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CONTACT:

Jamie Hannah

jamie@befunbully.com

**SERIAL 1, POWERED BY HARLEY-DAVIDSON, HIRES BRANDON PROCTOR AS
VICE PRESIDENT OF SALES & SERVICE**

Proctor to Refine Customer Experience Across Serial 1's Service, Sales Functions

FEBRUARY 19, 2021 — MILWAUKEE, WIS. — Serial 1 Cycle Company, a dedicated eBicycle brand formed in partnership with iconic American motorcycle manufacturer Harley-Davidson, Inc., today appointed Brandon Proctor as Vice President of Sales & Service.

Proctor, an avid cyclist, joins Serial 1 with over a decade of experience across both the cycling and technology industries.

In his most recent post as Director of Sales and Market Development at Specialized Bikes, he oversaw USA go-to-market planning and execution across the Western US. Over his nearly 6-year tenure at the company, he also managed market development across Texas and the Southwest and led the company's expansion of its cycling apparel vertical in the US.

Prior to joining Specialized Bikes, Proctor co-founded BTM Bikes, a boutique purveyor of specialty bikes, frames, and components helping carve a path for the early days of high-end, certified, pre-owned bike sales. He also held management and consulting positions at MetroPCS/T-Mobile's HQ and PwC.

"Serial 1 is uniquely positioned at the forefront of the personal transportation revolution in the United States," said Proctor. "I look forward to collaborating across the industry by building partnerships and expanding life's radius for our customers through Serial 1 products."

As Vice President of Sales for Serial 1, Proctor will be responsible for developing customer experience functions across service and sales, ensuring riders enjoy a premium ownership journey with our brand, regardless of whether they purchase the product through a participating Harley-Davidson/Serial 1 dealer or via our direct-to-consumer online solution.

"As both Serial 1 and the US eBicycle market continue to grow, Brandon's dynamic experience and understanding of the tech space make him perfectly suited to further develop seamless sales and customer service functions for Serial 1," said Jason Huntsman,

Taking its name from "Serial Number One," the nickname for Harley-Davidson's first motorcycle, Serial 1 Cycle Company 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 fleet of eBicycles, available for [presale](#) now, in Spring 2021.

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.