

Electra







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We make bikes for people to ride. Not like the second leg of a triathlon ride. But if someone actually did that, it would be amazing. We just get you where you need to go, and make sure you have fun doing it. Wherever. Whenever. Whoever you are. Ours is not an exclusive club. If you like to have a good time, you're in. The codeword is: didgeridoo. It's just fun to say.

The point is, we started this company because we thought bikes could be more fun. We thought they could look a little cooler. Then we stopped thinking and went to the beach. But eventually we made it back to our studio and starting designing. The result was a cruiser that looked and rode unlike any other bike out there. And you guys loved it.

So we made more. Over 20 years later, we're still doing it. Still being true to ourselves. Still kicking convention to the curb. And still creating new ways to ride. Because we believe our best bike is our next bike. From beach cruisers to urban commuters, the perfect bike for you is in here somewhere.

You rock. Let's roll.

FLAT FOOT TECHNOLOGY®

PATENTED COMFORT. PATENTED CONTROL.

Flat Foot Technology®. It's been awarded not one, but two patents. And it's awesome. You really have to ride an Electra to feel it, but the overall benefit of Flat Foot Technology is more comfort and more control. It provides an upright, relaxed riding position with proper leg extension that also lets you plant your feet flat on the ground whenever you want without leaving the saddle.



TOWNIE®



TOWNIE® GO!



LOFT™



AMSTERDAM®



CRUISER



KIDS®

**YOU CAN'T
FAKE IT.**

Feel the difference of Flat Foot Technology® in these Electra collections.



Wide view of the road

Upright seating

Relaxed arm position

Full and proper leg extension when pedaling

Plant your feet flat on the ground whenever you want

Townie





The revolution started here. The Townie® introduced Electra's patented Flat Foot Technology® to the world and it was love at first sight. That love has made the Townie the best-selling bike in the U.S. For real. Turns out people like originality.

The Townie was born from an idea that challenged the sacred geometry of bike design and created a completely different riding experience. With an upright seating position that lets you see the world better and plant your feet flat on the ground whenever you want, it sets a new standard in comfort and control. Although most Electra bikes feature Flat Foot Technology to some degree, the Townie showcases it in all its glory.

We know it can be hard choosing which Townie is right for you. An Original, EQ or Balloon EQ? How many gears? Some people just pick their favorite color, which is cool. No matter what, it's all good.

WHAT COULD BE BETTER THAN A TOWNIE?

A Townie® EQ. The Townie Original offers the simplicity of our patented Flat Foot Technology® frame design in a variety of speeds. The Townie EQ is a Townie Original fully equipped with these added features:



TOWNIE ORIGINAL

Color matched front and rear fenders to protect you from the elements



TOWNIE EQ



LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
SINGLE-SPEED W/COASTER BRAKE
ALLOY LINEAR-PULL FRONT BRAKE
DOUBLE-WALL ALLOY RIMS
26" x 2.0" SEMI-SLICK STREET TIRES

ORIGINAL 1



TOWNIE ORIGINAL 1 LADIES' / WHITE / SINGLE-SPEED

Experience Townie® in its purest form. All the benefits of Electra Flat Foot Technology® coupled with the refreshing simplicity of a single-speed drivetrain plus a powerful rear coaster brake with a front linear-pull brake. Enjoy as-is, or personalize your ride with Electra parts and accessories to make it your own.



TOWNIE ORIGINAL 1 MEN'S / BLACK / SINGLE-SPEED

ORIGINAL 3i / 3i EQ



TOWNIE ORIGINAL 3i / 3i EQ LADIES' / LEAF GREEN / 3-SPEED

Enjoy all the advantages of Townie's Flat Foot Technology®, comfort, control, efficiency and a wide view of the road, along with a Shimano Nexus 3-speed internal hub that makes shifting as easy as a twist-of-the-wrist. The gearing is protected inside the rear hub, so there's virtually no maintenance required to keep shifting smoothly.



TOWNIE ORIGINAL 3i / 3i EQ LADIES' / CARIBBEAN BLUE / 3-SPEED



TOWNIE ORIGINAL 3i / 3i EQ LADIES' / LILAC / 3-SPEED



TOWNIE ORIGINAL 3i / 3i EQ LADIES' / CHAMPAGNE PEARL / 3-SPEED / ALSO AVAILABLE IN 24" WHEELS

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE

SHIMANO REVO TWIST SHIFTER

PAINTED ALLOY FENDERS

ALLOY LINEAR-PULL FRONT BRAKE

DOUBLE-WALL ALLOY RIMS

26" x 2.0" SEMI-SLICK STREET TIRES

EQ VERSION: HUB DYNAMO POWERED
SPANNINGA FRONT AND REAR LED LIGHTS



TOWNIE ORIGINAL 3i / 3i EQ LADIES' / WHITE / 3-SPEED



TOWNIE ORIGINAL 3i / 3i EQ MEN'S / SATIN GRAPHITE / 3-SPEED



TOWNIE ORIGINAL 3i / 3i EQ MEN'S / SATIN MIDNIGHT BLUE / 3-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- PAINTED ALLOY FENDERS
- ALLOY LINEAR-PULL FRONT BRAKE
- DOUBLE-WALL ALLOY RIMS
- 26" x 2.0" SEMI-SLICK STREET TIRES
- EQ VERSION: HUB DYNAMO POWERED SPANNINGA FRONT AND REAR LED LIGHTS



ORIGINAL 7D / 7D EQ



TOWNIE ORIGINAL 7D / 7D EQ LADIES' / POLAR BLUE / 7-SPEED

Lucky number 7 means gears a-plenty for most general riding. With a Shimano 7-speed derailleur, powerful front and rear linear-pull brakes and Electra's Flat Foot Technology®. Just decide which color catches your eye, then get on and go.



TOWNIE ORIGINAL 7D / 7D EQ LADIES' / VANILLA / 7-SPEED / ALSO AVAILABLE IN 24" WHEELS

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO TX-35 7-SPEED W/MEGARANGE GEARING
- SHIMANO REVO TWIST SHIFTER
- FORGED ALLOY CRANKSET W/44T CHAINRING & DUAL GUARDS
- ALLOY LINEAR-PULL BRAKES
- DOUBLE-WALL ALLOY RIMS
- 26" x 2.0" SEMI-SLICK STREET TIRES
- EQ VERSION: HUB DYNAMO POWERED SPANNING FRONT AND REAR LED LIGHTS, AND PAINTED ALLOY FENDERS



TOWNIE ORIGINAL 7D / 7D EQ LADIES' / QUARTZ GREY / 7-SPEED



TOWNIE ORIGINAL 7D LADIES' / MATTE SAGE / 7-SPEED



TOWNIE ORIGINAL 7D / 7D EQ LADIES' / ORANGE PEARL / 7-SPEED



TOWNIE ORIGINAL 7D / 7D EQ LADIES' / BLACK / 7-SPEED



TOWNIE ORIGINAL 7D / 7D EQ LADIES' / VIOLET / 7-SPEED





TOWNIE ORIGINAL 7D / 7D EQ LADIES' / CORAL / 7-SPEED





TOWNIE ORIGINAL 7D / 7D EQ MEN'S / BLACK / 7-SPEED / ALSO AVAILABLE IN TALL



TOWNIE ORIGINAL 7D / 7D EQ MEN'S / MOSS METALLIC / 7-SPEED



TOWNIE ORIGINAL 7D MEN'S / RED / 7-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO TX-35 7-SPEED
W/MEGARANGE GEARING

SHIMANO REVO TWIST SHIFTER

FORGED ALLOY CRANKSET W/44T
CHAINRING & DUAL GUARDS

ALLOY LINEAR-PULL BRAKES

DOUBLE-WALL ALLOY RIMS

26" x 2.0" SEMI-SLICK STREET TIRES

EQ VERSION: HUB DYNAMO POWERED
SPANNING A FRONT AND REAR LED LIGHTS,
AND PAINTED ALLOY FENDERS



TOWNIE ORIGINAL 7D / 7D EQ MEN'S / GRAPHITE / 7-SPEED

ORIGINAL 21D / 21D EQ



TOWNIE ORIGINAL 21D / 21D EQ LADIES' / WINTERMINT / 21-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO TX-35 21-SPEED
W/MEGARANGE GEARING

REVO TWIST SHIFTERS (LADIES'),
OR SHIMANO EZ-FIRE PLUS SHIFTERS (MEN'S)

ALLOY LINEAR-PULL BRAKES

DOUBLE-WALL ALLOY RIMS

26" x 2.0" SEMI-SLICK STREET TIRES

EQ VERSION: HUB DYNAMO POWERED
SPANNING FRONT AND REAR LED LIGHTS,
AND PAINTED ALLOY FENDERS

The go-anywhere Townie®. Ride with abandon with a wide-range of 21 speeds equipped to handle hills. Appreciate the distinct, modern clean lines of the innovative Electra Flat Foot Technology® frame or customize it to fit your needs with extras like racks, bags and baskets.



TOWNIE ORIGINAL 21D LADIES' / PEWTER / 21-SPEED



TOWNIE ORIGINAL 21D LADIES' / POLISHED BLUE / 21-SPEED



TOWNIE ORIGINAL 21D LADIES' / PERSIMMON / 21-SPEED



TOWNIE ORIGINAL 21D / 21D EQ MEN'S / BLACK SATIN / 21-SPEED / ALSO AVAILABLE IN TALL



TOWNIE ORIGINAL 21D MEN'S / LIQUID SILVER / 21-SPEED



TOWNIE ORIGINAL 21D MEN'S / BLUE METALLIC / 21-SPEED



TOWNIE ORIGINAL 21D MEN'S / CRIMSON METALLIC / 21-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO TX-35 7-SPEED
W/MEGARANGE GEARING

SHIMANO REVO TWIST SHIFTER

FORGED ALLOY CRANKSET W/44T
CHAINRING & DUAL GUARDS

ALLOY LINEAR-PULL BRAKES

DOUBLE-WALL ALLOY RIMS

26" x 2.0" SEMI-SLICK STREET TIRES

EQ VERSION: HUB DYNAMO POWERED
SPANNING A FRONT AND REAR LED LIGHTS,
AND PAINTED ALLOY FENDERS

BALLOON 3i EQ / 7i EQ

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
SHIMANO NEXUS INTERNAL 3-SPEED
OR 7-SPEED W/COASTER BRAKE
SHIMANO REVO TWIST SHIFTER
PAINTED ALLOY FENDERS
SHIMANO NEXUS ROLLER BRAKE
W/ COOLING FINS
PAINTED ALLOY RIMS
SCHWALBE FAT FRANK 26"x 2.35" TIRES
HUB DYNAMO POWERED SPANNING
FRONT AND REAR LED LIGHTS



TOWNIE BALLOON 3i EQ LADIES' / TANGERINE / 3-SPEED

You can see the difference right away. New this year, all Townie® Balloons come fully equipped with lighting systems and full fenders. And you will feel the difference once you take a ride. There's magic in these tires. They absorb impact with less rolling resistance to give you a smooth, cushy ride with added protection against the dreaded flat.



