight aluminum tandem frame with integrated kickstand, cromoly fork, Shimano Nexus internal 3-speed with freewheel, Shimano twist-shifter, Shimano Nexus roller brakes, comfort saddles with double springs, alloy cranks, sealed cartridge bottom brackets, alloy stems, alloy rims, painted fenders, selected stainless steel and anti-rust hardware

HELLBETTY TANDEM

Lightweight aluminum tandem frame with integrated kickstand, cromoly fork, Shimano Nexus internal 3-speed with freewheel, Shimano Nexus roller brakes, low profile saddles with baseball stitched back and double springs, matching grips, alloy cranks, sealed bottom brackets, alloy stems, painted alloy rims, 24"x3.0" Fatti-O rear tire, painted fenders, retro block pedals, selected stainless steel and anti-rust hardware

HAWAII KIDS 1 (20" WHEELS)
GIRLS' / PINK / SINGLE-SPEED

HAWAII KIDS 1 (20" WHEELS)
GIRLS' / BABY BLUE / SINGLE-SPEED

BETTY KIDS 1 (20" WHEELS)
GIRLS' / BLACK / SINGLE-SPEED

RATROD KIDS 1 (20" WHEELS)
BOYS' / MATTE BLACK / SINGLE-SPEED

KIDS 20"

Cruiser steel frames with Flat Foot Technology®, single-speed with coaster brake, alloy stem, alloy rims, stainless steel spokes, mini comfort saddle with springs, matching painted fenders

KIDS 16"

Cruiser steel frames, single-speed with coaster brake, alloy stem, alloy rims, stainless steel spokes, mini comfort saddle with springs, painted fenders, training wheels

kids RIDE ON THE WILD SIDE

RETHINK THE LEARNING CURVE

All Electra 20" Kids' bicycles have our signature Flat Foot Technology®. Learning to ride a bike for the first time doesn't have to be scary because the unique frame geometry allows kids to put their feet flat on the ground when starting and stopping. Kids can make the transition from training wheels into a larger bike sooner, and the adjustability helps maintain a proper fit as they grow so they can enjoy their bike longer.

HAWAII KIDS 1 (16" WHEELS)
GIRLS' / PINK / SINGLE-SPEED

HAWAII KIDS 1 (16" WHEELS)
GIRLS' / BABY BLUE / SINGLE-SPEED

MINI ROD KIDS 1 (16" WHEELS)
BOYS' / RED / SINGLE-SPEED

Amsterdam | COLLECTION

Honoring the past while gliding smoothly into the future, Amsterdam draws inspiration from the truest, most essential and undiluted bike outline of all time. This bike has transported more people and possessions farther and more faithfully than any other bicycle on the planet; it's the cardinal, quintessential bike of all bikes—it's THE BIKE. Amsterdam venerates this bike in its most fundamental form, but propels it into today with a progressive combination of contemporary components and mod styling to create a poignant fusion of past and present complete with a beautiful ride. Blending classic European character with just the right accents of cosmopolitan cool, Amsterdam is today's reinvention of this truly timeless design. With a swank silhouette, refined outline and astute attention to detail, Amsterdam's alluring blend of attitude and elegance dresses up or dresses down, and can rock-it upscale bohemian or breeze along with sophistication and smarts looking stunningly chic. London, Tokyo, Berlin or Boston—Amsterdam spins through urban architecture, past parks and people, stopping at the record store to thumb through dusty vinyl, donning a dress and dark eyeliner to meet a friend for café au lait and then on to a penthouse party at sunset to see and be seen. With a wave at yesterday and a nod to tomorrow, Amsterdam is today's icon of old-world elegance and new-world design.

Amsterdam Way to Roll.

Classic REFINING THE ICON

Amsterdam | CLASSIC

Jenni Flanigan | 25

Well-traveled writer, professional surfer, volunteer with Pediatric Oncology Support Team—nonprofit dedicated to offering assistance and social services to young cancer patients and their families.

Modern medicine. Social support.

Amsterdam | CLASSIC

Well-traveled rider, sleek and sexy silhouette.
Old World styling with proportionate parts of cosmopolitan cool.

Modern classic. Timeless design.

