

hello, fun...

PEDEGO ELECTRIC BIKES

MAGAZINE 2016



dear fun lovers,

The *hello, fun...* magazine was created to share the fun of owning a Pedego with you.

It's packed with useful information and inspiring stories for you to enjoy.

There are plenty of good reasons to buy a Pedego, and the best reason is simple: It's fun!

And who doesn't like to have fun?

Sincerely,
Don DiCostanzo



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PEDEGO HISTORY

A Labor of Love Grows into a Worldwide Sensation

Pedego was founded in 2008 by Don DiCostanzo and Terry Sherry, two long-time business partners and lifelong friends who were best men in each other's weddings.

Don lived on top of a giant hill that took all the fun out of riding to the beach, so he went online and bought an electric bike. He loved it so much that he bought another, and another, and another... Before long, he wound up with seven different electric bikes in his garage!

His friends loved them too, and some of them wanted their own, so he opened up a shop in Newport Beach that quickly became the largest electric bicycle retailer in the US.

“***World class customer service earned us a special place in the hearts of customers everywhere.***”

Soon, Don found himself frustrated and disappointed with the poor quality and boring style of all the electric bikes on the market. He dreamt of creating his own brand of electric bikes that would live up to his high standards and appeal to more people. But he knew he couldn't do it alone, and that's where Terry comes in.



CFO “Chief Fun Officer” Terry Sherry

Terry has warm childhood memories of fixing up old bikes with his dad. He remembers going to swap meets to search for broken down, neglected bikes to bring back to life. He learned to strip them down to the bare frame and completely rebuild them from scratch to be as good as new.

Between Don’s innovative vision and Terry’s technical expertise, Pedego Electric Bikes was born. The colorful, fun bikes were instant crowd pleasers, and Pedego’s world class customer service earned them a special place in the hearts of customers everywhere.

Today, Pedego is a market leader and one of the most recognized electric bike brands in the world. They are constantly adding more stores, more products, and most importantly, more delighted customers!

What We Stand For:

PEDEGO PUTS PEOPLE FIRST

1

The most important part of every Pedego isn’t some high-tech gadget or fancy bicycle component – it’s the person riding it. Everything we do is focused on the actual experience of buying and owning a Pedego and all the joy it can bring into your life.

HELLO, FUN...

2

Our motto is hello, fun... Pedegos are the very best electric bikes on earth because they’re the most fun to ride. That’s why Pedego owners don’t like their bikes – they love ‘em.

WE DELIGHT CUSTOMERS

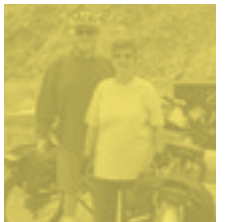
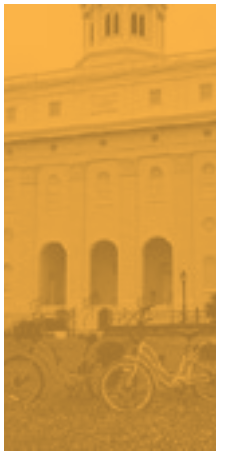
3

If a Pedego owner is merely satisfied, then we’ve let them down. Satisfied isn’t good enough for us! It’s our policy to do whatever it takes to make sure that every single Pedego customer is delighted with their bike and overall experience.

LABOR OF LOVE

4

We love our work because all we sell is fun! Every hour of every day, somewhere on earth, someone is falling in love with a Pedego and rediscovering the simple joy of riding a bicycle. *That feels pretty good.*





love
a
story

Pedego Owners Love Their Bikes!

We love our customers, and they love us. You might say we're "going steady."

The purpose of riding a Pedego is not to show you how great the bike is. It's to remind you of how awesome you yourself are.

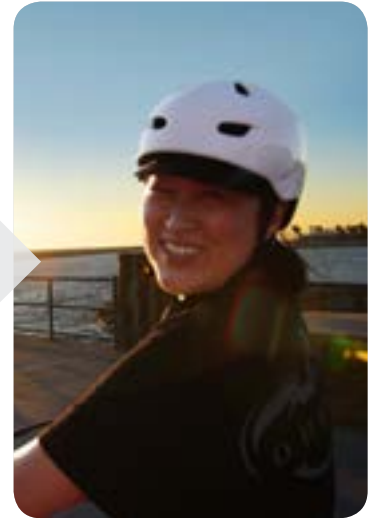
We've been touched and inspired by the stories we've heard about how owning a Pedego has transformed people's lives helping them be their best.

We've shared a few of these stories with you here, and you can find more, including fun videos, at [Pedego.com](https://www.pedego.com).



Commuting by Pedego Reaps Rewards

Esther rides her Pedego City Commuter to and from work about 18 miles a day. She has enjoyed many benefits from riding, but she maintains that the best benefit is all the fun she's having. "I'm loving it," she says. "It's just a better quality of life. I look better, I feel better and I couldn't ask for anything more than that."



Riding in Good Company

Suzanne rides her Pedego Interceptor about 20 miles a day along with her dog Bogie. She's lost weight, normalized her diabetes, and stopped taking cholesterol medication since she started riding. "I love the fact that it's getting me out there doing something I never thought I could do, or keep doing, and now I know I can!"

A Quick & Easy Transportation Solution

Larry gave up driving about 10 years ago due to a degenerative eye disease. Now he gets around on his Pedego City Commuter with his guide dog, Trip, in a trailer behind him. "The thing about the Pedego bike that really changed my life, is that it moved me from a life of isolation to one where I'm empowered to go anywhere I want to go."



living instead of existing

Having Fun Losing 277 Pounds

In February 2012 Rhonda Martin weighed 457 pounds. Today, she's down to 180 pounds, and she's completely changed her life. "I have energy," she says. "I have my life back. I can go out and enjoy life. It's just a whole other world for me."

When she was overweight, Rhonda's life was very limited. She would go to work and back, and that was about it. She was physically unable to be part of the world around her. After 150 steps she would be out of breath and completely exhausted.