TOWNIE BALLOON 3i EQ / 7i EQ LADIES' / AZURE / 3-SPEED OR 7-SPEED



TOWNIE BALLOON 3i EQ MEN'S / BROWN METALLIC / 3-SPEED







TOWNIE BALLOON 3i EQ / 7i EQ MEN'S / ARMY GREY / 3-SPEED OR 7-SPEED



TOWNIE BALLOON 3i EQ / 7i EQ MEN'S / SLATE / 3-SPEED OR 7-SPEED

BALLOON 8D EQ



TOWNIE BALLOON 8D EQ LADIES' / LIME / 8-SPEED



TOWNIE BALLOON 8D EQ LADIES' / COFFEE / 8-SPEED



TOWNIE BALLOON 8D EQ MEN'S / NAVY / 8-SPEED



TOWNIE BALLOON 8D EQ MEN'S / MATTE BLACK / 8-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO 8-SPEED W/ACERA DERAILLEUR
- SHIMANO RAPIDFIRE SHIFTER
- PAINTED ALLOY FENDERS
- FORGED ALLOY CRANKSET W/44T CHAINRING/DUAL GUARD
- PAINTED ALLOY RIMS W/MACHINED SIDEWALLS
- SCHWALBE FAT FRANK 26"x 2.35" TIRES
- HUB DYNAMO POWERED SPANNING FRONT AND REAR LED LIGHTS

BALLOON 8i EQ



TOWNIE BALLOON 8i EQ LADIES' / EBONY / 8-SPEED



TOWNIE BALLOON 8i EQ MEN'S / EBONY / 8-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 8-SPEED
W/FREEWHEEL

SHIMANO NEXUS TWIST SHIFTER

PAINTED ALLOY FENDERS

SHIMANO NEXUS ROLLER BRAKES
W/ COOLING FINS

PAINTED ALLOY RIMS

SCHWALBE FAT FRANK 26" x 2.35" TIRES

HUB DYNAMO POWERED SPANNING
FRONT AND REAR LED LIGHTS





Townnie GO!



The Next Generation of eBikes is here.

In case you missed the first generation of eBikes, let's back up a sec. The Townie® Go! is a battery-powered, pedal-assist bike that lets you ride like the wind without breaking a sweat. The difference this year? We've upgraded to a Bosch frame-mount mid-motor that's quieter and lets you adjust your cadence based on speed. Those are some fancy words, but the gist is that it handles better with a lower center of gravity, a smoother ride and a wider range of power support.

What has remained the same is that the Townie Go! is an absolute blast to ride. The balloon tires glide over any surface with unlimited traction. Multi-gear functionality lets you control output and battery life. And of course, it looks as awesome as it rides. The combination of Townie's Flat Foot Technology® with Bosch's legendary performance is a match made in heaven. Or San Diego, which is pretty close.

TOWNIE GO! 8i



TOWNIE GO! 8i STEP-THRU / POLISHED SILVER / 8-SPEED

*DISTANCE DEPENDENT ON CONDITIONS, TERRAIN AND RIDER WEIGHT.



BOSCH DISPLAY UNIT



SHIMANO NEXUS 8-SPEED TWIST



BOSCH PERFORMANCE ELECTRIC ASSIST SYSTEM WITH 250W MID-FRAME MOTOR



SHIMANO NEXUS 8-SPEED INTERNAL



SHIMANO ROLLER BRAKES



TOWNIE GO! 8i STEP-THRU / LIME / 8-SPEED



TOWNIE GO! 8i STEP-THRU / AZURE / 8-SPEED



TOWNIE GO! 8i STEP-THRU / EBONY / 8-SPEED

Bosch Performance electric-assist system with 250W mid-frame motor
Lithium-ion battery 11Ah/400wh, 36V
4 Mode levels of support: Eco, Tour, Sport and Turbo
Distance: 20-100 miles depending on your mode and terrain
Charge time: 1.5 hours to 50%, 3.5 to 100%
Maximum assisted speed: 20mph
Battery life: 2 year warranty



TOWNIE GO! 8i MEN'S / GRAPHITE / 8-SPEED

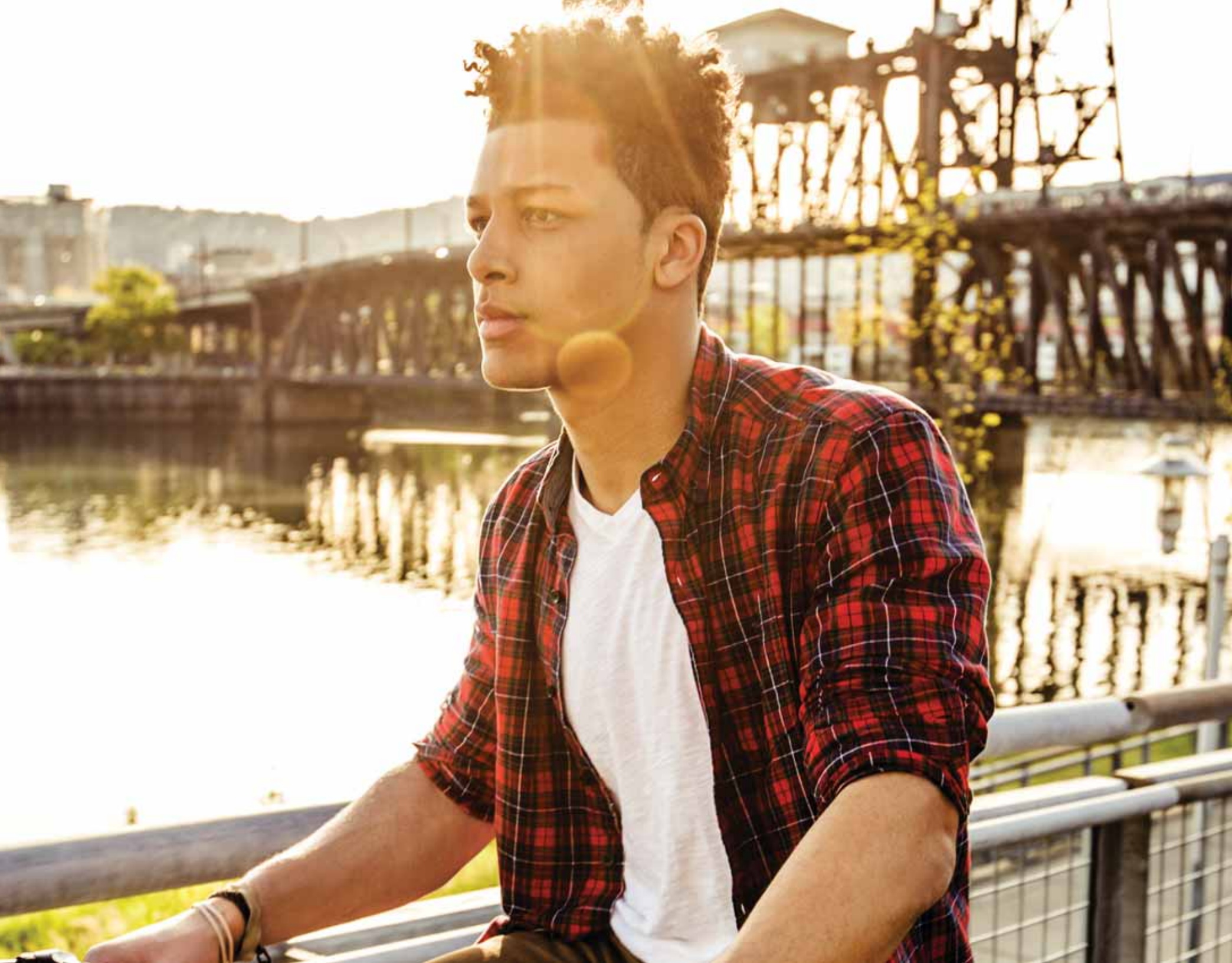


TOWNIE GO! 8i MEN'S / ARMY GREY / 8-SPEED



TOWNIE GO! 8i MEN'S / EBONY / 8-SPEED

- _____ LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- _____ SHIMANO ROLLER BRAKES
- _____ SHIMANO NEXUS 8-SPEED INTERNAL
- _____ PAINTED ALLOY FENDERS
- _____ FRONT AND REAR LED LIGHTING
- _____ FRAME LOCK KEYED TO MATCH BATTERY LOCK
- _____ SHIMANO NEXUS ROLLER BRAKES
- _____ W/ COOLING FINS
- _____ PAINTED RIMS
- _____ SCHWALBE FAT FRANK 26" x 2.35" TIRES
- _____ ALLOY REAR RACK







Loft™ is a lightweight commuter bike inspired by those who live, breathe and ride in cities all around the world. Designed with a functional minimalism in mind, the Loft is built to handle the rigors of the streets. Potholes, cabs, police tape, 4th floor walk-ups. Whatever.

The clean lines and straight bars give it a nice, unaffected look while the 700c wheels, foot-forward positioning and upright riding position provide optimum speed, comfort and control. Available in a bunch of speeds from the fixie-like single to the versatile 7-speed, you'll find one that's right up your alley. So to speak.



LOFT 1 MEN'S / MATTE BLACK / SINGLE-SPEED

- HI-TENSILE STEEL FRAME AND FORK
- SINGLE-SPEED W/COASTER BRAKE
- ALLOY CRANKSET W/44 T ALLOY CHAINRING AND GUARD
- SEALED CARTRIDGE BOTTOM BRACKET
- DOUBLE-WALL ALLOY RIMS
- 700 x 38c MIXED TREAD TIRES

If you want bells and whistles, go to the circus. This is a gritty, lightweight city bike that won't break the bank. Built with a durable steel frame and fork, simple coaster brake and alloy double wall rims.



