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SERIAL 1 EXPANDS EBICYCLE AVAILABILITY ACROSS EUROPE

Dedicated Brand Will Offer Innovative eBicycle Lineup Exclusively at Harley-Davidson Dealerships Beginning in August 2021

August 2, 2021 – Serial 1 Cycle Company, a dedicated eBicycle brand formed with iconic American motorcycle manufacturer Harley-Davidson, Inc., is pleased to announce a partnership with Harley-Davidson Europe that will bring a range of Serial 1 electric bicycles to Harley-Davidson dealers across Europe, starting this summer.

Starting from 1 August, Europe’s fast-growing eBicycle community will be able to walk into a Harley-Davidson dealer and choose from a range of pedal-assist electric bicycles that combine the freedom and simplicity of a bicycle with the effortless joy of electric power. Serial 1 eBicycles will allow anyone to ride farther, faster, and with less effort, making an eBicycle the perfect solution for urban commuting and recreational riding. Jason Huntsman, President of Serial 1, says: “We are very pleased to introduce an excellent product to Harley-Davidson dealerships across Europe. We think the combination of a great product, a rapidly growing market and a passionate dealer network is the recipe for success.”

“The dynamic, fast-growing eBicycle market is at the forefront of a global mobility revolution,” adds Aaron Frank, Brand Director for Serial 1. “Offering the Serial 1 eBicycles in dealerships across Europe allows Harley-Davidson to play a key role in this mobility revolution while allowing Serial 1 to deliver an unmatched riding experience rooted in fun, freedom and adventure on two wheels.”

About Serial 1

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.eu.