Amsterdam ORIGINAL 3
MEN'S / BLACK / 3-SPEED

Amsterdam ORIGINAL 3
LADIES' / BLACK / 3-SPEED

Amsterdam CLASSIC 3
LADIES' / BLACK / 3-SPEED

Amsterdam CLASSIC 3
MEN'S / BLACK / 3-SPEED

Maintenance-free Shimano Nexus internal 3-speed with coaster brake

AMSTERDAM ORIGINAL 3

Traditional steel frame, fork with lugged crown, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, enclosed metal chain guard and integrated alloy crank, sealed cartridge bottom bracket, pinstriped classic fenders, retro saddle, dual density grips, resin pedals, double wall alloy rims, 700x40c city tires, selected stainless steel and anti-rust hardware

Maintenance-free Shimano Nexus internal 3-speed with coaster brake

AMSTERDAM CLASSIC 3

Traditional steel frame, fork with lugged crown, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, enclosed metal chain guard and integrated alloy crank, sealed cartridge bottom bracket, pinstriped classic fenders including front mud flap, matching coat/skirt guards, rear rack with strap (not shown), Basta headlight and generator, battery powered LED rear light, retro leatherette saddle and matching ergo-grips, resin pedals, polished double wall alloy rims, 700x40c city tires, premium chrome plating, Amsterdam bell, selected stainless steel and anti-rust hardware

Amsterdam CLASSIC 3
MEN'S / GREEN / 3-SPEED

Amsterdam CLASSIC 3
LADIES' / CAPE COD BLUE / 3-SPEED

Amsterdam CLASSIC 3
LADIES' / WHITE / 3-SPEED

Maintenance-free Shimano Nexus internal 3-speed with coaster brake

AMSTERDAM CLASSIC 3

Traditional steel frame, fork with lugged crown, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, enclosed metal chain guard and integrated alloy crank, sealed cartridge bottom bracket, pinstriped classic fenders including front mud flap, matching coat/skirt guards, rear rack with strap (not shown), Basta headlight and generator, battery powered LED rear light, retro leatherette saddle and matching ergo-grips, resin pedals, polished double wall alloy rims, 700x40c city tires, premium chrome plating, Amsterdam bell, selected stainless steel and anti-rust hardware

Amsterdam CLASSIC 3
LADIES' / YELLOW TULIP / 3-SPEED

Amsterdam CLASSIC 3
LADIES' / GREEN SUNFLOWER / 3-SPEED

Royal

VINTAGE STYLING
FUTURISTICALLY-FUNCTIONING

Amsterdam ROYAL 8
LADIES' / BLACK / ALUMINUM / 8-SPEED

Amsterdam ROYAL 8
MEN'S / BLACK / ALUMINUM / 8-SPEED

Shimano Nexus internal 8-speed with freewheel and wide gear ratio

Shimano Nexus front and rear roller brakes

European Basta classic headlight

Axa high-output generator

AMSTERDAM ROYAL 8 ALUMINUM

Lightweight aluminum alloy frame, uni-crown D-blade fork, Shimano Nexus internal 8-speed with freewheel, Shimano twist-shifter, Shimano Nexus roller brakes, enclosed metal chain guard and integrated alloy crank, sealed cartridge bottom bracket, pin-striped classic fenders including front mud flap, matching coat/skirt guards, alloy rear rack with strap (not shown), Axa generator and Basta headlight, battery powered LED rear light, retro leatherette saddle and matching ergo-grips, alloy pedals with non-slip tread, polished double wall alloy rims, 700x40c city tires, premium chrome plating, heavy duty kickstand, Amsterdam bell, selected stainless steel and anti-rust hardware

Balloon

BIGGER BETTER SMOOTHER
MASTER OF FASTER

Kevin Dishmon | 37

Grad student, night owl, believes in karma and public transportation, college registrar and veterans affairs official—enabling individuals to improve their lives and surroundings through education.

Educate. Elevate.

German-designed Schwalbe balloon tires are the ultimate oxymoron in the world of tread. The cream-colored fatties are faster than you'd think—with more natural suspension and less roll resistance than their skinny brethren, these high-end big boys get on a roll and keep on gliding, no matter how many bumps the road throws at them. And with Kevlar® Guard offering greater protection against flats, you get solid strength in motion.

Amsterdam | BALLOON

Student of style and refined design, believes in eclectic elegance, attitude and a little edge.

Design. Refine.

Amsterdam BALLOON 8
MEN'S / BLACK / 8-SPEED

Shimano Acera 8-speed rear derailleur

Front and rear Shimano Nexave roller brakes with cooling discs

Schwalbe Fat Frank balloon tire with puncture resistant Kevlar® Guard

AMSTERDAM BALLOON 8

Traditional steel frame, fork with lugged crown, Shimano Acera 8-speed derailleur, Rapid-Fire shifter, Shimano Nexave roller brakes with cooling disc, alloy stem, alloy single ring crank with inner and outer guards, sealed cartridge bottom bracket, retro leatherette saddle and matching ergo-grips, alloy cage pedals with rubber surface, matching painted alloy rims, Schwalbe Fat Frank 26"x2.35" balloon tire with puncture resistant Kevlar® Guard, selected stainless steel and anti-rust hardware