LOFT 1 MEN'S / NICKEL PLATED / SINGLE-SPEED



LOFT 3i



LOFT 3i LADIES' / MANGO / 3-SPEED

Just enough gussy to get you up. The 3i is an all-weather, low-maintenance commuter with a 3-speed internal gear hub, fenders and a rear rack. It sports the same lightweight, durable alloy frame as its counterparts.



LOFT 3i LADIES' / WHITE / 3-SPEED



LOFT 3i MEN'S / BLACK / 3-SPEED



LOFT 3i MEN'S / GREY / 3-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/FREEWHEEL
- SHIMANO REVO TWIST SHIFTER
- PAINTED FENDERS
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE-WALL ALLOY RIMS
- ALLOY REAR RACK
- 700 x 38c MIXED TREAD TIRES

LOFT 7D

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO ACERA 7-SPEED W/MEGARANGE GEARING
- SHIMANO REVO TWIST SHIFTER
- PAINTED FENDERS
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE WALL ALLOY RIMS
- 700 x 38c TIRES



LOFT 7D LADIES' / TEAL / 7-SPEED



LOFT 7D LADIES' / CITRINE / 7-SPEED

This modern day classic is built to ride. It's lightweight. It's durable. It's comfortable. The wide range gearing is perfect for everything from the bike path to beer runs. The 7D comes equipped with an alloy frame, 7-speed drivetrain and fenders for all-weather riding.



LOFT 7D LADIES' / CREAM / 7-SPEED



LOFT 7D MEN'S / MATTE WHITE / 7-SPEED



LOFT 7D MEN'S / MATTE KHAKI / 7-SPEED

LOFT 7i



LOFT 7i LADIES' / BLIZZARD BLUE / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 7-SPEED W/FREEWHEEL
- SHIMANO REVO TWIST SHIFTER
- PAINTED FENDERS
- SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY CRANKSET W/44T ALLOY CHAINRING AND GUARD
- ALLOY DUAL PIVOT CALIPER BRAKES
- DOUBLE WALL ALLOY RIMS
- 700 x 38c TIRES
- ALLOY REAR RACK



LOFT 7i MEN'S / BRUSHED ALUMINUM / 7-SPEED

You've got places to go. The 7i is the reliable super commuter that will get you there. Explore the city's ups and downs with a 7-speed internal gear hub, fenders, rear rack and lightweight but sturdy alloy frame.



AMSTERDAM





A modern take on the Dutch city bike, the Amsterdam® will make you fall in love with cycling all over again with its elegant combination of practicality, comfort and style. The fast-rolling 700c wheels mixed with our patented Flat Foot Technology® provide a nice, easy ride while the full chainguard and fenders let you ride without fear of messing up your threads.

It's perfect for everyday transportation, running errands or just rolling around town. Some models are dressed up with additional features like a coat/skirt guards, racks, lights and the coveted bell. Ding, ding.

FASHION 3i / 7i

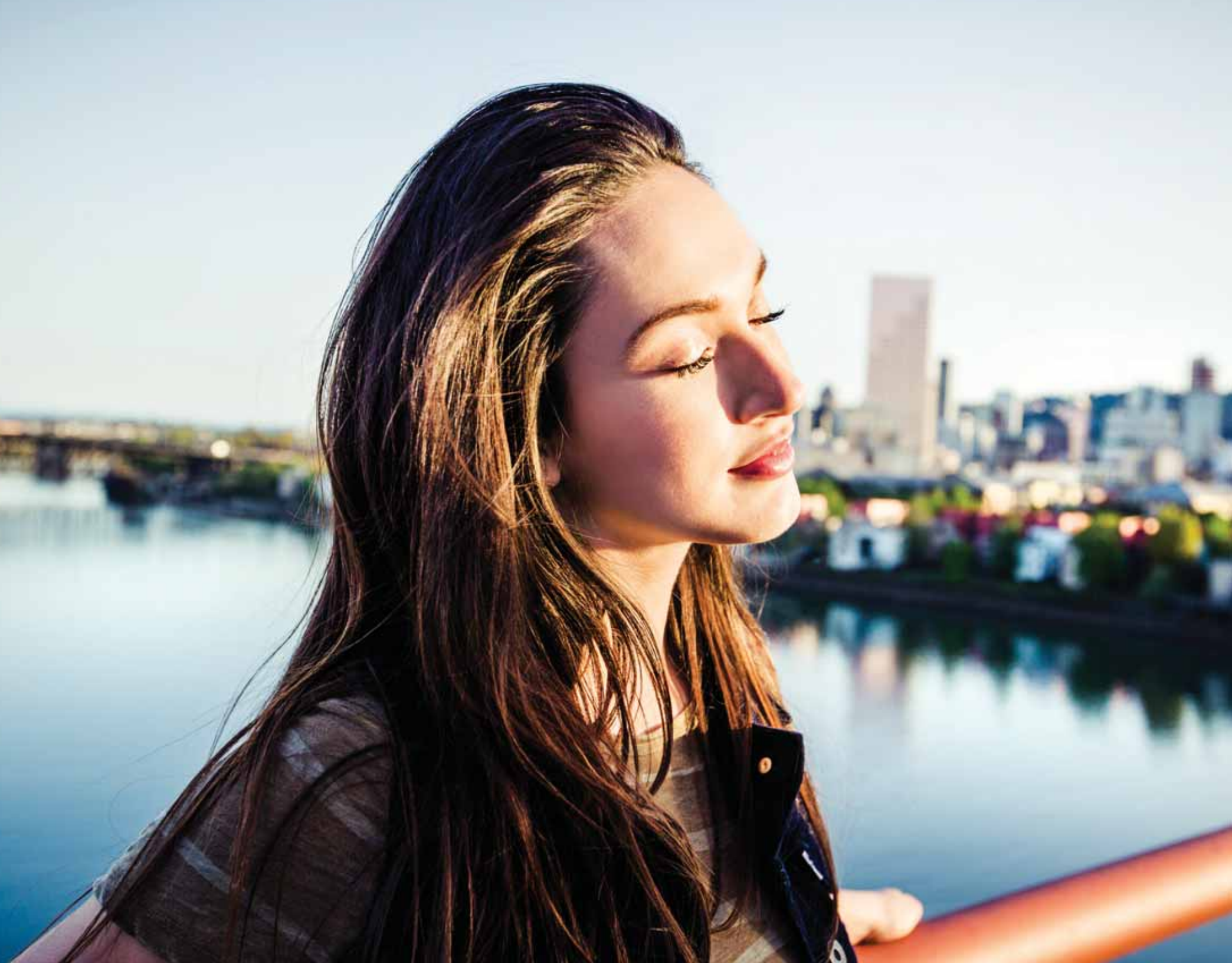


- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/FREEWHEEL
- SHIMANO REVO TWIST SHIFTER
- SHIMANO NEXUS FRONT ROLLER BRAKE
- FULL CHAINGUARD AND INTEGRATED ALLOY CRANK
- ALLOY COAT/SKIRT GUARD
- SHIMANO DYNAMO FRONT HUB
- HUB DYNAMO POWERED SPANNING FRONT AND REAR LED LIGHTS
- PREMIUM CHROME
- 700 X 40c CITY TIRES
- ALLOY REAR RACK
- MATCHING BELL

AMSTERDAM JETSETTER 3i LADIES' / INDIGO / 3-SPEED

Like the perfect find in a boutique, Amsterdam® Fashion bikes bring something distinctively sophisticated and unique to cycling. Their charm is evident in the meticulously detailed designs that let you ride without a care. It looks like a runway piece. It rides like your favorite pair of jeans. It's all artfully coordinated with the colorful rims and matching bell. Finally, the headlight lets you strut your stuff day and night.







AMSTERDAM FORGET-ME-NOT 3i LADIES' / YELLOW / 3-SPEED



AMSTERDAM BLOOM 3i / 7i LADIES' / CREAM / 3-SPEED OR 7-SPEED



AMSTERDAM JOYRIDE 3i / 7i LADIES' / BRIGHT PINK / 3-SPEED OR 7-SPEED

ORIGINAL 3i



AMSTERDAM ORIGINAL 3i LADIES' / DEEP PINK / 3-SPEED



AMSTERDAM ORIGINAL 3i LADIES' / SPRING GREEN / 3-SPEED

A stylish, streamlined Dutch bike with Amsterdam® signature features: comfortable and efficient patented Flat Foot Technology®, full chain guard and matching full fenders. Stunning in its simplicity, yet playful with its palette.



AMSTERDAM ORIGINAL 3i LADIES' / ORANGE / 3-SPEED





AMSTERDAM ORIGINAL 3i LADIES' / CREAM / 3-SPEED



AMSTERDAM ORIGINAL 3i MEN'S / OLIVE / 3-SPEED



AMSTERDAM ORIGINAL 3i MEN'S / DARK BLUE METALLIC / 3-SPEED

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE

ALLOY CALIPER BRAKE

SHIMANO REVO TWIST SHIFTER

FULL CHAINGUARD AND INTEGRATED
ALLOY CRANK

MATCHING FULL FENDERS

POLISHED DOUBLE-WALL ALLOY RIMS

700 x 40c CITY TIRES

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 8-SPEED
W/FREEWHEEL

SHIMANO NEXUS TWIST SHIFTER

SHIMANO NEXUS FRONT AND
REAR ROLLER BRAKE

ABUS RING LOCK

FULL CHAINGUARD AND INTEGRATED
ALLOY CRANK

ALLOY COAT/SKIRT GUARDS

SHIMANO DYNAMO FRONT HUB

HUB DYNAMO POWERED SPANNING
FRONT AND REAR LED LIGHTS

PREMIUM CHROME

700 x 40c CITY TIRES W/KEVLAR®
PUNCTURE-RESISTANT CASING

ALLOY REAR RACK

CUSTOM BELL



AMSTERDAM ROYAL 8i LADIES' / AQUAMARINE / 8-SPEED

A truly aristocratic ride. The Royal 8i is our lightweight aluminum premium-edition Dutch bike: well-bred for stylish luxury and yet practical everyday cycling. Top-of-the-line Shimano Nexus 8-speed internal hub, smooth and powerful front and rear roller brakes and durable tires with Kevlar® puncture-resistant casing are a few of the special upgraded features that adorn Electra's comfortable and ergonomic Amsterdam® frame with patented Flat Foot Technology®. Now anyone can feel like royalty.

