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SERIAL 1, POWERED BY HARLEY-DAVIDSON, DEBUTS MOSH/CHOPPER — THE FIRST CUSTOM EBIKE FOR AUCTION IN NEW 1-OFF SERIES

Serial 1's 1-OFF Series Will Release and Auction Handbuilt, Single-Edition Custom eBikes Starting Today

MILWAUKEE — August 6, 2021 — [Serial 1](#), Powered by Harley-Davidson, unveiled the first single-edition custom eBike available for auction in its new 1-OFF Series at the 81st annual Sturgis Motorcycle Rally today.

The auction for the MOSH/CHOPPER, a one-of-a-kind custom eBike combining the silhouette of a '60s-era wheelie bike with psychedelic paint and loads of chopper style, begins this morning at www.serial1.com/chopper. The auction will close at 5 PM MDT on Tuesday, August 10th, awarding the one-of-a-kind eBike to the highest bidder.

“Customization is such an important part of the motorcycle ownership experience,” says Aaron Frank, Brand Director at Serial 1. “For decades, people have been modifying their motorcycles to reflect their unique style and taste. The 1-OFF Series applies this same spirit of individualization and personalization to eBikes, showing people just how much fun it is to create an eBike that suits their own unique personality.”

According to Frank, the 1-OFF Series plans to release a new, run-of-one custom eBike model for auction a few times per year.

The MOSH/CHOPPER was conceived by Serial 1 and constructed by chopper builders Warren Heir, Jr. and Kendall Lutchman at JR's Fabrication and Welding in Milwaukee. While the eBike maintains all the features and functionality of the standard [MOSH/CTY](#) that inspired it, including the maintenance-free Gates Carbon Drive belt, powerful Brose mid-mount motor, smooth TRP hydraulic disc brakes, internally routed cables and wires, and integrated lighting, custom modifications include:

- A long-and-low banana seat, supported by a custom stainless-steel sissy bar
- A high-rise handlebar that creates a perfect riding position for laid-back cruising
- A '60s-style “Street Freak” paint job, consisting of silver micro-flake basecoat covered in House of Kolor Oriental Blue Kandy
- Finishings like intricate panels, freak drops, hand pinstriping and single-stroke hand lettering.

For downloadable images and videos of the MOSH/CHOPPER, visit <https://serial1.com/press-kit/>. For more information on Serial 1's 1-OFF Series, or to participate in the auction, visit www.serial1.com/chopper.

About Serial 1, Powered by Harley-Davidson

Serial 1, Powered by Harley-Davidson, 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. Find out more by visiting www.serial1.com.