

## **FOR RELEASE MARCH 21**

CONTACT:

Jamie Hannah

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

### **SERIAL 1, POWERED BY HARLEY-DAVIDSON, NOW OFFERS PAYPAL CREDIT FINANCING**

*New Option Allows Customers to Buy Now, Pay Over Time for Serial 1's Debut Line of eBikes Coming Spring 2021*

**MILWAUKEE, WIS — March 1, 2021** — [Serial 1 Cycle Company](#), a dedicated eBicycle brand formed with iconic American motorcycle manufacturer Harley-Davidson, Inc., today announced new financing options through PayPal Credit.

PayPal Credit allows customers to purchase Serial 1 eBicycles now and pay over time via flexible payment plans. Subject to credit approval, APR rates as low as zero percent are available.

“We’re pleased to offer 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 Cycle Company. “We hope this will enable more people to have access to the fun and freedom that comes with owning an eBicycle.”

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 pre-order on [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.

For additional information, photos and specs, download Serial 1’s [press kit](#).

**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](http://www.serial1.com).