ROYAL 8i



AMSTERDAM ROYAL 8i LADIES' / PEARL WHITE / 8-SPEED



AMSTERDAM ROYAL 8i MEN'S / SATIN GRAPHITE / 8-SPEED



AMSTERDAM ROYAL 8i MEN'S / BLACK / 8-SPEED







Great for everyday transportation and light touring, the Ticino® picks up where bike builders of the 40s and 50s left off, giving it a true handcrafted feel not found in many of today's cookie-cutter bikes. Named for an Italian influenced area of Switzerland, Ticino's design aesthetic, craftsmanship and frame integrity are inspired by the vintage bikes once ridden throughout the region. The retro-inspired hubs, cranksets, chainrings, handlebars, forks, pedals and hammered-finish alloy fenders show classic craftsmanship. But this thing is far from a relic. When it comes to performance, the Ticino is decked with modern components custom-manufactured by Electra.

But it's more than just a pretty face. The Ticino sports fast-rolling 700c wheels and a lightweight frame, for a fine-tuned, smooth gliding ride. Love is in the details, and after one look at the Ticino you'll be ready for a serious commitment.

TICINO 7D



TICINO 7D LADIES' / GLACIER BLUE / 7-SPEED



TICINO 7D LADIES' / LEMON CHIFFON / 7-SPEED



TICINO 7D MEN'S / RUBY / 7-SPEED

This 7-speed bike is the epitome of simple elegance. The hammered fenders are the perfect accent to its understated style and clean design. Choose either the traditional men's diamond frame or the graceful ladies' mixte frame.





6061-T6 ALUMINUM FRAMESET

INVESTMENT-CAST CROWN,
TAPERED-LEG, STEEL FORK

SHIMANO 7-SPEED ALTUS DRIVETRAIN

SHIMANO TX50 THUMB SHIFTER PLUS

FORGED ALLOY CRANKSET W/42T
CHAINRING/DUAL GUARDS

CENTER-PULL BRAKES [LADIES'],
SHIMANO CANTILEVER BRAKES [MEN'S]

32H LOW FLANGE ALLOY HUBSET

DOUBLE-WALL ALLOY RIMS

700 x 35c TIRES

TICINO DUAL-DENSITY SADDLE

HAMMERED ALLOY FENDERS

TICINO 7D MEN'S / MIDNIGHT BLUE / 7-SPEED



TICINO 8D LADIES' / KIWI / 8-SPEED



TICINO 8D LADIES' / WISTERIA / 8-SPEED



TICINO 8D MEN'S / GOLD PATINA / 8-SPEED

The Ticino® 8D is packed with Electra design details. Like vintage, hammered-finish alloy fenders, classically styled alloy crankset, touring pedals and a brilliant chrome-plated stem. Unique reverse-hinged bar-end levers operate retro-style brakes — cantilevers on the men's and center-pulls on the ladies'.





TICINO 8D MEN'S / RACING GREEN / 8-SPEED

6061-T6 ALUMINUM FRAMESET

INVESTMENT-CAST CROWN, TAPERED LEG,
BUTTED CHROMOLY FORK

SHIMANO 8-SPEED CLARIS DRIVETRAIN

SHIMANO ACERA RAPIDFIRE SHIFTER

FORGED ALLOY CRANKSET W/42T
ALLOY CHAINRING DUAL GUARDS

ALLOY CENTER-PULL BRAKES [LADIES'],
TEKTRO CANTILEVER BRAKES [MEN'S]

ELECTRA ELITE DOUBLE-WALL ALLOY RIMS

TICINO DUAL-DENSITY SADDLE

TICINO TOURING PEDALS

HAMMERED ALLOY FENDERS

700 x 35c TIRES

TICINO 20D



TICINO 20D LADIES' / MERLOT / 20-SPEED

No expense spared, no detail overlooked on our flagship Ticino® 20D. Handcrafted, butted 6061 aluminum frame. Classic hand-brazed, tapered, butted chromoly, double-chromed investment crown fork. Enduring reverse-hinged brake levers and exclusive wrapped grips. Wide-range Shimano Tiagra 20-speed gearing and Rapidfire trigger shifters, lightweight polished alloy rear carrier, Japanese Panaracer Pasela 35c skinwall tires and a host of vintage touches. Normally you'd be placed on a waiting list for a handmade bike like this.



TICINO 20D MEN'S / BLACK / 20-SPEED

6061-T6 ALUMINUM FRAMESET

TRADITIONAL HAND-BRAZED, INVESTMENT CAST CROWN, TAPERED-LEG CHROMOLY FORK

SHIMANO 20-SPEED TIAGRA DRIVETRAIN

SHIMANO TIAGRA RAPIDFIRE SHIFTERS

TICINO FORGED ALLOY COMPACT DOUBLE 50/39T CRANKSET

ALLOY CENTER-PULL BRAKES [LADIES'], TEKTRONIC CANTILEVER BRAKES [MEN'S]

TICINO FIVE STAR HIGH FLANGE 32H HUBSET

ELECTRA ELITE HIGH-POLISHED DOUBLE-WALL ALLOY RIMS W/ STAINLESS EYELETS

PANARACER PASELA ARAMID FOLDING BEAD 700 x 35c TIRES

TICINO DUAL-DENSITY SADDLE

HAND-BRAZED CHROMOLY QUILL STEM

HAMMERED ALLOY FENDERS

ALLOY REAR CARRIER







This is the bike that started it all. 23 years ago we launched the company on the idea that we could improve on an American classic. So we opened up the frame geometry, moved the pedals forward, relaxed the seat angle and gave the entire body some breathing room. The result was a less clunky, more ergonomic ride that features our patented Flat Foot Technology®. And then we dialed it in with our signature Electra style and attention to detail. 23 years later, our Cruiser collection is all grown up. Choose between an alloy or steel frame, single or multiple gears, and a variety of styles and accessories that let your true self shine.

With so many colors and personalities to consider, you'll want to be sure to notice the brand new Ladies' Fashion models, Classic Cruisers, Men's Attitude bikes and the new Cruiser Lux Fat Tire. They're pretty sweet. And back by popular demand, Tandems. Once you've decided on your bike, check out Electra apparel and accessories on electrabike.com for more ways to customize your ride.

6061-T6 ALUMINUM BOOMERANG FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/ COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

SHIMANO FRONT ROLLER BRAKE AND HUB

26"x 2.125" TIRES

MATCHING BELL

CUSTOM DESIGNED STUDED SADDLE AND GRIPS



GLAM PUNK 3i ALUMINUM / LADIES' / MATTE BLACK / 3-SPEED

Turn sidewalks into runways with these sweet, playful designs. The surprising detail and nuances are what make Electra Fashion bikes unique. There's a style for every personality and each one features our patented Flat Foot Technology® for amazing comfort and control. Take a ride and you'll realize that beauty is way more than skin deep.





SANS SOUCI 3i ALUMINUM / LADIES' / CREAM / 3-SPEED

- 6061-T6 ALUMINUM BOOMERANG FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE
- SHIMANO NEXUS REVO SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET
- SHIMANO FRONT ROLLER BRAKE AND HUB
- 26" x 2.125" TIRES
- MATCHING BELL
- GENUINE LEATHER STREAMERS



HANAMI 3i ALUMINUM / LADIES' / MIDNIGHT BLUE / 3-SPEED





DREAMTIME 3i ALUMINUM / LADIES' / EMERALD / 3-SPEED

6061-T6 ALUMINUM BOOMERANG FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
OR 7-SPEED W/ COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

SHIMANO FRONT ROLLER BRAKE AND HUB
[KOA, WREN, SUGARSKULLS]

26"x 2.125" TIRES

MATCHING BELL

GENUINE LEATHER STREAMERS
[WREN, SUGAR SKULLS]

CLASSIC FORK STRUTS [KARMA]

NATURAL WOOD FRONT AND REAR RACK [KOA]



KOA 3i ALUMINUM / LADIES' / WHITE / 3-SPEED



KARMA 3i ALUMINUM / LADIES' / PURPLE FADE / 3-SPEED





WREN 3i ALUMINUM / LADIES' / AUBERGINE / 3-SPEED



SUGAR SKULLS 3i / 7i ALUMINUM / LADIES' / BLACK / 3-SPEED OR 7-SPEED





GYPSY 3i ALUMINUM / LADIES' / FOREST GREEN / 3-SPEED

- 6061-T6 ALUMINUM BOOMERANG FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE
- SHIMANO NEXUS REVO SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET
- SHIMANO FRONT ROLLER BRAKE AND HUB
- 26"x 2.125" TIRES
- MATCHING BELL [CHROMA]
- BELL AND BASKET [GYPSY]



CHROMA 3i ALUMINUM / LADIES' / WHITE / 3-SPEED



FLORA & FAUNA 3i ALUMINUM / LADIES' / BLACK / 3-SPEED

- 6061-T6 ALUMINUM BOOMERANG FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- SHIMANO NEXUS REVO SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- SHIMANO FRONT ROLLER BRAKE AND HUB
- 26"x 2.125" TIRES
- FULL RIM DESIGN [WILD FLOWER]
- MATCHING BELL
- GENUINE LEATHER STREAMERS [FLORA & FAUNA, WILD FLOWER]



NIGHT OWL 3i ALUMINUM / LADIES' / BLUE FADE / 3-SPEED





WILD FLOWER 3i ALUMINUM / LADIES' / DARK GREY METALLIC / 3-SPEED

6061-T6 ALUMINUM BULLET TANK FRAME

SHIMANO NEXUS INTERNAL 3-SPEED W / COASTER
BRAKE AND MECHANICAL DISC BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

26" x 2.125" RETRORUNNER FRONT TIRE
AND 24" x 3.0 FATTI-O REAR TIRE

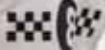


RELIC 3i ALUMINUM / MEN'S / ZINC METALLIC / 3-SPEED

Cars. Motorcycles. Fighter planes. If it's got an internal combustion engine, we like it. But when the situation calls for a little legwork, the Men's Attitude Cruisers fit the bill. They've been pinstriped, chopped, flamed and stretched for a custom look inspired by the hotrod culture. The modified frames and components like tricked out forks, struts, fenders, handlebars, racks and tires give each bike a style of their own. Throw in a little Flat Foot Technology® and you've got yourself one sweet ride.