Amsterdam BALLOON 8
LADIES' / RED / 8-SPEED

Sport

STRIPPED DOWN STYLING WITH 70'S SOUL
EUROPEAN CLASSIC + AMERICAN SPORTIF

Amsterdam SPORT 3
LADIES' / CREAM / ALUMINUM / 3-SPEED

Amsterdam SPORT 3
LADIES' / RED / ALUMINUM / 3-SPEED

Amsterdam SPORT 3
MEN'S / BLACK / ALUMINUM / 3-SPEED

Amsterdam SPORT 3
MEN'S / RED / ALUMINUM / 3-SPEED

AMSTERDAM SPORT 3 / ALUMINUM

Lightweight aluminum alloy frame, uni-crown D-blade fork, Shimano Nexus internal 3-speed with coaster brake, Shimano twist-shifter, enclosed metal chain guard and integrated alloy crank, sealed cartridge bottom bracket, pinstriped sport fenders, retro leatherette saddle and matching ergo-grips, alloy pedals with non-slip tread, polished alloy rims, premium chrome plating, 700x38c street tires, selected stainless steel and anti-rust hardware

Amsterdam SPORT 3 CUSTOM
MEN'S / ROOT BEER METALLIC / ALUMINUM / 3-SPEED

AMSTERDAM SPORT 3 CUSTOM / ALUMINUM

Lightweight aluminum alloy frame, uni-crown D-blade fork, Shimano Nexus internal 3-speed with freewheel, Shimano twist-shifter, retro cantilever brakes, enclosed metal chain guard and integrated alloy crank, sealed cartridge bottom bracket, pinstriped sport fenders with alloy stays, retro saddle and ergo-grips, alloy pedals with non-slip tread, polished double wall alloy rims, premium chrome plating, 700x38c street tires, selected stainless steel and anti-rust hardware

Shimano Nexus internal 3-speed with freewheel

Front and rear retro cantilever brakes

Amsterdam SPORT 3 CUSTOM
LADIES' / COPPER METALLIC / ALUMINUM / 3-SPEED

Amsterdam SPORT 9
MEN'S / MIDNIGHT BLUE METALLIC / ALUMINUM / 9-SPEED

Classic ladies' Mixte frame with twin top tubes

Amsterdam SPORT 9
LADIES' / LIGHT BLUE METALLIC / ALUMINUM / 9-SPEED

AMSTERDAM SPORT 9 / ALUMINUM

Lightweight aluminum alloy frame, classic fork with investment cast crown, Shimano Sora 9-speed derailleur, Shimano Rapid-Fire shifter and SLR brake levers, retro cantilever brakes, FSA alloy sealed-bearing Ahead set, alloy single ring crank with inner and outer guards, sealed cartridge bottom bracket, pinstriped sport fenders with alloy stays, sport saddle, micro adjustable alloy seatpost, high-density foam grips, sport pedals, polished double wall alloy rims, 700x38c semi-slick tires, selected stainless steel and anti-rust hardware

Shimano Sora 9-speed rear derailleur

Shimano Rapid-Fire shifter and SLR brake levers

FSA alloy sealed-bearing Ahead set

Retro cantilever brakes mounted to fork with investment cast crown

Amsterdam SPORT 9 SPECIAL
MEN'S / OLIVE GREEN METALLIC / ALUMINUM / 9-SPEED

AMSTERDAM SPORT 9 SPECIAL / ALUMINUM

Lightweight aluminum alloy frame, classic fork with investment cast crown, Shimano Tiagra 9-speed derailleur, Shimano Rapid-Fire shifter and SLR brake levers, Shimano cantilever brakes, FSA alloy sealed-bearing Ahead set, alloy single ring crank with inner and outer guards, sealed cartridge bottom bracket, Brooks leather saddle and grips, micro adjustable alloy seatpost, alloy pedals with toe-clips and straps, painted-to-match double wall alloy rims with brushed sidewalls, custom cream 700x40c city tires, selected stainless steel and anti-rust hardware

Shimano Tiagra 9-speed rear derailleur

Shimano Rapid-Fire shifters, SLR brake levers and Brooks leather grips

Brooks leather saddle and a lightweight micro-adjust alloy seatpost

Shimano cantilever brakes mounted to fork with investment cast crown

PARTS & ACCESSORIES

TOWNIE SADDLES/GRIPS/BAGS

HAWAII SADDLE
(Black w/Full Flower)
#598518

HAWAII GRIPS
(Black w/Flowers)
#498313 2 Long
#498315 2 Short
#498314 1 Long, 1 Short