"I became kind of a hermit," she remembers. "I just stayed home. I had a lot of acquaintances, but no friends. I was very sad. I was very lonely and isolated, but at that point I didn't think I had any other choice."



Rhonda tried every diet plan, supplement, and program imaginable to lose weight. “I was desperate,” she says. “You name it, I’ve done it.”

None of these things worked for her, and it was absolutely devastating. With each new failure she would feel ashamed and beat herself up, and it would be a long time before she was willing to try again.

Then she tried a Pedego Electric Bike.

“***It was something that I wanted to continue to do. It wasn't something I dreaded. It wasn't a chore. It was just enjoyment for me.***”

“The first time I rode a Pedego, it was freedom to me. It was back to being a kid again. It was the best feeling I’d felt in a long time. The smile I had on my face when I got back — I swear I had it for days.”

Because her mobility was so limited, the Pedego was a perfect stepping stone to becoming active again. It empowered her to get some exercise, fresh air, and social interaction — and it was fun. “Riding my Pedego was something that I wanted to continue to do. It wasn’t something I dreaded. It wasn’t a chore. It was just enjoyment for me.”

Today, Rhonda uses her Pedego to commute to work (a 38 mile round trip that she calls her “happy place”), as an alternative form of transportation for short errands, and for fun recreational rides with her husband.

“It’s not about the weight I’ve lost,” she says. “It’s about the life that I’ve gained. I was merely existing, and today I’m truly living my life.”



Connect with Rhonda

The “Living Instead of Existing” facebook page has over 30,000 followers. Rhonda originally formed the group to document her own journey, but it’s grown into so much more. It’s a vibrant support system of people all over the world cheering each other along on their common journey to greater health and happiness.

just for fun!



Fun Brings People Closer Together

Norm and Teri Rockmaker thought their cycling days were over. Their bikes hung in the garage gathering dust for years.

Then, Teri surprised Norm with a Pedego Electric Bike for his birthday. “She was very sweet about it and it was really a surprise,” he remembers. “Once I got mine and she saw how much fun it was, then we got her one too.”

“I had to have one,” she says. “I wasn’t about to let him have all the fun!”

After twenty-four years of marriage, spending quality time riding their Pedegos has brought them closer together. It’s an activity that they both enjoy and can always agree on.

“There’s absolutely no argument,” Norm explains. “When one of us wants to ride, the other one goes too because it’s so easy and pleasurable to be able to get on the bikes and have some fun.”

When the Rockmakers travel, they love to bring their Pedegos along. One of their favorite memories is riding in Yosemite. They were able to get to the trailhead of their favorite hiking path quicker and easier than everyone else and they appreciated their throttles more than ever after a long, strenuous climb.

“It was a tough hike, and when we came down and saw our Pedegos, it was like a dream came true,” says Norm. “I never pedaled once all the way back to the cabin.”

Their Pedegos have also done wonders for their social life. They have a growing number of friends that also ride Pedegos and they all like to meet up and have fun together. It’s a wonderful way to spend time with their friends, who in turn bring new friends of their own, that the Rockmakers have never even met before.

“***We love having good times with our friends, getting exercise, and just being out there — not being a couple of couch potatoes!***”

“It’s not a gang, it’s a club,” Norm insists. “As far as we’re concerned, the more people the better — the more laughs we have, the more fun we have.”

The couple credits Pedego Electric Bikes for getting them back on the road again. “We wouldn’t be riding if not for the Pedegos,” says Teri.

“The thing about the Pedego is that nothing hurts when you’re finished riding,” adds Norm. “It’s almost like being a teenager again. You can’t beat it. It’s a damn good life.”

livin' the dream

Pedego Restores a Dream Lifestyle

Twenty-one years ago, Beth Turner left her corporate job and opened a coffee and garden shop six blocks away from home. Her goal was to live an active, sustainable lifestyle and ride her bike to work every day.

"That worked for a lot of years," she remembers fondly, "and it was perfect!"

As the years went by, the hills leading up to Beth's house seemed to get bigger every day. Eventually, she found herself cycling less and less and driving her car to work, which wasn't part of the plan at all. Her dream was slowly slipping away.

"My route to work is downhill most of the way there and then pretty much straight uphill all the way home," she explains. "Every time I would try it, my knees would swell up and it was depressing to realize that I wasn't going to be able to maintain this lifestyle that I had worked so hard to develop."

Then she had an "epiphany" that an electric bike would be the perfect solution for her. "It lightened my mood immensely, and I can see that I can do this indefinitely now."

Beth admits that she's not good with fancy equipment, and she was a little concerned at first that an electric bike might be difficult for her to handle. She was relieved to discover that her local Pedego store had a fleet of rental bikes. "I loved the idea that it was simple enough to be used as a rental because I knew that way I wouldn't have any problems with it."

She can't help but smile as she recalls her first test ride.

“***It's like you have bionic legs or something. All of the sudden you're just taking off down the road. It was just terrific! It was so much fun!!!***”

When she selected a bright yellow step thru beach cruiser, she imagined her husband wouldn't be caught dead on it. She was looking forward to having something all to herself for once, until the very next day when he asked to borrow it to go to the local market!

It's become their go-to vehicle for any quick trips around town. "It's so wonderful to be able to just zip down, park it right in front of anywhere I want to go, run in, do whatever errand I need to do, and zip back. No muss, no fuss!"

Beth's newfound freedom also allows her to participate in charity cycling events that she had previously been missing out on. She has lots of friends in the cycling community, and she loves being able to spend time with them again. "With my Pedego Electric Bike, I can attend these events and not feel left behind," she says. "It's re-opened a whole world for me."

"I feel free and liberated and ready to hit the trail!"



A PENNY SAVED

— is a —

penny earned



Affordable Recreation

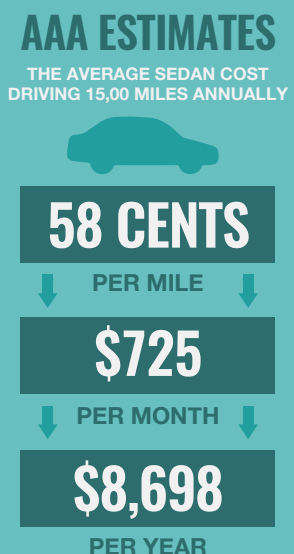
Everybody has to have a “thing” that they enjoy in their spare time and perhaps share with the people they love.

