

## **FOR RELEASE TBD**

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## **SERIAL 1, POWERED BY HARLEY-DAVIDSON, CHOOSES AFFIRM AS EXCLUSIVE PAY-OVER-TIME PARTNER**

*New Flexible Payment Option Unlocks Easy Monthly Payments With No Hidden Fees for Serial 1's Debut Line of eBikes, Available for Purchase Right Now*

**MILWAUKEE, WIS — April 8, 2021** — [Serial 1 Cycle Company](#), a dedicated eBicycle brand formed with iconic American motorcycle manufacturer Harley-Davidson, Inc., today announced new financing options now available through Affirm, a flexible and transparent alternative to credit cards.

Affirm allows eligible customers to purchase Serial 1 eBicycles with easy monthly payments and no hidden fees. Six-month, 18-month and 36-month payment options are offered. APR rates as low as zero percent are available for eligible customers. For example, a \$3,399 eBicycle might cost \$567 per month over 6 months at 0% APR.

"We're pleased to offer flexible financing options to our customers who want to invest in new sustainable personal mobility options like eBicycles," says Aaron Frank, Brand Director for Serial 1. "We hope this will enable more people to have access to the fun and freedom that comes with owning an eBicycle."

"Everyone should have access to sustainable transportation options that make it easy and fun to get around their cities," said Silvija Martincevic, Affirm's Chief Commercial Officer. "Affirm makes owning a beautifully designed Serial 1 eBicycle more attainable by giving consumers budget-friendly monthly payment options without any late or hidden fees."

Serial 1's debut eBicycle line-up spans four pedal-assist eBicycles that fall into the City (/CTY) category, targeting urban commuters and casual recreational cyclists. The products, which offer electric assistance up to 20 mph (MOSH/CTY, RUSH/CTY, and RUSH/CTY STEP-THRU) or 28 mph (RUSH/CTY SPEED), include:

- **MOSH/CTY:** 529Wh Battery | 35-105 Mile Range | \$3,399
- **RUSH/CTY STEP-THRU:** 529 Wh Battery | 30-90 Mile Range | \$4,399
- **RUSH/CTY:** 706Wh Battery | 35-115 Miles Range | \$4,499
- **RUSH/CTY SPEED:** 706Wh Battery | 25-115 Mile Range | \$4,999

Serial 1 eBicycles are now available for purchase on [Serial1.com](https://Serial1.com) and via select Harley-Davidson dealerships.

Serial 1 eBicycles are designed in Milwaukee, and take their name from "Serial Number One," the nickname for the oldest known Harley-Davidson motorcycle.

### **About Serial 1 Cycle Company**

Serial 1 Cycle Company, LLC, a Delaware limited liability company, offers premium eBicycles that are guided by intelligent, human-centered design and crafted using the most advanced bicycle technology available, to create the easiest and most intuitive way to experience the fun, freedom, and instant adventure of riding a pedal-assist electric bicycle. Serial 1 eBicycles let riders move where they want, when they want, with the maximum sensation of independence, autonomy and personal accomplishment. Find out more by visiting [www.serial1.com](https://www.serial1.com).

### **About Affirm**

Affirm is purpose-built from the ground up to provide consumers and merchants with honest financial products and services that improve their lives. We are revolutionizing the financial industry to be more accountable and accessible while growing a network that is beneficial for consumers and merchants. Affirm provides more than 6.2 million U.S. and Canadian

consumers a better alternative to traditional credit cards, giving them the flexibility to buy now and pay over time at virtually any store. Unlike payment options that have late fees, compounding interest and unexpected costs, Affirm shows customers up front exactly what they'll pay — with no hidden fees and no surprises. Affirm partners with over 7,900 merchants in the U.S., helping them grow sales and access new consumers. Our merchants include brands like Walmart, Peloton, Oscar de la Renta, Audi, and Expedia, and span verticals including home and lifestyle, travel, personal fitness, electronics, apparel and beauty, auto, and more. Payment options through Affirm are provided by these lending partners: [affirm.com/lenders](https://affirm.com/lenders).