HAWAII FRAME BAG
(Black w/Flowers) Ladies'
Designed to fit Townie
#378618

PINK SADDLE
(Pink Lycra®)
#598516

PINK GRIPS
(Pink Lycra®)
#498322 2 Long
#498329 2 Short
#498330 1 Long, 1 Short

FRAME BAG
(Pink Lycra®) Ladies'
Designed to fit Townie
#378620

HAWAII SADDLE
(Natural w/Flowers)
#598519

HAWAII GRIPS
(Natural w/Flowers)
#498331 2 Short
#498327 1 Long, 1 Short

HAWAII FRAME BAG
(Natural w/Flowers) Ladies'
Designed to fit Townie
#378619

LEOPARD SADDLE
(Faux Fur)
#598541

LEOPARD GRIPS
(Faux Fur)
#498347 2 Long
#498348 2 Short
#498350 1 Long, 1 Short

LEOPARD FRAME BAG
(Faux Fur) Ladies'
Designed to fit Townie
#378625

BLACK SADDLE
#598494

BLACK GRIPS
#498301 2 Short
#498287 1 Long, 1 Short

BLACK FRAME BAG
Designed to fit Townie
#378606 Men's
#378611 Ladies'

BROWN SADDLE
#598495

BROWN GRIPS
#498302 2 Short
#498288 1 Long, 1 Short

BROWN FRAME BAG
Designed to fit Townie
#378610 Men's
#378615 Ladies'

RED SADDLE
#598497

RED GRIPS
#498304 2 Short
#498290 1 Long, 1 Short

RED FRAME BAG
Designed to fit Townie
#378607 Men's
#378612 Ladies'

NATURAL SADDLE
#598520

NATURAL GRIPS
#498332 2 Short
#498328 1 Long, 1 Short

NATURAL FRAME BAG
Designed to fit Townie
#378616 Men's
#378617 Ladies'

GREY SADDLE
#598496

GREY GRIPS
#498303 2 Short
#498289 1 Long, 1 Short

GREY FRAME BAG
Designed to fit Townie
#378609 Men's
#378614 Ladies'

WHITE SADDLE
#598498

WHITE GRIPS
#498305 2 Short
#498291 1 Long, 1 Short

WHITE FRAME BAG
Designed to fit Townie
#378608 Ladies'
#378613 Men's

TOWNIE SADDLES AND GRIPS

CREAM SADDLE
#598559

CREAM ERGO-GRIPS
#498543 2 Long
#498544 2 Short
#498545 1 Long, 1 Short

BLUE SADDLE
#598560

BLUE ERGO-GRIPS
#498546 2 Long
#498547 2 Short
#498548 1 Long, 1 Short

VINTAGE BROWN SADDLE
#598551

VINTAGE BROWN ERGO-GRIPS
#498534 2 Long
#498549 2 Short
#498535 1 Long, 1 Short

BLACK KRATON DOUBLE DENSITY GRIPS
#498540 1 Long, 1 Short

MORE SADDLES AND GRIPS

GENUINE LEATHER SADDLE
#598543

XL BLACK SADDLE
(Black Elastomer Spring)
#598542

GENUINE LEATHER GRIPS
#498528 2 Short
#498527 1 Long, 1 Short

SPORT SADDLE
(Black)
#598561

HANDLEBAR

ALLOY TOWNIE BAR
W: 650mm/R: 125mm
#488523 (Polished Silver)
#488524 (Black Sand)

TOWNIE RACKS

WHITE ALLOY RACK
Designed to fit Townie
#368743 (26")

SILVER ALLOY RACK
Designed to fit Townie
#368428 (26")
#368759 (700C)

BLACK ALLOY RACK
Designed to fit Townie
#368427 (26")
#368758 (700C)

TOWNIE TIRES

A)	Black	26"x1.9"	#688341
	Black	20"x2.125"	#688454
	Black	700x40c	#688458
B)	Whitewall	26"x1.9"	#688342
	Whitewall	20"x2.125"	#688455

C)	Black	26"x2.0"	#688466
	Black	700x38c	#688469
D)	Black w/Kevlar® & Reflective Stripe	26"x2.0"	#688468
	Black w/Kevlar® & Reflective Stripe	700x38c	#688470

NYLON BAGS

Stem Mount
Quick Release

Q/R HANDLEBAR BAG
(Black)
#378637

REAR RACK BAG
(Black)
#378636

TOWNIE FENDER SETS

SILVER PLASTIC FENDER
Designed to fit Townie
#350029 (26")

BLACK PLASTIC FENDER
Designed to fit Townie
#350028 (26")