When you go down the list of possible hobbies and recreational activities, there are very few that can be enjoyed on a regular basis for less money than a Pedego Electric Bike. We haven't found a single product or service, for any price, that can be used every day and will bring as much joy into your life as a Pedego. If you can find such a thing, let us know!

Alternative Transportation

AAA estimates that the average annual cost of owning and operating a sedan is \$8,698!

Meanwhile, a Pedego Electric Bike requires no license, registration, or insurance. Also, parking is free and each battery charge costs about a dime! It doesn't take a mathematician to see that replacing automobile trips with an electric bike can pay huge dividends.



References: <http://newsroom.aaa.com/2015/04/annual-cost-operate-vehicle-falls-8698-finds-aaa/> & <http://www.arb.ca.gov/planning/tsaq/bicycle/factsht.htm>





THROTTLE & PEDAL ASSIST

What's the Difference and Which is Better?

THROTTLE



In the United States, we are fortunate to have the luxury of throttles on our electric bikes which are forbidden in Europe.

Throttles provide full power on demand and Americans love them because they give us *complete control*.

They're especially helpful for getting started from a standstill (sometimes it can be awkward to gain momentum), getting a quick burst of power to climb a hill, and safely getting through an intersection. If you're unable or simply don't feel like pedaling for whatever reason, it's ok.

PEDAL ASSIST



Pedal assist, or Pedelec systems, sense your pedaling and provide assistance automatically.

They're most popular among experienced cyclists that want a more natural, "bike-like" riding experience.

Pedal assist is wonderful for long rides with few stops on relatively flat ground, because you can just relax and enjoy the ride without holding a throttle in place. It's like cruise control.

Both is Best!

Our experience shows that the ideal electric bike has both pedal assist and a throttle. The next best thing is one with only a throttle. All Pedego Electric Bikes sold in the U.S. have a throttle, and most of them also have pedal assist.

We don't have any bikes that are pedal assist only (except what we send overseas) simply because most people don't like them. Even if you prefer pedal assist, why wouldn't you want the option of using a throttle?

HUB-DRIVE

A hub motor is the obvious choice for most people. The riding experience can't be beat, *and* it's the most affordable option. It's the best of both worlds!

We speak from experience on this subject. The new Pedego Stretch cargo bike was originally designed with a mid-drive motor because we expected it to perform better with heavy loads. We experimented with several of the top mid-drive systems and compared them to our standard hub motor. The results were surprising.

The mid-drive motors were a huge disappointment. Their performance was no match for our hub motor, even climbing steep hills where mid-drives are supposed to dominate. We also found that most people simply don't like the way it feels to ride a bike with a mid-drive motor, especially when comparing it to our hub motor.

Bottom line: You pay more and get less with mid drive motors.



Power and Freedom

Most quality mid-drive systems come from Europe where strict laws limit the power to 250 watts and forbid the use of a throttle.

Americans are allowed (and prefer) more powerful motors and the freedom to use a throttle. All Pedego Electric Bikes sport 500 watt motors with twice the power of a typical mid-drive, and they provide full power on demand with a twist-and-go throttle.



Acceleration & Hill Climbing

Many years ago, when all hub motors were gearless, mid-drives had an advantage because they could use the gears of the bike to help you accelerate and climb hills.

Today, Pedego hub motors have gears built into them, so they can accelerate and climb most hills just as well (or better) without all the downsides of mid-drive motors.



Maintenance

Mid-drive motors are notoriously high maintenance. They put extraordinary strain on the drivetrain of the bike and cause the chain, chainring, derailleur, and cassette to wear out much more rapidly than usual. These parts are expensive and inconvenient to replace.

Hub motors are completely sealed and self-contained, and they require no additional maintenance.



User-Friendly

Mid-drive motors use complicated electronics to coordinate the motor's power with your pedaling and shifting. You are forced to constantly shift gears while riding, and it's not as smooth as shifting a regular bike (or one with a hub motor). Many people are intimidated and/or annoyed by all this extra hassle.

Bikes with hub motors are far more pleasant and easy to ride. They seamlessly deliver power right where it's needed – working totally independent of your pedaling and gear shifting. It's almost like the difference between driving a manual and automatic car.

Rear Hub Motor

Throttle (on all Pedegos)
Powerful (all Pedego motors are 500 watts)
Maintenance Free
Fun & Easy to Ride
Affordable

Mid-Drive Motor

No Throttle (usually)
Underpowered (usually 250 watts)
High Maintenance
Constant Shifting Required
Expensive

These are all great reasons to prefer a hub motor over a mid-drive, but the most important reason is impossible to describe. It's the way they actually feel when you ride them...

We like hub motors better. Most people agree. We think you will too.

← **MID-DRIVE**

WHICH BATTERY SHOULD I CHOOSE?

Pedego offers four main battery choices that are classified by their voltage and amp-hour ratings. The voltage determines how powerful the bike will feel and the amp-hours determine how far you can go on a single charge.

Choosing the right battery for you depends on your individual needs and budget.



Battery Comparison

	36 VOLT	48 VOLT
10AH	Experience shows that most people are completely satisfied with the standard 36V 10Ah battery. It usually provides more than enough power and range, and it's the most affordable option.	The more powerful 48V 10Ah battery is best for riders over 200 pounds and for overcoming steep hills or strong headwinds. The extra power makes it more fun and exciting to ride.
15AH	The extended range 36V 15Ah battery is best for trips over 20 miles or if you plan to pedal very little (or not at all). It can really come in handy to have excess capacity.	The 48V 15Ah battery is the best of both worlds, and it's the most popular option. It has all the power of the 48V 10Ah battery and the extended range of the 36V 15Ah.

how far can i go?

The Short Answer is: Far Enough!

Generally speaking, any Pedego battery should last longer than you. We don't hear many stories of people running out of juice.