STRAIGHT



ELECT



INDY 3i ALUMINUM / MEN'S / RED / 3-SPEED

6061-T6 ALUMINUM BULLET TANK FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

SHIMANO FRONT ROLLER BRAKE AND HUB

ALLOY FENDER STAYS

CLASSIC FORK STRUTS

26"x 2.35" VINTAGE DIAMOND BALLOON TIRES

MATCHING BELL [TIGER SHARK]



MOD 3i ALUMINUM / MEN'S / BLACK / 3-SPEED





TIGER SHARK 3i ALUMINUM / MEN'S / MIDWAY GREY / 3-SPEED



Electra



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

- HYDROFORMED 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED
OR 8-SPEED W/COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET
- MECHANICAL DISC FRONT BRAKE
- 24"x 3.0" FATTI-O TIRES
- EIGHT BALL VALVE CAPS

- HYDROFORMED 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED
W/COASTER BRAKE
- SHIMANO REVO TWIST SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET
- MECHANICAL DISC FRONT BRAKE
- 24"x 3.0" FATTI-O TIRES



FAST 5 3i ALUMINUM / MEN'S / MATTE TITANIUM / 3-SPEED



GHOST RIDER 3i ALUMINUM / MEN'S / BLACK / 3-SPEED

Ed "Big Daddy" Roth was, to many, the consummate artist, free-spirited maverick of Southern California's car culture of the 1950s through the '90s. His Rat Fink grinning, fly-pestered image is an icon of the Southern California car scene and beatnik years. Ed was constantly inventing and innovating new cars, new trikes and new bikes. We believe Ed would be pleased to find that his namesake is the coolest of cool bikes.



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



Rat Fink name and device are registered trademarks of Ed "Big Daddy" Roth, Inc. © 2015



REVL 3i ALUMINUM / MEN'S / MATTE BLACK / 3-SPEED

EXTRA-STRETCHED HYDROFORMED
6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 3-SPEED W / COASTER
BRAKE AND MECHANICAL DISC BRAKE

SHIMANO NEXUS REVO SHIFTER

EXTRA LONG TRIPLE CLAMP FORK

ALLOY CRANK AND SEALED BEARING CARTRIDGE
BOTTOM BRACKET

24"x 3.0" FATTI-O TIRES

DICE VALVE CAPS [RAT FINK]

MOTO 1



6061-T6 ALUMINUM MOUNTAIN CRUISER FRAME
SINGLE-SPEED W/HAYES DISC BRAKES
BMX HOLLOW CHROMOLY CRANK AND SEALED
CARTRIDGE BOTTOM BRACKET
ALLOY SEAT POST
29" x 2.125" ELECTRA MOTO KNOBBY TIRES

MOTO 1 MEN'S / MATTE BLACK / SINGLE-SPEED



MOTO 1 MEN'S / MATTE BLUE / SINGLE-SPEED

Remember when your biggest worry was getting home before the streetlights came on? The Moto does. We've taken our beach cruiser and added a touch of old school BMX and new school off-road to give you the ultimate play bike. You're not exactly going to be joining the race circuit on it, but you'll definitely be popping some sick wheelies and hopping every curb in sight. Go ahead and lay down a little rubber if you want to. Available in the simple single-speed or a little fancier 3-speed.







MOTO 3i MEN'S / MATTE CREAM / 3-SPEED

6061-T6 ALUMINUM MOUNTAIN CRUISER FRAME

SRAM I-MOTION 3-SPEED W/HAYES DISC BRAKES

BMX HOLLOW CHROMOLY CRANK AND SEALED
CARTRIDGE BOTTOM BRACKET

ALLOY SEAT POST

29" x 2.125" ELECTRA MOTO KNOBBY TIRES

CRUISER LUX FAT TIRE 1 / 70

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
SINGLE-SPEED W/COASTER BRAKE
FRONT MECHANICAL DISC BRAKE
ALLOY CRANK AND SEALED BEARING
CARTRIDGE BOTTOM BRACKET
CUSTOM EXTRA-WIDE ALLOY RIMS
W/12 GAUGE STAINLESS STEEL SPOKES
26"x 3.5" ELECTRA FAT TIRES



CRUISER LUX FAT TIRE 1 ALUMINUM / MEN'S / MATTE BLACK / SINGLE-SPEED

Here's the skinny...you're not riding one of these to fly under the radar. You're riding it because it looks gnarly and rides smooth. Introducing the new Cruiser Lux Fat Tire. The fatty 26"x 3.5" tires, super wide rims and 12 gauge spokes practically float over softer surfaces with maximum stability. Meanwhile the disc brakes keep all that awesome under control.





LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO TX-35 7-SPEED W/MEGARANGE
14-34T GEARING

MECHANICAL DISC BRAKES

ALLOY CRANK AND SEALED BEARING
CARTRIDGE BOTTOM BRACKET

CUSTOM EXTRA-WIDE ALLOY RIMS
W/12 GAUGE STAINLESS STEEL SPOKES

26"x 3.5" ELECTRA FAT TIRES



CRUISER LUX FAT TIRE 7D ALUMINUM / MEN'S / MATTE BLACK / 7-SPEED

CRUISER LUX 1



CRUISER LUX 1 ALUMINUM / LADIES' / BLUE METALLIC / SINGLE-SPEED



PURPLE METALLIC / SINGLE-SPEED



WHITE / SINGLE-SPEED



GREEN METALLIC / SINGLE-SPEED

The Cruiser Lux takes the basic Cruiser to the next level with modern refinements like a lightweight aluminum frame, customized components, and of course Electra's patented Flat Foot Technology®.







CRUISER LUX 1 ALUMINUM / MEN'S / POLISHED SILVER / SINGLE-SPEED



CRUISER LUX 1 ALUMINUM / MEN'S / MATTE BLACK / SINGLE-SPEED



CRUISER LUX 1 ALUMINUM / MEN'S / DARK GREY METALLIC / SINGLE-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO NEXUS INTERNAL SINGLE-SPEED W/ COASTER BRAKE
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY SEAT POST
- 26" x 2.125" RETRORUNNER TIRES [LADIES']
26" x 2.35" BALLOON TIRES [MEN'S]
- PAINTED FENDERS [LADIES']
- CUSTOM SADDLE AND GRIPS

CRUISER LUX 3i

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/ COASTER BRAKE

ALLOY LINEAR-PULL FRONT BRAKES

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

ALLOY SEAT POST

26" x 2.125" RETRORUNNER TIRES [LADIES']
26" x 2.35" BALLOON TIRES [MEN'S]

PAINTED FENDERS [LADIES']

CUSTOM SADDLE AND GRIPS



CRUISER LUX 3i ALUMINUM / LADIES' / WHITE / 3-SPEED



CRUISER LUX 3i ALUMINUM / LADIES' / BLUE METALLIC / 3-SPEED





CRUISER LUX 3i ALUMINUM / MEN'S / MATTE BLACK / 3-SPEED



CRUISER LUX 3i ALUMINUM / MEN'S / POLISHED SILVER / 3-SPEED

CRUISER LUX 7D



CRUISER LUX 7D ALUMINUM / LADIES' / PURPLE METALLIC / 7-SPEED



GREEN METALLIC / 7-SPEED



WHITE / 7-SPEED



BLUE METALLIC / 7-SPEED



CRUISER LUX 7D ALUMINUM / MEN'S / DARK BLUE METALLIC / 7-SPEED



CRUISER LUX 7D ALUMINUM / MEN'S / MATTE BLACK / 7-SPEED



CRUISER LUX 7D ALUMINUM / MEN'S / SILVER SATIN / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO TX-35 7-SPEED W/MEGARANGE 14-34T GEARING
- SHIMANO REVO TWIST SHIFTER
- ALLOY LINEAR-PULL BRAKES
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- ALLOY SEAT POST
- 26" x 2.125" RETRORUNNER TIRES [LADIES']
26" x 2.35" BALLOON TIRES [MEN'S']
- PAINTED FENDERS [LADIES']
- CUSTOM SADDLE AND GRIPS

CRUISER 1



CRUISER 1 LADIES' / ORANGE / SINGLE-SPEED



CRUISER 1 LADIES' / RED / SINGLE-SPEED



CRUISER 1 LADIES' / LIGHT BLUE / SINGLE-SPEED





CRUISER 1 LADIES' / SEAFOAM / SINGLE-SPEED / ALSO AVAILABLE IN 24" WHEELS



CRUISER 1 LADIES' / BLACK / SINGLE-SPEED

- CLASSIC STEEL FRAME
- SINGLE-SPEED W/ COASTER BRAKE
- ALLOY RIMS
- STAINLESS STEEL SPOKES
- 26" x 2.125" CLASSIC KNOBBY TIRES



CRUISER 1 LADIES' / PINK / SINGLE-SPEED / ALSO AVAILABLE IN 24" WHEELS



CRUISER 1 MEN'S / RED METALLIC / SINGLE-SPEED



BLACK / SINGLE-SPEED / ALSO AVAILABLE IN TALL AND IN 24" WHEELS



MATTE KHAKI / SINGLE-SPEED / ALSO AVAILABLE IN TALL



SILVER / SINGLE-SPEED

CRUISER 7D



CRUISER 7D LADIES' / LIGHT BLUE / 7-SPEED



PINK / 7-SPEED



SEAFOAM / 7-SPEED / ALSO AVAILABLE IN 24" WHEELS



BLACK / 7-SPEED





CRUISER 7D MEN'S / BLACK SATIN / 7-SPEED / ALSO AVAILABLE IN TALL



CRUISER 7D MEN'S / MATTE SILVER / 7-SPEED



CRUISER 7D MEN'S / MATTE KHAKI / 7-SPEED / ALSO AVAILABLE IN TALL

CLASSIC STEEL FRAME

SHIMANO TX-35 7-SPEED
W/ MEGARANGE 14-34T GEARING

SHIMANO REVO TWIST SHIFTER

ALLOY RIMS

STAINLESS STEEL SPOKES

26" x 2.125" CLASSIC KNOBBY TIRES

HAWAII 3i

6061-T6 ALUMINUM CLASSIC FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
W/ COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY LINEAR-PULL FRONT BRAKES

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

26"x 2.125" BLOSSOM TRAIL WHITEWALL
TIRES [24"x 2.125" STRAT-O-BALLOON
WHITEWALL TIRES ON 24"]