CARBON FIBER PLASTIC FENDER
Designed to fit Townie
#350088 (26")

ALUMINUM FENDER
Designed to fit Townie
#349686 (26") White
#350101 (26") Matte Black

HAWAII PLASTIC FENDER
Designed to fit Townie
#350033 (26")

SILVER ALUMINUM FENDER
Designed to fit Townie
#350098 (26")
#350097 (700C)

LIGHTS

LED LIGHT SET
(Front and Rear)
#388410

SILVER PLASTIC TOWNIE BALLOON FENDER
Designed to fit Townie
#350100

CRUISER SADDLES AND GRIPS

RATROD FLAME SADDLE
(Black w/Red Flames)
#598460

RATROD FLAME GRIPS
(Black w/Red Flames)
#498283

BETTY FLAME SADDLE
(White w/Pink Flames)
#598459

BETTY FLAME GRIPS
(White w/Pink Flames)
#498284

HAWAII SADDLE
(Black w/Flowers)
#598552

HAWAII GRIPS
(Black w/Flowers)
#498538

HAWAII SADDLE
(Brown w/Flowers)
#598553

HAWAII GRIPS
(Brown w/Flowers)
#498539

DIRTY FLAME BUCKET SADDLE
(Black w/Embossed Flames)
#598493

DIRTY FLAME GRIPS
(Black w/Embossed Flames)
#498286

RAT FINK BUCKET SADDLE
(Black w/Rat Fink Logo)
#598503

RAT FINK GRIPS
(Black w/Green Flames)
#498311

LEOPARD SADDLE
(Faux Fur)
#598537

LEOPARD GRIPS
(Faux Fur)
#498347

DAISY SADDLE
(White w/Embossed Flowers and Stripes)
#598539

DAISY GRIPS
(Embossed Stripes)
#498344

CANDY SADDLE
(Glossy Multi-Striped)
#598545

CANDY GRIPS
(Glossy Multi-Striped)
#498530

SWEETHEART SADDLE
(Glossy Pink)
#598546

SWEETHEART GRIPS
(Glossy Pink)
#498531

POLKA DOTS SADDLE
(Glossy Green)
#598548

POLKA DOTS GRIPS
(Glossy Green)
#498533

SUPERSTAR SADDLE
(Glossy Blue)
#598547

SUPERSTAR GRIPS
(Glossy Blue)
#498332

PUNK SADDLE
(Black w/Plaid, Chain and Studs)
#598554

PUNK GRIPS
(1 Plaid and 1 Black w/Zipper)
#498537

GYPSY SADDLE
(Cream w/Stitched Back and Embossed Top)
#598558

GYPSY GRIPS
(Cream w/Red Stitches)
#498542

HELLBILLY XL SADDLE
(Black w/Stitched Back and Embossed Top)
#598535

HELLBILLY GRIPS
(Black w/Stitches)
#498345

RATROD LEATHER XL SADDLE
(Black w/Stitched Back and Embroidered Top)
#598544

RATROD LEATHER GRIPS
(Black w/Stitches)
#498529

RATROD LEATHER XL SADDLE
(Tan w/Stitched Back and Embroidered Top)
#598536

RATROD LEATHER GRIPS
(Tan w/Stitches)
#498346

MORE SADDLES

TWO TONE SADDLE
(Black/White)
#598408

COMFORT SADDLE
(Black)
#598412

DIAMOND SADDLE
(Black)
#598456

COMFORT XL SADDLE
(Black)
#598540

SPARKER SPECIAL SADDLE
(Black Perforated)
#598555

KIDS' SADDLES

HAWAII GIRLS' SADDLE
(Black w/Flowers)
#598533

RAT FINK BOYS' SADDLE
(Black w/Flames)
#598534

CRUISER GRIPS

FINGER GROOVE GRIPS
(Black)
#498271

FINGER GROOVE GRIPS
(Clear w/Sparkle)
#498272

FINGER GROOVE GRIPS
(Red w/Sparkle)
#498306

FINGER GROOVE GRIPS
(Blue w/Sparkle)
#498307

CHROME/FOAM GRIPS
(CP/Black)
#498256

CARBON/CHROME GRIPS
(CP/Carbon Look)
#498258

DIAMOND GRIPS
(Black w/Red Stitches)
#498524

DIAMOND GRIPS
(Black w/White Stitches)
#498525

DIAMOND GRIPS
(White w/Pink Stitches)
#498285

TORPEDO GRIPS
(Black/Grey)
#498269

SKULL GRIPS
(CP/Black)
#498259

MACHINE GRIPS
(CP)
#498257

COMFORT KRATON GRIPS
(Black)
#498253

CHAINRINGS

HOLEY SAW
(CP Steel) 44T
#428603

TWISTER
(CP Steel) 44T
#429291

DELUXE 4-HOLE
(CP Steel) 44T
#428600

BASKETS

SILVER STAINLESS STEEL BASKET
#368746

SILVER STAINLESS STEEL BASKET w/BLACK BAG
#368768

BLACK BAG (ONLY)
Fits all Steel Baskets
#368771 (Not shown)

WHITE STEEL BASKET
#368769

CRUISER RACKS

A

B

E

F

C

D

G

A seatclamp w/rack mounts is required to install these racks on an Electra Cruiser. See below for color and size options.