With that said, this can be a complicated question because there isn't a "standard" and everybody makes vastly different claims about range. So we'll go over some simple math that can help you objectively predict the range of any electric bike.

All batteries have both a Voltage and Amp-hour rating. If you multiply the two together, you get Watt-hours. Watt-hours is an objective measurement of the actual amount of energy stored in a battery.

Voltage x Amp-hours = Watt-hours

This is where it gets tricky, because there are so many variables. On average, you can expect to use between 12-24 watt-hours per mile. This number fluctuates so much because of differences in terrain, rider weight, weather, speed, and most importantly, how much you pedal.

Below is a table with all the facts about each Pedego battery and the estimated range for an average rider.

Estimated Range

	VOLTS	AMP-HOURS	WATT-HOURS	ESTIMATED RANGE (12-24 wh/mile)
STANDARD	36	10	360	15-30 miles
LONG RANGE	36	15	540	22-45 miles
POWERFUL	48	10	480	20-40 miles
PREMIUM	48	15	720	30-60 miles

*The Stretch (48V 13Ah & 48V 17Ah) and Ridge Rider/Trail Tracker (48V 11Ah) models have slightly different batteries, but the idea is the same.



NEW!

FROM PEDEGO

**A Few of the Latest Innovations
from the Market Leader**

Charged Up

As a market leader, Pedego is always at the cutting edge of technology. Many of our models feature a USB port where you can charge your phone and other devices. It's just one more way we're thinking of you and improving your riding experience.



Mag Wheels

Another innovation we're very proud of is optional mag wheels on certain Pedego models. They are maintenance-free and incredibly strong. Mag wheels are a great option for heavier riders that otherwise might not be able to safely ride. They also look pretty cool!



ARTICLES



PRODUCTS ➡

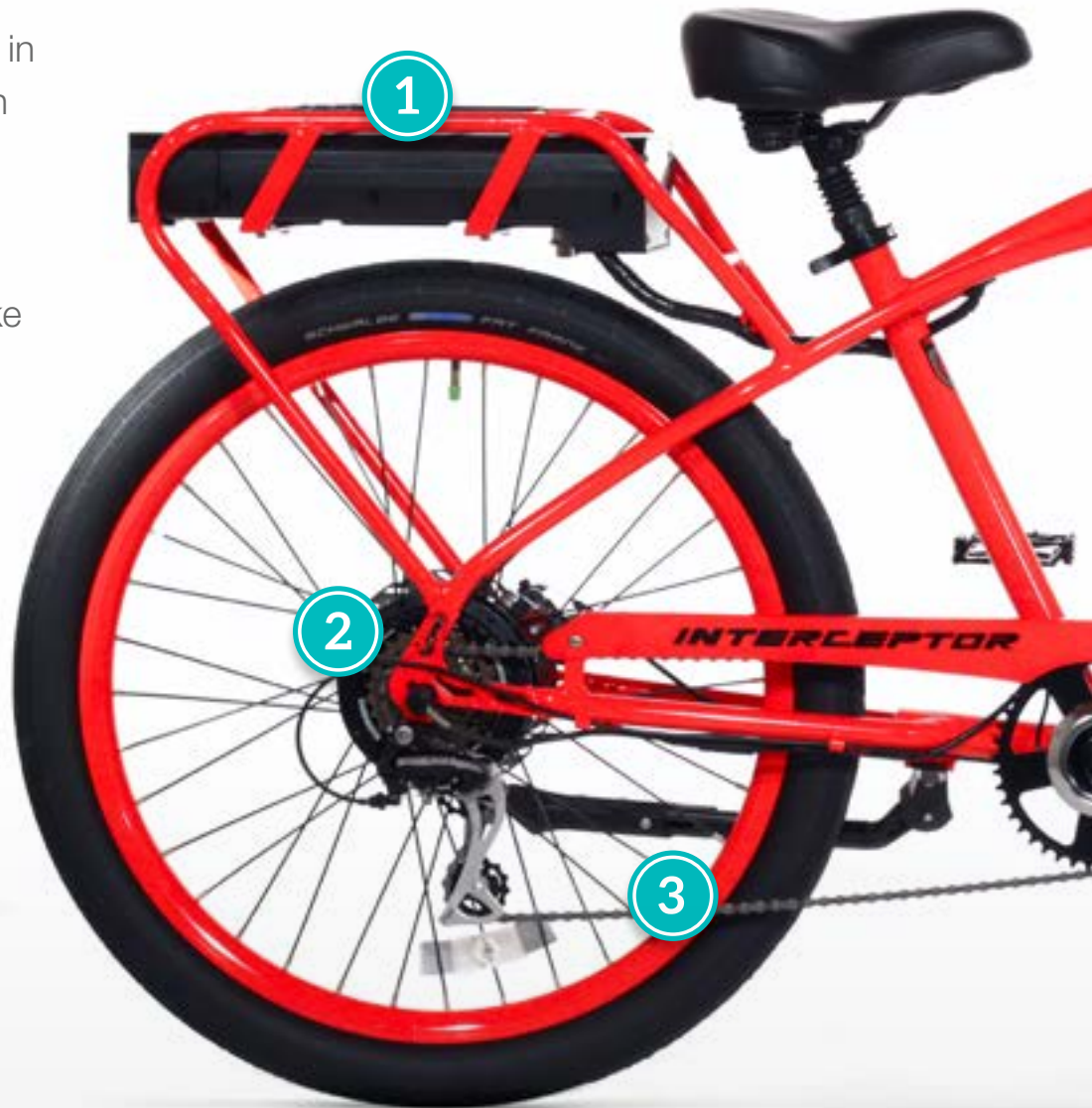


STANDARD FEATURES

Quality that Lasts

Pedegos are designed in California and built with quality, name brand components from the ground up. Our philosophy is that a bike is only as great as its weakest part, so we never cut corners.

Most Pedegos share these standard features. There are a few exceptions.



1

Rechargeable Battery

Lightweight, long-lasting lithium battery with an industry-leading three year warranty.



2

Powerful Motor

State-of-the-art geared motor delivers best-in-class acceleration and hill climbing.