PAINTED ALLOY RIMS

HAWAII CUSTOM GRIPS AND HAWAII
CUSTOM BELL



HAWAII 3i ALUMINUM / LADIES' / PINK / 3-SPEED / ALSO AVAILABLE IN 24" WHEELS



HAWAII 3i ALUMINUM / LADIES' / LIME METALLIC / 3-SPEED





HAWAII 3i ALUMINUM / LADIES' / RED / 3-SPEED



HAWAII 3i ALUMINUM / LADIES' / PURPLE METALLIC / 3-SPEED / ALSO AVAILABLE IN 24" WHEELS



- 6061-T6 ALUMINUM CLASSIC FRAME
- SHIMANO NEXUS INTERNAL 3-SPEED W/COASTER BRAKE
- SHIMANO NEXUS REVO SHIFTER
- ALLOY CRANK AND SEALED CARTRIDGE BOTTOM BRACKET
- SHIMANO FRONT ROLLER BRAKE AND HUB
- PAINTED ALLOY RIMS
- REAR RACK
- CLASSIC FORK STRUTS
- ALLOY FENDER STAYS
- 26"x 2.125" RETRORUNNER TIRES



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



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



DELIVERY 3i ALUMINUM / MEN'S / CHICAGO GREY / 3-SPEED



DELIVERY 3i ALUMINUM / MEN'S / RED / 3-SPEED



DELIVERY 3i ALUMINUM / MEN'S / BROWN / 3-SPEED

6061-T6 ALUMINUM STREAM RIDE®
FRAME W/WOODEN TANK PLATE

SHIMANO NEXUS INTERNAL 3-SPEED
W/ COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

ALLOY CRANK AND SEALED CARTRIDGE
BOTTOM BRACKET

SHIMANO FRONT ROLLER BRAKE AND HUB

PAINTED ALLOY FRONT TRAY AND REAR
RACK W/WOOD SLATS

26" x 2.35" VINTAGE DIAMOND
BALLOON TIRES

*Blank wooden plate available to create custom
signage. Go to electrabike.com for details.*







LIGHTWEIGHT 6061-T6 ALUMINUM
TANDEM FRAME

SHIMANO NEXUS INTERNAL 7-SPEED
W/FREEWHEEL

SHIMANO REVO TWIST SHIFTER

ALLOY CRANKS AND SEALED CARTRIDGE
BOTTOM BRACKETS

SHIMANO ROLLER BRAKES AND FRONT HUB

26" x 2.125" HOTSTER FLAME FRONT TIRE
AND 24" x 3.0" FATTI-O TIRE [HELLBETTY],
26" x 2.125" RETRORUNNER TIRES [SWING]

HELLBETTY TANDEM 7i ALUMINUM / RED METALLIC / 7-SPEED

Forget heavy cruiser tandems. We made our own with lightweight aluminum frames and chromoly forks. A clean fusion of Electra's men's and ladies' patented Flat Foot Technology® cruiser geometry into one seamless bicycle built-for-two. Crafted with modern components including smooth-braking front and rear roller brakes. Two distinctive styles to choose from: the classic Swing, or for more attitude, the Hellbetty with hot rod flames and extra-wide Fatti-O rear tire.



SWING TANDEM 7i ALUMINUM / FOREST GREEN / 7-SPEED

TANDEM 7i





Remember when you first learned how to ride? Remember riding to your friend's house or the store? Or just taking off for nowhere in particular? It was simple and fun. Remember fun? We do. And we're making sure your kids do, too. What sets Electra apart from the pack is the patented Flat Foot Technology®. Available on most models and new this year on all 16" Kids' bikes. The technology ensures proper leg extension and no tippy-toe stops so kids can focus on the enjoyment of the ride. Our specially designed kid-sized saddles, handlebars and grips help guarantee perfect fit and our unique frame design offers the adjustability to accommodate major growth spurts. While the little ones will definitely like the cool designs, parents will appreciate the level of quality found in adult-sized bikes. Choose between the 16" (with removable training wheels) and the 20" models, and get ready to ride like the wind.

KIDS' 16" 1



SOFT SERVE KIDS' 1 (16" WHEELS) GIRLS' / WHITE / SINGLE-SPEED



WATER LILY KIDS' 1 (16" WHEELS) GIRLS' / BRIGHT PINK / SINGLE-SPEED



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

Let kids be kids and enjoy all the quality and design details of our adult bikes, plus the benefits of Electra's patented Flat Foot Technology®.

CRUISER HI-TEN STEEL FRAME

SINGLE-SPEED W / COASTER BRAKE

ALLOY RIMS, FRONT HUB, SEAT CLAMP AND STEM

TRAINING WHEELS

16"x 2.125" CUSTOM TIRES [SOFT SERVE, STRAIGHT 8], 16"x 2.125" RETRORUNNER TIRES [WATER LILY], 16"x 2.125" BLOSSOM TRAIL [HAWAII], OR 16"x 2.125" KNOBBY TIRES [CYCLOSAURUS],

MATCHING BELLS AND VALVECAPS [SOFT SERVE, WATER LILY, STRAIGHT 8, CYCLOSAURUS]





STRAIGHT 8 KIDS' 1 (16" WHEELS) BOYS' / MATTE BLACK / SINGLE-SPEED



STRAIGHT 8 KIDS' 1 (16" WHEELS) BOYS' / RED / SINGLE-SPEED



CYCLOSAURUS KIDS' 1 (16" WHEELS) BOYS' / DARK BLUE / SINGLE-SPEED





SAVANNAH KIDS' 1 / 3i (20" WHEELS) GIRLS' / BLACK / SINGLE-SPEED OR 3-SPEED



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



SWEET RIDE KIDS' 1 / 3i (20" WHEELS) GIRLS' / TEAL / SINGLE-SPEED OR 3-SPEED



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



HEARTCHYA KIDS' 1 / 3i (20" WHEELS) GIRLS' / WHITE / SINGLE-SPEED OR 3-SPEED

CRUISER HI-TEN STEEL FRAME

SINGLE-SPEED OR SHIMANO NEXUS INTERNAL
3-SPEED W/COASTER BRAKE

ALLOY RIMS, FRONT HUB AND SEAT CLAMP

ALLOY STEM AND KICKSTAND

20"x 2.125" RETRORUNNER TIRES [SAVANNAH,
SUGARSKULLS, HEARTCHYA, TIGER SHARK],
20"x 2.125" CUSTOM TIRES [SWEET RIDE],
20"x 2.125" STRAT-O-BALLOON [HAWAII],
20"x 3.0" FATTI-O TIRES [STRAIGHT 8], OR
20"x 2.125" MOTO TIRES [MOTO]

MATCHING BELLS AND VALVECAPS [SWEET
RIDE, SUGARSKULLS, HEARTCHYA, STRAIGHT 8]



MOTO KIDS' 1 / 3i (20" WHEELS) BOYS' / MATTE BLUE / SINGLE-SPEED OR 3-SPEED



STRAIGHT 8 KIDS' 1 / 3i (20" WHEELS) BOYS' / MATTE BLACK / SINGLE-SPEED OR 3-SPEED



TIGER SHARK KIDS' 1 / 3i (20" WHEELS) BOYS' / MIDWAY GREY / SINGLE-SPEED OR 3-SPEED



TOWNIE KIDS' 3i EQ

LIGHTWEIGHT 6061-T6 ALUMINUM FRAME

SHIMANO NEXUS INTERNAL 3-SPEED
w/COASTER BRAKE

SHIMANO NEXUS REVO SHIFTER

SPANNING A FRONT AND REAR LED LIGHTS

SHIMANO NEXUS DYNAMO HUB

CUSTOM ALLOY CRANK

PAINTED ALLOY RIMS

PAINTED ALLOY FENDERS

20" x 2.125" SEMI-SLICK STREET TIRES



TOWNIE KIDS' 3i EQ (20" WHEELS) BOYS' / ELECTRIC BLUE / 3-SPEED



TOWNIE KIDS' 3i EQ (20" WHEELS) GIRLS' / EMERALD / 3-SPEED

Townie® 20" Kids' are back and in a variety of speeds. Modern Electra style and Flat Foot Technology® in a lightweight aluminum offering. New this year, the 3i EQ, equipped with bright front and rear LED light system and color matched front and rear fenders, and the sporty 7D.



TOWNIE KIDS' 7D (20" WHEELS) GIRLS' / BLUE TOPAZ / 7-SPEED



TOWNIE KIDS' 7D (20" WHEELS) BOYS' / ELECTRIC RED / 7-SPEED

- LIGHTWEIGHT 6061-T6 ALUMINUM FRAME
- SHIMANO TX-35 7-SPEED
- SHIMANO REVO TWIST SHIFTER
- LINEAR-PULL BRAKES
- ALLOY CRANK W/DOUBLE CHAINGUARD
- ALLOY RIMS, SEATPOST AND HANDLEBAR
- Q/R SEAT CLAMP
- 20" x 2.125" SEMI-SLICK STREET TIRES

TOWNIE KIDS' 7D





We don't do boring. It's so, boring. If you're looking at this catalog, chances are you don't either. We love bikes. Not just the technical stuff, but everything that goes with them. The personalities. The spontaneity. The things that make each bike your own. For us, a bike isn't simply a means to get from here to there. It's an expression of your individuality. So go ahead, customize that thing and make it your own. It's your bike.