ALLOY CLASSIC RACK
Men's
A) (Black) #368748
B) (Silver) #368747
C) (CP) #368760

Ladies'
A) (Black) #368750
B) (Silver) #368751
C) (CP) #368761
D) (White) #368749

ALLOY/WOOD RACK
Men's
E) #368782 Regular
F) #368784 Wide

Ladies'
E) #368783 Regular
F) #368785 Wide

ALLOY/WOOD FRONT TRAY
G) #368776

STEMS AND SEATCLAMPS

THREADLESS 4-BOLT STEM
(Alloy Silver) 1"
#478323

CLASSIC STEM
(Alloy Silver) 1"
#478311

(Alloy Black) 1"
#478318

SEATCLAMP w/RACK MOUNTS
(Silver) 28.6mm
(for Steel Frames)
#478332

(Black) 28.6mm
(for Steel Frames)
#478333

(Silver) 31.8mm
(for Alloy Frames)
#478334

(Black) 31.8mm
(for Alloy Frames)
#478335

LIGHTS

LED BULLET HEADLIGHT w/HOOD
(Black)
#388413

(CP)
#388412

HEADLIGHT, TORPEDO
(CP) Clear Lense
#388406

REARLIGHT, TORPEDO
(CP) Red Lense
#388407

CRUISER BAGS

BLACK FRAME BAG
Ladies'
#378626

HAWAII FRAME BAG
(Black w/Flowers) Ladies'
#378629

LEOPARD FRAME BAG
(Faux Fur) Ladies'
#378628

BLACK FRAME BAG
Fits Straight Bar Men's Frame
#378630

FORKS

A) TRIPLE CLAMP FORKS (CP STEEL)
Regular: FL 407mm/ST 225mm x 1" #468280*
Regular: FL 407mm/ST 254mm x 1" #469627
Long: FL 483mm/ST 298mm x 1" #469552*
Long: FL 483mm/ST 308mm x 11/8" #469628

B) SPRINGER (CP STEEL)
Regular: FL 407mm/ST 171mm x 1" #468511*
Regular: FL 407mm/ST 183mm x 1" #469631

FL = Fork Length ST = Steer Tube Length

*Fits '05 models and earlier

FENDER STAYS w/AXLE MOUNT FOR FRONT FENDER
(Required to fit Front Fender to Springer Fork)
#349687 (Not shown)

HEADSETS

RETRO HEADSET
(CP Steel) 1" #478314
(Steel Black) 1" #478322

THREADLESS HEADSET
(CP Steel) 1" #478315
(Steel Black) 1" #478319

HEADSET SPACER 5mm
(Alloy Silver) 1" #478320
(Alloy Black) 1" #478321

TUBES

CRUISER
26"x1.9/2.125" (Schrader Valve) #688327
26"x2.35" (Schrader Valve) #688472

FATTI-O
24"x3.0" (Schrader Valve) #688345
20"x3.0" (Schrader Valve) #688453

HANDLEBARS

CHOPPER TT
W: 665mm (CP Steel)
#488518

MINI APE HANGER
W: 760mm/R: 250mm

(CP Steel)
#488513

(Steel Black)
#488520

BULLHORN
W: 690mm (CP Steel)
#488308

(Steel Black)
#488511

APE HANGER
W: 780mm
R: 335mm

(CP Steel)
#488509

(Steel Black)
#488514

OLD SCHOOL
W: 630mm

(CP Steel)
#488309

OUTLAW
W: 960mm
R: 560mm

(CP Steel)
#488515

(Steel Black)
#488521

FLAT TRACK
W: 720mm/R: 165mm

(CP Steel)
#488519

CAFE
W: 690mm

(CP Steel)
#488522

WHEEL SETS

Aluminum rims with stainless steel spokes featuring Shimano® rear hub and shifter.