3

Seven Gears

Premium seven speed drivetrain makes it easy for you to pedal.



4

Throttle Control

Twist-and-go throttle gives you full power on demand.

5

Pedal Assist

Five levels of pedal assist mode for a more natural riding experience.

6

Disc Brakes

Top-of-the-line disc brakes provide powerful and reliable braking.

INTERCEPTOR

The electric bike that has it all — combining beach cruiser comfort and style with breathtaking performance and user friendly features.



+



**THROTTLE &
PEDAL ASSIST**



**FEATURED
COLOR**



1

Premium Balloon Tires

Premium Kevlar belted balloon tires help prevent flats and give you a nice, smooth ride.



2

Deluxe Saddle

Deluxe saddle with a suspension seat post for extra cushioning where it counts.



3

Upright Riding Position

Cruiser frame geometry provides a comfortable, upright riding position.

Available in Three Different Frame Styles:

24" Step-Thru



Frame Color:



Tire Color:



Battery Options:



26" Step-Thru



Frame Color:



Tire Color:



Battery Options:



Optional Upgrade:



26" Classic



Frame Color:



Tire Color:



Battery Options:



Optional Upgrade:



“

I have over 10,000 miles (on it) and have had the best experience with it. I commute to work, take the bike on joy rides, and tow my surfboard to the beach...

”



Eric B. – El Segundo, CA

READ REVIEWS AND WATCH THE VIDEO AT WWW.PEDEGO.COM

4

Cruiser Handlebars

Wide, swept-back handlebars allow you to sit back and relax.

5

Integrated Lights

Front and rear lights for your safety.

6

Optional Fenders

Optional color matched fenders keep you clean and dry.

CITY COMMUTER

A complete package with everything you could possibly want in an electric bike — all in one place for a reasonable price.



+



**THROTTLE &
PEDAL ASSIST**



**FEATURED
COLOR**



1

Premium Balloon Tires

Premium Kevlar belted balloon tires help prevent flats and give you a nice, smooth ride.



2

Suspension Seat Post

Deluxe saddle with a suspension seat post for extra cushioning where it counts.



3

Full Coverage Chain Guard

Full coverage chain guard protects your clothing.

Available in Four Different Frame Styles:

28" Classic



Frame Color:



Tire Color:



Battery Options:



28" Step-Thru



Frame Color:



Tire Color:



Battery Options:



26" Classic



Frame Color:



Tire Color:



Battery Options:



26" Step-Thru



Frame Color:



Tire Color:



Battery Options:



*Not all frame colors available in 36V battery option

“

I could not be happier both with the quality of the product and the levels of customer care these folks give to their bike owners.

”



Mark F. - Victoria, BC

READ REVIEWS AND WATCH THE VIDEO AT WWW.PEDEGO.COM

4

Adjustable Stem

Quick-release handlebar stem and traditional city-style handlebars feel natural and familiar.

5

Integrated Lights

Front and rear lights for your safety.

6

Fenders with Mudflaps

Fenders with mud flaps keep you clean and dry.

TRAIL TRACKER

The monster truck of electric bikes — it can go places and do things that no other bike can.



+



**THROTTLE &
PEDAL ASSIST**



**FEATURED
COLOR**

NEW!



1

4" Wide Tires

4" wide tires allow you to effortlessly float over virtually any terrain including sand, mud, and even snow.

2

Sporty Saddle

Soft, yet sporty saddle with a suspension seat post for extra cushioning where it counts.

3

New Frame Geometry

New and improved frame geometry feels just right – relaxed yet responsive.

Trail Tracker Options:

Frame Color:



Tire Color:



Battery Option:



**LEARN MORE AT
WWW.PEDEGO.COM**



4

Integrated Battery

The battery is integrated into the frame for sporty handling, and can be easily charged on or off the bike.

5

Straight Handlebars

Straight handlebars with a 2" rise for optimum control and comfort.

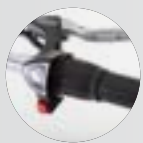
6

Front Light

Front light for your safety.

BOOMERANG

*The most accessible electric bike ever —
making riding more fun and easy for everyone.*



**THROTTLE
CONTROL**



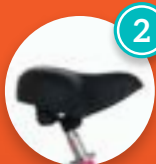
**FEATURED
COLOR**

*Shown with optional balloon package



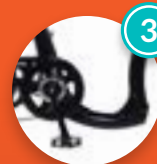
**1 Integrated
Rear Light**

Built-in rear light
for your safety.



**2 Comfort
Saddle**

Luxurious saddle
is soft where it
matters most.



**3 Ultra-low
Step-thru**

Ultra-low 9" step-thru
frame for easy access.

Boomerang



Frame Color:



Tire Color:



Battery Options:



Boomerang Plus



Frame Color:



Tire Color:



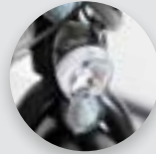
Battery Options:



Optional Upgrade:



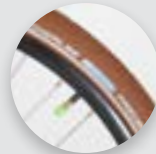
Boomerang Plus Includes:



Front
Light



Suspension
Seat Post



Balloon
Package Included



Pedal
Assist

“This bike is amazing! On a regular bike I would struggle to do 3.5 miles. On my Pedego, the 35 miles was pure joy.”



Paul F. – Westfield, MA

READ REVIEWS AND WATCH THE VIDEO AT WWW.PEDEGO.COM

4

Cruiser Handlebars

Wide, swept-back handlebars allow you to sit back and relax.

5

Balloon Package

Optional upgrade with Kevlar belted tires plus deluxe saddle and grips.

6

Optional Fenders

Optional color matched fenders keep you clean and dry.

STRETCH

The electric bike that delivers the goods (literally) — empowering you to haul people and stuff with ease!



+



**THROTTLE &
PEDAL ASSIST**



**FEATURED
COLOR**

NEW!



1

Adjustable Racks

Side racks and back rack can be moved to accommodate cargo of all shapes and sizes.



2

Integrated Lights

Front and rear lights for your safety.



3

Pannier Rails

Special rails hold most standard pannier bags.