MEN'S APPAREL



EAGLE TEE

Black

(S) 527410 (M) 527411 (L) 527412
(XL) 527413 (2X) 527414



INDY TEE

Mineral

(S) 527415 (M) 527416 (L) 527417
(XL) 527418 (2X) 527419



BEAR TEE

Ocean

(S) 527420 (M) 527421 (L) 527422
(XL) 527423 (2X) 527424



NOTHING OFFICIAL TEE

Olive

(S) 527425 (M) 527426 (L) 527427
(XL) 527428 (2X) 527429



MINERAL STRIPE HOODIE

(S) 527437 (M) 527438 (L) 527439
(XL) 527440 (2X) 527441



CHARCOAL STRIPE HOODIE

(S) 527431 (M) 527432 (L) 527433
(XL) 527434 (2X) 527435





LADIES' APPAREL



ALL YOU NEED TEE
Mint
(S) 527473 (M) 527474
(L) 527475 (XL) 527476



CALI TEE
Black
(S) 527461 (M) 527462
(L) 527463 (XL) 527464



ROSE TEE
Plum
(S) 527469 (M) 527470
(L) 527471 (XL) 527472



TOWNIE TEE
Mineral
(S) 527465 (M) 527466
(L) 527467 (XL) 527468



MINERAL STRIPE HOODIE
(S) 527815 (M) 527816
(L) 527817 (XL) 527818



CHARCOAL STRIPE HOODIE
(S) 527811 (M) 527812
(L) 527813 (XL) 527814

HATS



ELECTRA BEANIE OLIVE
Olive
527630



ELECTRA BEANIE NAVY
Navy
527629



ELECTRA BEANIE GREY
Grey
527631



WAFFLE BEANIE GREY
Grey
527634



WAFFLE BEANIE MINT
Marbled Mint
527632



WAFFLE BEANIE BLACK
Black
527633



BEAR TRUCKER CAP
Grey
527623



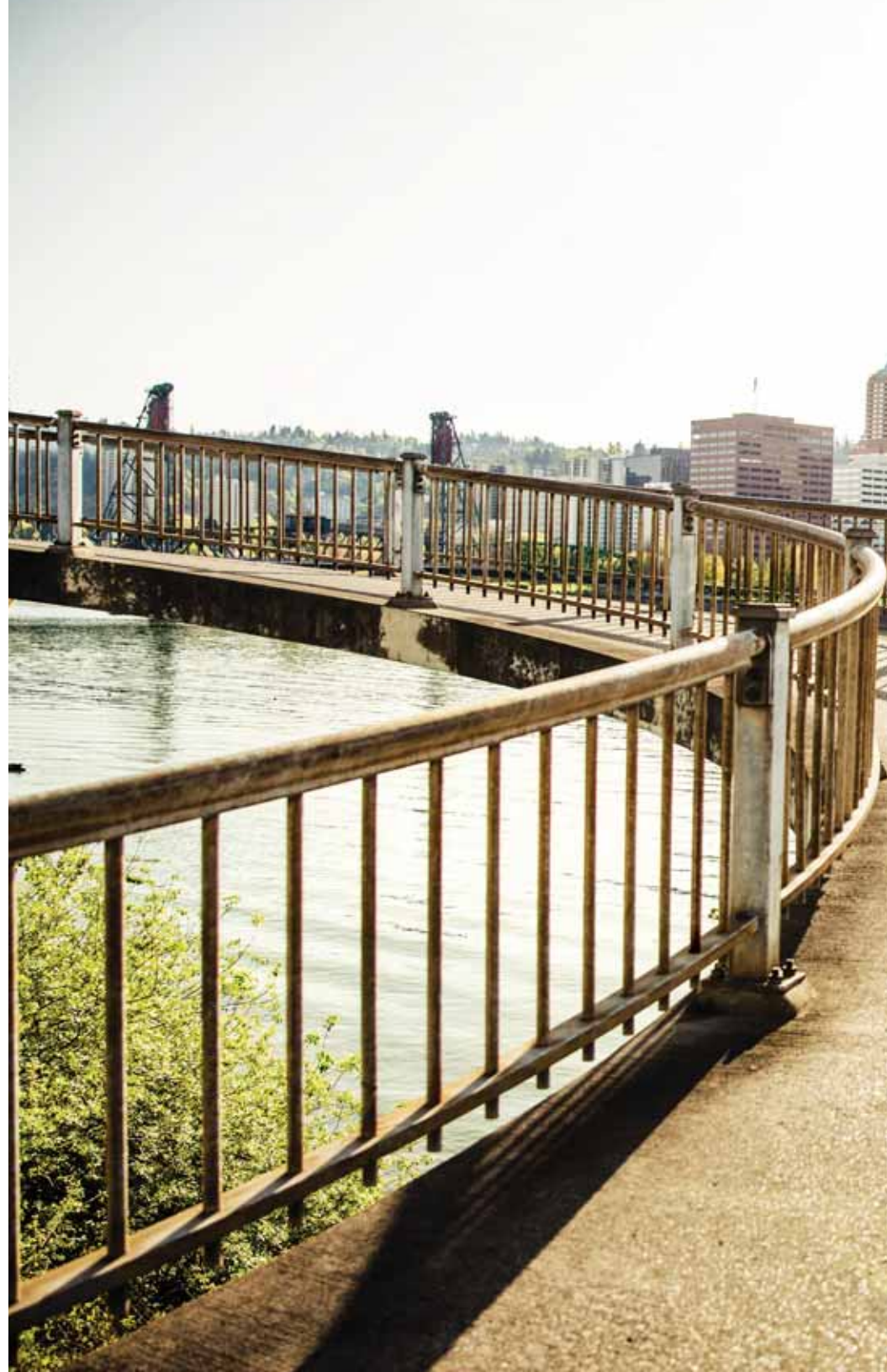
EAGLE TRUCKER CAP
Black
527624



DELIVERY FLEXFIT CAP
Navy
(S/M) 527625, (L/XL) 527626



GEAR FLEXFIT CAP
Burgundy
(S/M) 527627, (L/XL) 527628



SOCKS



LADIES' CORAL NO CUFF
526115



LADIES' SHADY NO CUFF
526116



LADIES' TRIBAL 5" GREEN
526119



LADIES' TRIBAL 5" ORANGE
526118



LADIES' SQUIRREL FRIENDS 5"
526117



LADIES' PINEAPPLE 5"
526113



MEN'S TIGER SHARK 9"
526122



MEN'S MOD 9"
526121



MEN'S LUCHADOR 9"
526120



MEN'S ROOSTER 9"
526124



MEN'S ZARAPE 9"
526123

BELLS



I LOVE MY BIKE
328621E



I LOVE MY BIKE
328627



EIGHT BALL
328609E



HAWAII
328603E



HAWAII
328673



HAWAII
328674



ROSE TATTOO
328604E



SKULL
328610E



RAT FINK
328611E



DAISY
328612E



DAISY
328613E



FORGET-ME-NOT
328713



JOLLY ROGER
328690



ATOMIC ROCKET
528327



CHEERS
528330



SQUIRREL FRIENDS
528344



PINEAPPLE
528339



QUEEN BEE
528340



TIGER SHARK
528328



ICE CREAM
528343



LUCHADOR
528338



HEY!
528337



EAGLE
528334



XOXO
528336



WOOD
528346



BOTTLECAP
328719E



SPINNER
328646E



BRASS DOME
328664E



ALUMINUM DOME
328668E



RINGER
328417E



LINEAR BELL SILVER
528323



LINEAR BELL GREY
528324



LINEAR BELL BLACK
528325



LINEAR BELL RED
528326

MORE BELLS



RINGER
328720E



RINGER
328721E



RINGER
328722E



RINGER
328723E



RINGER
328724E



SMALL DING DONG
514212



SMALL DING DONG
514213



CHERIE DING DONG
328680



HEARTS DING DONG
328686



PEACE DING DONG
328682



WREN DING DONG
328718E



KOA DING DONG
517015



SANS SOUCI DING DONG
517017



TIGER SHARK DING DONG
328717E



BLANC ET NOIR DING DONG
328615E



SUGAR SKULLS DING DONG
328703E



NIGHT OWL DING DONG
328700E



DREAMTIME DING DONG
517014



HULA DING DONG
328684



HELLO DING DONG
528348



TRIPLE SCOOP DING DONG
528349

VALVE CAPS



SKULL
328247



EIGHT BALL
328244E



SUGAR SKULLS BUBBLE
328304E



NIGHT OWL BUBBLE
328303E



Back



LUCHADOR BUBBLE
528761



CHEERS BUBBLE
528762



HEARTCHYA BUBBLE
528757

SADDLES & GRIPS



ERGO-SADDLE
Black
598494
Black XL
598542



ERGO-SADDLE
Vintage Brown
598551



ERGO-SADDLE
White
598498



CRUISER SADDLE XL
Dark Brown
598596



CRUISER SADDLE
Black
598598
Black XL
598540



CRUISER SADDLE
Vintage Brown
598599
Vintage Brown XL
598585



KIDS' RATROD BOYS' SADDLE
Black w/Red Flames
598534



CRUISER SADDLE XL
Black Perforated
598555



DIAMOND SADDLE
Black
598456



TWO TONE SADDLE
Black/White
598408



HAWAII SADDLE
Vintage Brown w/Flowers
598553



CRUISER SADDLE
White
598600



HAWAII SADDLE
Black w/Flowers
598552



KIDS' HAWAII GIRLS' SADDLE
Black w/Flowers
598533



HAND-STITCHED GRIPS
Black
498584 2 Long



HAND-STITCHED GRIPS
Dark Brown
750072 2 Long



HAND-STITCHED GRIPS
Brown
498618E 1 Long, 1 Short



HAWAII GRIPS
Black/Light Blue
498601 2 Long



HAND-STITCHED GRIPS
Vintage Brown
498583 2 Long



FINGER GROOVE GRIPS
Purple
498575 2 Long



FINGER GROOVE GRIPS
Pink
498576 2 Long



HAWAII GRIPS
White/Pink
498599 2 Long



FINGER GROOVE GRIPS
Black
498271 2 Long



FINGER GROOVE GRIPS
Red w/Sparkle
498306 2 Long



FINGER GROOVE GRIPS
Clear w/Sparkle
498272 2 Long



TORPEDO GRIPS
Black/Grey
498269 2 Long



ERGO-GRIPS
Black
498558 2 Long
498557 1 Long, 1 Short



ERGO-GRIPS
Vintage Brown
498534E 2 Long
498535E 1 Long, 1 Short



COMFORT KRATON GRIPS
Black
498253 2 Long



SKULL GRIP
Chrome Plated/Black
498259 2 Long



DAISY SADDLE
White
598539

DAISY GRIPS
Yellow/Orange/Green
498541 2 Long



SUGAR SKULLS SADDLE
Black
598603

SUGAR SKULLS GRIPS
Black
498594E 2 Long



CANDY SADDLE
Glossy Multi-Striped
598545

CANDY GRIPS
Glossy Multi-Striped
498530E 2 Long



RATROD FLAME SADDLE
Black w/Red Flames
598460

RATROD FLAME GRIPS
Black w/Red Flames
498283 2 Long



NIGHT OWL SADDLE
Black/Blue
598602

NIGHT OWL GRIPS
Black
498592 2 Long



RAT FINK SADDLE
Black w/Rat Fink Logo
598503

RAT FINK GRIPS
Black w/Green Flames
498311 2 Long



BASKETS



Q/R STEEL MESH BASKET
Green
368412



Q/R STEEL MESH BASKET
Light Blue
368413



Q/R STEEL MESH BASKET
Orange
368414



Q/R STEEL MESH BASKET
Pink
368415



Q/R STEEL MESH BASKET
Purple
368416



Q/R STEEL MESH BASKET
Silver
368740



Q/R STEEL MESH BASKET
Black
368422



Q/R STEEL MESH BASKET
White
368421



PLASTIC WICKER BASKET
Brown
368816



PLASTIC WICKER BASKET
White
368818



WICKER BASKET
Black Wash
368409



WICKER BASKET
Kubu Grey
368410



WICKER BASKET
Brown
368411



Q/R WICKER FRONT BASKET
Natural
368745



REAR RACK WICKER BASKET W/LINERS
Natural
368792



CRUISER WICKER FRONT BASKET
Natural
368742



CRUISER WICKER FRONT BASKET
White
368809



KIDS WICKER FRONT BASKET
White
368810



REAR RACK BASKET
Black
368845



STEEL MESH REAR RACK PANNIER BASKET
Black
368847



WIRE/MESH
Black
514199



WIRE/MESH
White
514200



WIRE/MESH
Silver
514201



ALLOY/WOOD FRONT BASKET
Silver
368849



ALLOY/WOOD FRONT BASKET
Black
368850

BASKET ACCESSORIES



BASKET LINER TRIANGLES

Pink w/Light Blue
806013



BASKET LINER MOSAIC

Black w/Pink
806012



BASKET LINER POLKA DOTS

Orange w/Light Blue
806015



BASKET LINER LEAVES

Green w/Blue & White
806016



BASKET LINER TRIANGLES

Light Blue w/Dark Blue
806014

BASKET MOUNTS



ALLOY QUICK RELEASE BRACKET

368813



SPARE Q/R MOUNTING KIT

Black
368739



WICKER BASKET BRACKET KIT

368814



REAR RACK CARGO STRAP

Black
368775

BAGS



REAR RACK EXPANDABLE TOTE BAG

Black
378645



REAR RACK EXPANDABLE TOTE BAG

Brown
378646



REAR RACK EXPANDABLE TOTE BAG

Green
378647

STREAMERS



GENUINE LEATHER STREAMERS

Black 498276
White 498277
Brown 498278
Purple 498605E
