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CONTACT:

Jamie Hannah

[jamie@befunbully.com](mailto:jamie@befunbully.com)

**SERIAL 1, POWERED BY HARLEY-DAVIDSON, ESTABLISHES WESTERN U.S.  
HEADQUARTERS IN UTAH**

*The Tech-Forward Personal Mobility Brand Sets Up in Utah's Silicon Slopes; Engineering  
Division Remains in Milwaukee*

**LEHI, UTAH — MARCH 2, 2021** — Serial 1, a dedicated eBicycle brand formed in partnership with iconic American motorcycle manufacturer Harley-Davidson, announces the establishment of Western U.S. headquarters in Salt Lake City's neighboring Lehi, Utah. The area, home to a growing number of other technology start-ups, is known as Silicon Slopes.

Serial 1 inhabits a private office in Lehi coworking space, [kiln](#), known for its full-service amenities and mountain views. Recent hires include Vice President of Sales & Service, Brandon Proctor, who is relocating to the Salt Lake City-region from Dallas, and Jon Ward, Vice President of Marketing.

"We are inspired by the energy, growth and passion for entrepreneurship in the burgeoning Silicon Slopes," said Jason Huntsman, President of Serial 1. "Plus, Utah is an incredible place to enjoy the outdoors and we're looking forward to exploring the many bike paths and bike lanes on our eBicycles."

Serial 1 anticipates hiring at least 20 additional staff members in the Utah office over the next twelve months. [Current open positions](#) include: sales, customer service, ecommerce and web development.

Serial 1 will maintain an office in Milwaukee, the birthplace and headquarters of Harley-Davidson, where the Serial 1 engineering department works closely with the iconic American motorcycle manufacturer.

Taking its name from "Serial Number One," the nickname for Harley-Davidson's first motorcycle, Serial 1 combines Harley-Davidson's world-class product development capability and leadership in two-wheel electric propulsion with the agility and innovation of a start-up brand dedicated exclusively to the eBicycle product and customer.

The company will deliver its first eBicycles, available for [presale](#) now, in Spring 2021.

**About Serial 1 Cycle Company**

Serial 1 Cycle Company, LLC, 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](http://www.serial1.com).