Stretch Options:

Frame
Color:



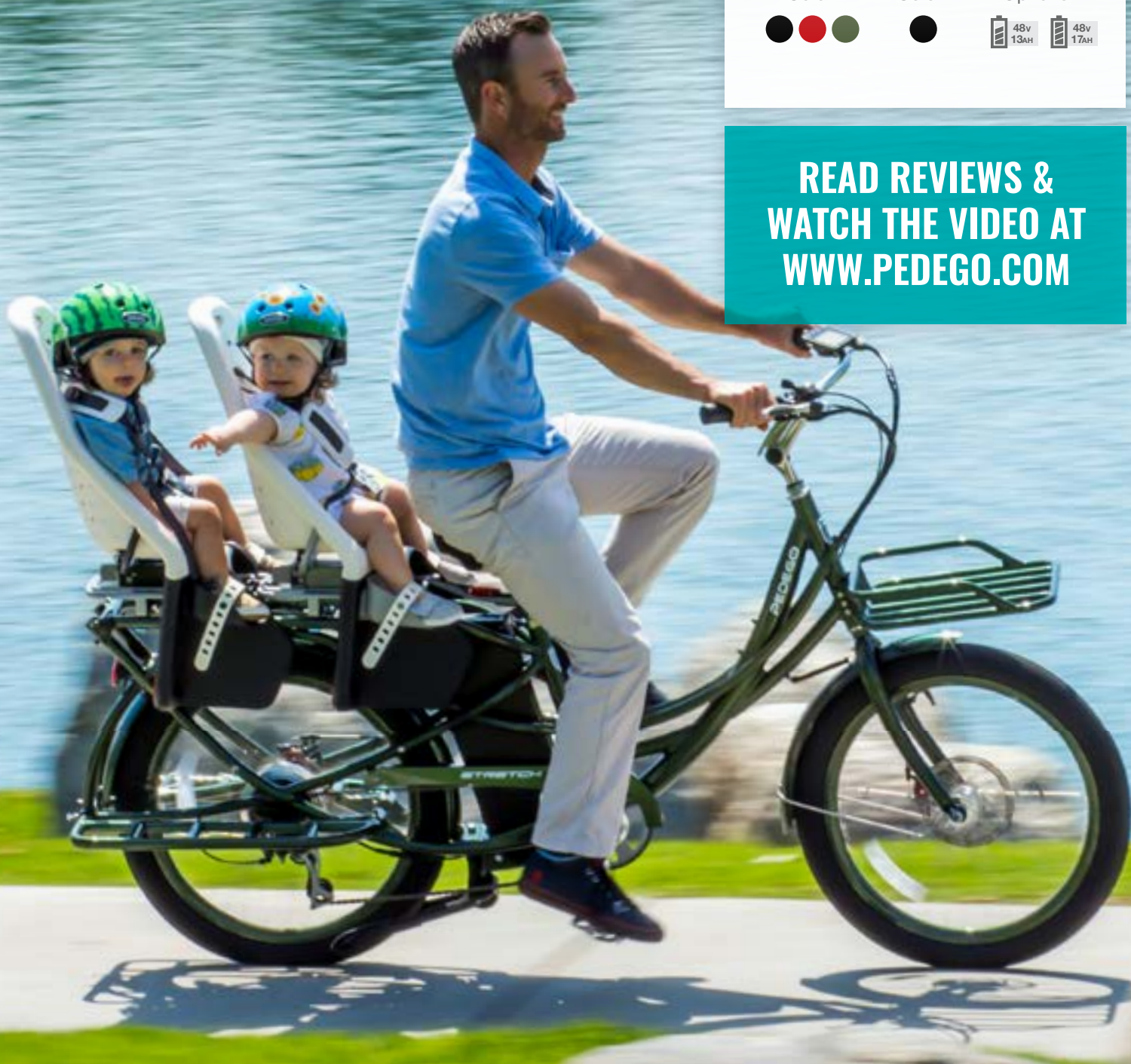
Tire
Color:



Battery
Options:



**READ REVIEWS &
WATCH THE VIDEO AT
WWW.PEDEGO.COM**



4

Deluxe Saddle

Deluxe saddle with a suspension seat post for extra cushioning where it counts.

5

Quick-release Handlebars

Quick-release handlebar stem and traditional city-style handlebars feel natural and familiar.

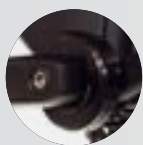
6

Stationary Front Rack

Front rack is attached directly to the frame so it doesn't move with the handlebars.

RIDGE RIDER

The ultimate electric mountain bike – giving you the freedom to venture off the beaten path and enjoy the great outdoors!