Green 514222



CYLINDER BAG

Black
378631



CYLINDER BAG

Vintage Brown
378638



TOWNIE FRAME BAG

Black, Ladies'
804034



TOWNIE FRAME BAG

Black, Men's
804037

HANDLEBAR FLOWERS



LIGHT BLUE DAISY
527591



LILAC DAISY
527592



WHITE DAISY
527593



PINK DAHLIA
527594



JADE DAHLIA
527595



SUNFLOWER
328633E

HORNS



BUGLE HORN
Chrome Plated
328692



BUGLE HORN
Green
328732



BUGLE HORN
Blue
328733



BUGLE HORN
Orange
328734E



BUGLE HORN
Pink
328735E



BUGLE HORN
Purple
328736E



BUGLE HORN
Black
328738E

LIGHTS



LED BULLET HEADLIGHT
Silver
388420



LED BULLET HEADLIGHT
Black
388419



CRUISER
Chrome
328645E



CRUISER
Black
328691



CRUISER
Black/White
328644E



HAWAII
Blue
328800E



DELUXE LED COMBO LIGHT KIT
Silver, Front and Rear
388417



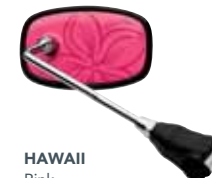
LED BASKET LIGHT
White Light
388421



HAWAII
Green
328801E



HAWAII
Purple
328804E



HAWAII
Pink
328803

MIRRORS



BOTTLE CAGES & CUP HOLDERS



**ANODIZED LINEAR
CUP HOLDER**
Red
528356



**ANODIZED LINEAR
CUP HOLDER**
Dark Grey
528354



**ANODIZED LINEAR
CUP HOLDER**
Black
528355



**ANODIZED LINEAR
CUP HOLDER**
Silver
528353



PLASTIC CUP HOLDER
Black
368779



**STAINLESS STEEL
CUP HOLDER**
Silver
368744



**HANDLEBAR
CAN HOLDER**
Black
514214



**HANDLEBAR BOTTLE
CAGE MOUNT**
513034

BADGES



**ELECTRA VINTAGE METAL
HEADTUBE BADGE**
Silver
338610



**ELECTRA METAL
CHAINGUARD BADGE**
Silver
338611

HANDLEBARS

ALLOY TOWNIE BAR
W: 650mm/R: 125mm

Polished Silver
488523

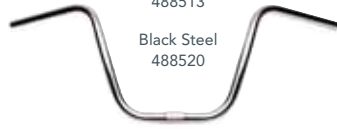
Black Sand
488524E



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

Chrome Plated Steel
488513

Black Steel
488520



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

Chrome Plated Steel
488509

Black Steel
488514



CRUISER CAFE
W: 690mm/R: 135mm

Chrome Plated Steel
488522

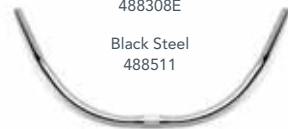
Black Steel
512990



CRUISER BULLHORN
W: 690mm/R: 135mm

Chrome Plated Steel
488308E

Black Steel
488511



CRUISER ATTITUDE
W: 760mm/R: 250mm

Black Steel
488525E



PEDALS



DELUXE BLOCK PEDALS
Chrome/Black
438314E 1/2" Spindle
438315E 9/16" Spindle



CITY ALLOY PEDALS
Silver
438324E 9/16" Spindle



CHOPPER PEDALS
Black
438320E 9/16" Spindle



BAREFOOT PEDALS
Black
438319E 1/2" Spindle
438317E 9/16" Spindle

RACKS



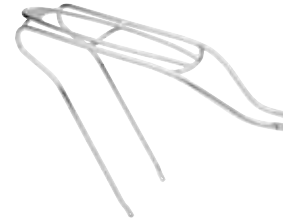
TOWNIE ALLOY RACK
Silver
368428 26"
368788 24"



TOWNIE ALLOY RACK
White
368743 26"



TOWNIE ALLOY RACK
Black
368427 26"



CRUISER ALLOY REAR RACK
Silver
368747 26" Men's
368751 26" Ladies'



CRUISER ALLOY REAR RACK
White
368749 26" Ladies'



CRUISER ALLOY REAR RACK
Black
368748 26" Men's
368750 26" Ladies'



TICINO ALLOY REAR RACK
Polished Silver
750086



ALLOY LOFT RACK
Black 529986



ALLOY LOFT RACK
Silver 529985



CRUISER FRONT TRAY
Black
368820

SURF RACKS

SURFBOARD RACK LONGBOARD
Black
368843



SURFBOARD RACK SHORTBOARD
Black
368842



BICYCLE COVER
Black
368844



DELIVERY 31 WOOD TANK PLATE
Natural
368797



TIRES



A B C



E F G H



I J K L



A B C D



A B C



A B C D

CLASSIC KNOBBY

A) Whitewall	26" x 2.125"	688294E
B) Black	26" x 2.125"	688300E

STRAT-O-BALLOON

C) Whitewall	26" x 2.125"	688296E
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RETRORUNNER

E) Black	26" x 2.125"	688329E
F) Cream	26" x 2.125"	688473
G) Whitewall	26" x 2.125"	688330

MOTO

H) Black	29" x 2.125"	514474
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BLOSSOM TRAIL

I) Whitewall w/Flowers	26" x 2.125"	688362
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HOTSTER

J) Whitewall w/Flame	26" x 2.125"	688344E
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VINTAGE DIAMOND

K) Black	26" x 2.35"	688464
L) Cream	26" x 2.35"	688465

SCHWALBE FAT FRANK

A) Black Reflex	26" x 2.35"	688526
B) Black Skinwall	26" x 2.35"	688527
C) Brown Reflex	26" x 2.35"	688528
D) Cream Reflex	26" x 2.35"	688529

AMSTERDAM

A) Black	700 x 40c	688460E
B) Cream	700 x 40c	688461E

TOWNIE

C) Black	26" x 2.0"	688466
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LOFT

A) Black	700 x 38c	514173
B) Brown	700 x 38c	514174
C) Black/Brown	700 x 38c	514175
D) Brown/Cream	700 x 38c	514177





TOWNIE FENDER SETS



GLOSS WHITE ALUMINUM
Designed to Fit Townie Original
349686



MATTE BLACK ALUMINUM
Designed to Fit Townie Original
350101 (26")
350115 (Tall)



SILVER ALUMINUM
Designed to Fit Townie Original
350098 (26")
350104 (24")

CRUISER FENDER SETS



ESSENTIAL ALLOY
Painted Silver
26" Men's
350089

Painted Silver
26" Ladies'
350090

Painted White
26" Ladies'
350099



MATTE BLACK ALLOY
26" Men's
350091

26" Tall Men's
350110



STUBBY
26" Men's
Chrome
350077



STUBBY
26" Men's
Black
350109

SEAT CLAMPS



**SEAT CLAMP
W/RACK MOUNTS**
Silver, For Steel Frames
478332E 28.6mm



**SEATPOST CLAMP
W/RACK MOUNTS**
Black, For Steel Frames
478333E 28.6mm



**SEATPOST CLAMP
W/RACK MOUNTS**
Silver, For Alloy Frames
478334E 31.8mm



**SEATPOST CLAMP
W/RACK MOUNTS**
Black, For Alloy Frames
478335E 31.8mm



HOW TO CHOOSE YOUR ELECTRA

The only hard part about riding an Electra is choosing which one to get. They're all easy to ride and they look amazing. So take your time to figure out which one is perfect for you. We have multiple collections with different models within each line. Here are a few things to consider that will help you while you peruse.

THERE ARE NO RULES.

But if you keep these things in mind it will help you focus in on the bike that is tailor made for you. Work with your local authorized Electra dealer to determine which model is best for you.



PURPOSE Commuting? Burning calories? Joyriding? Find one that lives at the speed of you.



STYLE As important as anything. It's got to be love at first sight.



ATTIRE There is no dress code, but if you're biking in pants or a long skirt you might want a chainguard and fenders.



COMFORT Comfort is a cornerstone of Electra bikes. In fact, we've got two patents on comfort – our Flat Foot Technology® optimizes comfort, control and confidence.



TIRES Fat tires are cushy and 700c tires are skinnier and faster. If you're into super cushy, then our balloon tires fit that bill.



SIZING People come in all shapes and sizes. The world's more fun that way. Whatever your measurements are, you'll find an Electra with a perfect fit. With our patented Flat Foot Technology®, the Amsterdam®, Cruiser, Loft™ and Townie® frame geometry adjusts to fit a wide range of sizes. Some Cruiser and Townie models are available in 24" and tall sizes too. The relaxed geometry of the Ticino and Loft come in two sizes for men and one for ladies. Kids' both 16" and 20" come with Flat Foot Technology now.

The
OFFICIAL
BIKE *of*
NOTHING ★
★ **OFFICIAL**

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