26" 7-SPEED COMFORT KIT
(Rear Wheel/Cable/Shifter)
Silver #688304

26" SHIMANO SINGLE-SPEED COASTER REAR WHEEL
Silver Rim
#688305

Black Rim
#688456

24" 7-SPEED COMFORT KIT
(Rear Wheel/Cable/Shifter)
Polished
#688338

24" SINGLE-SPEED COASTER
(Rear Wheel)
Polished
#688339

26" 3-SPEED COMFORT KIT
(Rear Wheel/Cable/Shifter)
Silver #688307
Black #688459

26" FRONT WHEEL
Silver
#688306

Black
#688457

24" 3-SPEED COMFORT KIT
(Rear Wheel/Cable/Shifter)
Polished
#688340

24" FRONT WHEEL
Polished
#688348

CRUISER FENDER SETS

STUBBY (CP)
26" Men's
#350077

ESSENTIAL ALLOY
(Painted Silver) 26" Men's #350089
(Painted White) 26" Ladies' #350099

(Painted Silver) 26" Ladies' #350090
(Satin Black) 26" Men's #350091

ELECTRA (CP)
26" Men's
#350075

26" Ladies'
#350076

RETRO
(CP fits Schwinn)
26" Men's
#348603

26" Ladies'
#348604

TIRES

CLASSIC KNOBBY	A)	Whitewall	26"x2.125"	#688294
		Whitewall	24"x2.125"	#688346
	B)	Black	26"x2.125"	#688300
STRAT-O-BALLOON	C)	Whitewall	26"x2.125"	#688296
		Whitewall	24"x2.125"	#688347
		Whitewall	20"x2.125"	#688295
	D)	Black	20"x2.125"	#688380
		Black	26"x2.125"	#688299
STREETRACER	E)	Black	26"x2.125"	#688298
FATTI-O	F)	Black	24"x3.0"	#688336
		Black	20"x3.0"	#688452
	G)	Whitewall	24"x3.0"	#688337

RETRORUNNER	H)	Black	26"x2.125"	#688329
	I)	Black w/White Line	26"x2.125"	#688332
	J)	Brownwall	26"x2.125"	#688333
	K)	Pinkwall	26"x2.125"	#688361
BLOSSOM TRAIL	L)	Whitewall w/Flowers	26"x2.125"	#688362
		Black w/Flowers (Not shown)	26"x2.125"	#688448
THE HOTSTER	M)	Black w/Flame	26"x2.125"	#688334
		Whitewall w/Flame (Not shown)	26"x2.125"	#688344
VINTAGE DIAMOND	N)	Black w/Vintage Diamond	26"x2.35"	#688464
	O)	Cream w/Vintage Diamond	26"x2.35"	#688465

PEDALS

RESIN BAREFOOT
1/2"
#438319

9/16"
#438317

RETRO
1/2"
#438318

9/16"
#438323

DELUXE BLOCK
1/2"
#438314

9/16"
#438315

CHOPPER
9/16"
#438320

ALLOY CITY
9/16"
#438324

AMSTERDAM TIRES

CLASSIC	A)	Black	700x40c	#688460
	B)	Cream	700x40c	#688461
SPORT	C)	Black	700x38c	#688469
	D)	Cream (Not shown)	700x38c	#688471

AMSTERDAM FENDERS

SILVER PLASTIC AMSTERDAM BALLOON FENDER
Men's #350111
Ladies' #350112

AMSTERDAM SADDLES AND GRIPS

VINTAGE BROWN SADDLE
#598549

VINTAGE TULIP BROWN SADDLE
(Brown w/Embossed Tulips)
#598550

VINTAGE BROWN GRIPS
#498534 2 Long
#498535 1 Long, 1 Short

VINTAGE TULIP BROWN GRIPS
(Brown w/Embossed Tulips)
#498536 1 Long, 1 Short

AMSTERDAM RACKS

BLACK ALLOY RACK
#368763 Men's
#368765 Ladies'

CP ALLOY RACK
#368764 Men's
#368766 Ladies'

RED ALLOY RACK
(Not shown)
#368772 Men's
#368773 Ladies'

COAT GUARDS

AMSTERDAM COAT GUARD
(Black) Men's #429900
(Red) Men's #429902 (Not shown)
(Red) Ladies' #429901 (Not shown)
(Cream) Ladies' #429903 (Not shown)

BELLS

SMALL CHROME RINGER
#328417

AMERICAN FLAG
#328416

ELECTRA
#328600

STREAMRIDE
#328601

I LOVE MY BIKE
#328621 (CP)
#328620 (Black)