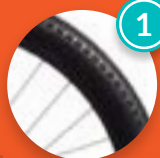
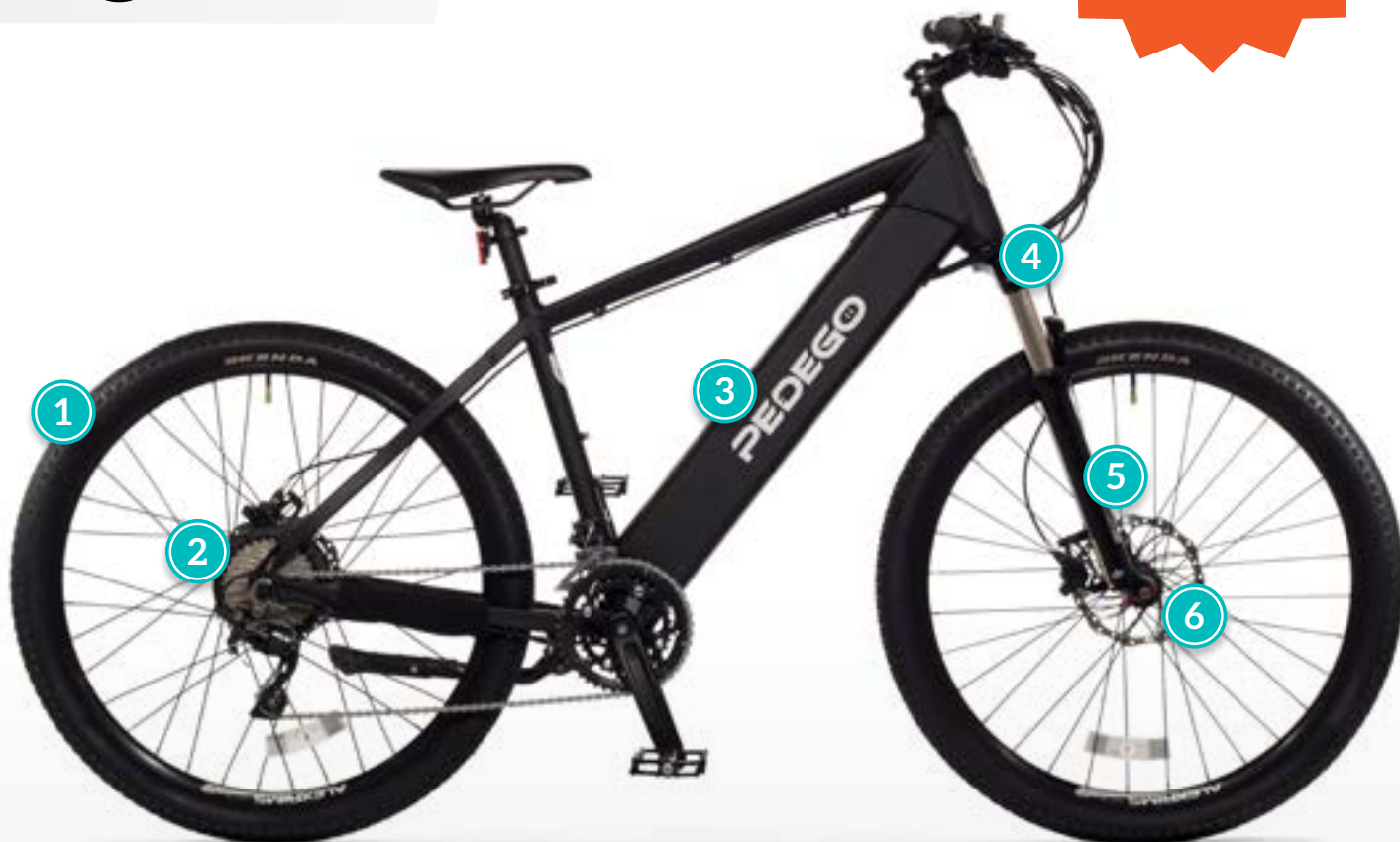


**PEDALSENSE®
TECHNOLOGY**



**FEATURED
COLOR**

NEW!



1

27.5" Wheels

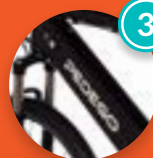
The ideal balance between lightweight, more responsive 26" wheels and the faster, more stable 29" wheels.



2

20 Speed Drivetrain

Shimano SLX 20 speed drivetrain for easy pedaling and smooth shifting.



3

Integrated Battery

The battery is integrated into the frame for sporty handling, and can be easily charged on or off the bike.

Ridge Rider Options:

Frame
Color:



Tire
Color:



Battery
Option:



PedalSense® Technology:

Unique to the Ridge Rider is our exclusive new PedalSense® Technology that's perfect for any style of riding:

- Level 0 allows you to ride normally without any assistance.
- Levels 1-4 use a state-of-the-art torque sensor to deliver proportional assistance based on how hard you pedal.
- Level 5 provides full power whenever you pedal – it doesn't matter how hard.
- Levels 1-5 all have a throttle override for full power on demand.
- Level 6 is throttle only without any automatic pedal assistance.

**READ REVIEWS &
WATCH THE VIDEO AT
WWW.PEDEGO.COM**



4

Suspension Lockout

A lockout switch on the fork makes it easier to ride on flat ground when you don't need the suspension.



5

Suspension Fork

A Suntour XCR suspension fork with 120mm of travel to help you maintain traction.



6

Hydraulic Disc Brakes

Maguro hydraulic disc brakes with 180mm rotors that can stop on a dime.

LATCH

A lightweight and compact electric bike – making travel and multimodal commuting more fun and practical.



+



**THROTTLE &
PEDAL ASSIST**



BLACK

**FEATURED
COLOR**

NEW!



1

Internally Geared Hub

Internally geared hub for easy pedaling and smooth shifting – even at a complete stop.

2

Upright Riding Position

Upright riding position feels surprisingly like a full-sized bike.

3

Belt Drive System

Belt drive provides a seamless, quiet ride with no messy chain grease.



Latch Options:

Frame
Color:



Tire
Color:



Battery
Options:



Folds In Seconds:

Weighs just 50lbs (43lbs w/o battery)
and folds down to just 33" x 32" x 18".



**LEARN MORE AT
WWW.PEDEGO.COM**

4

Easy Folding

Exclusive Pedego latch engineered for easy folding and safe riding.

5

Adjustable Handlebars

Easily adjustable handlebar height and pitch for a perfect fit.

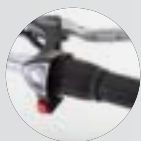
6

Integrated Lights

Front and rear lights for your safety.

COMFORT CRUISER

America's most beloved electric bike — with new improvements that make it even more lovable.

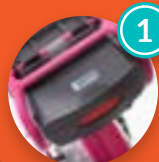


**THROTTLE
CONTROL**



**FEATURED
COLOR**

*Shown with optional balloon package



1

Integrated Rear Light

Built-in rear light
for your safety.



2

Comfort Saddle

Luxurious saddle
is soft where it
matters most.



3

Upright Riding Position

Cruiser frame geometry
provides a comfortable,
upright riding position.

Available in Three Different Frame Styles:

24" Step-Thru



Frame Color:



Tire Color:



Battery Options:



26" Step-Thru



Frame Color:



Tire Color:



Battery Options:



26" Classic



Frame Color:



Tire Color:



Battery Options:



“

My wife bought me a Comfort Cruiser for my 60th birthday. (Oh, and she bought herself one too!) Sixty-five in May... and we're both still going strong (Me and the bike).