TOWNIE
#328607

AMSTERDAM
#328619

SUNFLOWER
#328622

ROYALE
#328605

ROSE TATTOO
#328604

DICE
#328606

RAT FINK
#328611

DAISY
#328612

DAISY BLUE
#328613

EIGHT BALL
#328609

SKULL
#328610

HAWAII
#328603

KARMA
#328614

NAVY
#328623

ELECTRA LOVE
#328608

CHROME DING DONG
#328269

BLANC ET NOIR DING DONG
#328615

SWEETHEART DING DONG
#328616

POLKA DOTS DING DONG
#328618

SUPERSTAR DING DONG
#328617

BAGS

WHITE CYLINDER
for Handlebar/Seat
#378635

BLACK CYLINDER
for Handlebar/Seat
#378631

HAWAII CYLINDER
(Black w/Flowers)
for Handlebar/Seat
#378632

LEOPARD CYLINDER
(Faux Fur)
for Handlebar/Seat
#378633

STREAMERS

GENUINE LEATHER STREAMERS

(Black)	#498276
(White)	#498277
(Brown)	#498278
(Light Brown)	#498299
(Red)	#498297

FRONT TRAY

ALLOY/WOOD FRONT TRAY
#368776

RACK STRAP

RACK STRAP
#368775

EBC BADGES

EBC METAL BADGE (STRAIGHT)
#338609

EBC METAL HEAD BADGE
#338608

KICKSTAND

KICKSTAND
(Alloy Silver)
#328312

(Alloy Black)
#368312

CUPHOLDERS

STAINLESS STEEL CUP HOLDER
#368744

CLEAR PLASTIC CUP HOLDER
(With Swivel Mount)
#368777

SILVER PLASTIC CUP HOLDER
(With Swivel Mount)
#368778

BLACK PLASTIC CUP HOLDER
(With Swivel Mount)
#368779

HAWAII PLASTIC CUP HOLDER
(With Swivel Mount)
#368780

PINK PLASTIC CUP HOLDER
(With Swivel Mount)
#368781

BASKETS

Quick Release Assembly mounts to Handlebar

Q/R WIRE BASKET
(White)
#368421

Q/R WIRE BASKET
(Black)
#368422

Q/R WIRE BASKET
(Silver)
#368740

Q/R WICKER BASKET
(Natural)
#368745

WICKER BASKET w/GYPSY LINER
(Natural)
#368770

WICKER BASKET
(Natural)
#368742

20" WICKER BASKET
(Natural)
#368752

MUD FLAPS

MUD FLAP
CHROME GIRL
#368420

MUD FLAP
CHROME TRIM
#368419

SURF RACKS

CARVER SURF RACK, LONGBOARD
Integrated Rear Rack
#368431

CARVER SURF RACK, SHORTBOARD
#368430

VALVE CAPS

EIGHT BALL
#328244

BULLET
#328246

DICE
#328245

SKULL
#328247

STICKER SETS 8"x8"

PINSTRIPE
#338706

JESTER
#338705

FLAME
#338700

FLAME BETTY
#338702

HAWAII FLOWER
#338704

SKULL
#338701

ROSIE
#338707

ROSE TATTOO
#338711

RAT FINK
#338712

CLOTHING

ROCKABILLY BOOGY SPEED JACKET
(Brown) Men's
#707288 S
#707289 M
#707290 L
#707291 XL
#707292 XXL

ROCKABILLY BOOGY
(Grey) Men's
#707346 S
#707347 M
#707348 L
#707349 XL
#707350 XXL

AMSTERDAM "DAM"
(Black) Ladies'
#707351 M
#707352 L

AMSTERDAM "DAM"
(Black) Men's
#707353 M
#707354 L
#707355 XL
#707356 XXL
#707357 XXXL

jeano erforth | 40

Business mastermind, grew up in Berlin and watched The Wall come down, knows the strength in numbers, believes in honesty, integrity and Amnesty International.
Founder and co-CEO of Electra

Compassion, strategy and originality by design...

benno baenziger | 42

Connoisseur of clean lines, unconventional angles and exceptional designs, advocate of inspiring the everyday experience.
Founder and co-CEO of Electra

Equal parts passion, innovation and fine design...

way to roll™

It's how you choose to live your life and why. It's about bringing back the beauty of everyday experience through a simple shift in perception and a decision to do so. It's recovering what we've lost in our race for convenience. It's the inspiration to approach life from an unconventional angle. It's about questioning what we value and why. It's about quality—quality of life, quality of craftsmanship and design, quality time—and about consciously choosing quality in every way. It's making space in life for something more beautiful, more meaningful, more ultimately purposeful. It's about helping others and, in turn, helping yourself. About how we're all connected. It's the change we want to see in ourselves and in our surroundings, and the power each person possesses to make a difference in their own world, and in their own way. It's all the tiny moments that come together to create a life well-lived.

It's our life philosophy.
Our Way to Roll.