”



Tom D. – Brea, CA

READ REVIEWS AND WATCH THE VIDEO AT WWW.PEDEGO.COM

4

Cruiser Handlebars

Wide, swept-back handlebars allow you to sit back and relax.

5

Balloon Package

Optional upgrade with Kevlar belted tires plus deluxe saddle and grips.

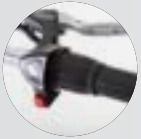
6

Optional Fenders

Optional color matched fenders keep you clean and dry.

TANDEM

The world's only electric bicycle built for two — riding is twice as much fun with someone you love.



**THROTTLE
CONTROL**



RED

**FEATURED
COLOR**



1

Integrated Rear Light

Built-in rear light for your safety.



2

Optional Fenders

Optional color matched fenders keep you clean and dry.



3

Upright Riding Position

Cruiser frame geometry provides a comfortable, upright riding position.



Tandem Options:

Frame Color:



Tire Color:



Battery Options:



**LEARN MORE AT
WWW.PEDEGO.COM**

4

Comfort Saddle

Luxurious saddle is soft where it matters most.



5

Cruiser Handlebars

Wide, swept-back handlebars allow you to sit back and relax.



6

Balloon Package

Optional upgrade with Kevlar belted tires plus deluxe saddle and grips.



WHICH BIKE IS



INTERCEPTOR



**CITY
COMMUTER**



**TRAIL
TRACKER**



BOOMERANG

BEST FOR	All-Purpose	Commuting	Off Road	Easy Access
SPECIAL FEATURE	Cruiser Comfort & Style	Fully Equipped	4" Wide Tires	Low 9" Step-Thru
BATTERY OPTIONS	48v10Ah 48v15Ah	36v10Ah, 36v15Ah 48v10Ah, 48v15Ah	48v11Ah	36v10Ah 36v15Ah
THROTTLE & PEDAL ASSIST	Throttle & Pedal Assist	Throttle & Pedal Assist	Throttle & Pedal Assist	Throttle
LIGHTS	Integrated Front & Rear	Integrated Front & Rear	Integrated Front	Integrated Rear
FENDERS	Optional Upgrade	Included with Mud Flaps	Aftermarket Upgrade	Optional Upgrade
TIRE SIZE	24" x 2.10" 26" x 2.35"	26" x 2.00" 28" x 2.00"	26" x 4.00"	26" x 2.3" 26" x 2.35"
HANDLEBARS	Cruiser	Metro with Adjustable Stem	Straight with 2" Rise	Cruiser

RIGHT FOR ME?



BOOMERANG PLUS



STRETCH



RIDGE RIDER



LATCH



COMFORT CRUISER



TANDEM CRUISER

Easy Access	Heavy Hauling	Mountain Biking	Traveling	Cruising	Quality Time
Low 9" Step-Thru	400 Pound Cargo Capacity	Fancy Components	Folds in Seconds	Pedal Forward	Built For Two
48v10Ah 48v15Ah	48v13Ah 48v17Ah	48v11Ah	36v10Ah 36v15Ah	36v10Ah 36v15Ah	48v10Ah 48v15Ah
Throttle & Pedal Assist	Throttle & Pedal Assist	PedalSense®	Throttle & Pedal Assist	Throttle	Throttle
Integrated Front & Rear	Integrated Front & Rear	None	Integrated Front & Rear	Integrated Rear	Integrated Rear
Optional Upgrade	Included	Aftermarket Upgrade	Included	Optional Upgrade	Optional Upgrade
26" x 2.35"	24" x 2.40"	27.5" x 2.10"	20" x 2.00"	24" x 2.10" 26" x 2.3" 26" x 2.35"	26" x 2.3" 26" x 2.35"
Cruiser	Metro with Adjustable Stem	Straight with 2" Rise	Straight	Cruiser	Cruiser

IN THE NEWS

LOS ANGELES TIMES

Pedego Electric Bicycle Juices up Commute to Train Station

"Riding the Pedego has proved so addictive, in fact, that I even find myself looking forward to the commute."

By Peter Pae for Los Angeles Times

Gadget Lust: The Pedego Electric Bike Makes Exercises Look (and Feel) Easy

"Little by little you find yourself asking for less and less assistance and burning more calories."

By David Weiss for Newsweek

NEWSWEEK

NEW YORK TIMES

I Sing the Bike Electric

"I am out on a gorgeous day biking roads I couldn't have biked otherwise... It's as if some benign force in the universe is running behind me giving me a push."

By Joyce Wadler for New York Times



OWN A STORE

*Imagine Earning
A Living Doing
Something
You Love*

The secret to unleashing your full business potential is to put your heart into it. Owning a Pedego store is something you can be passionate about – it's both enjoyable and fulfilling. It feels good to see the smile on a customer's face, or hear how riding a Pedego has touched somebody's life.

And it's fun! At Pedego, we're serious about fun. We believe it's the key to unlocking your passion and achieving the ultimate happiness and success in your life. *And isn't that what life is all about?*

To learn more visit:
www.pedego.com/own-a-store





“The thing I love the most about owning this store is the smile I bring to people’s faces. It never gets old.”

Denise Buckingham, Pedego Carlsbad

“This doesn’t feel like work to me! Every day is an exciting new adventure. I literally jump out of bed in the morning!!!”

Bryan Newman, Pedego La Quinta



I love seeing the positive impact a Pedego can have on someone’s life. Whether it’s losing weight, being more green, saving money, spending quality time with loved ones, or just getting more joy out of life.

John Tajiri, Pedego Westlake Village

“It’s really fun to see people experience the bikes for the first time and see their “WOW factor” come alive! You can count on it happening every single time.”

Kem Harris, Pedego Franklin





THE BEGINNING

Thank you for reading the *"hello, fun..."* magazine.
You've reached the last page, but it's really only the beginning.
Now it's time for you to go out there and have some fun!



Where
will you
Pedeego?

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Pedego



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Pedego

To find out more visit:

www.pedego.com

