

Rad Power Bikes Announces 2019 Lineup Starring All-New RadMini Step-Thru

The leading electric bike company ushers in a new generation of customer-centric ebikes

SEATTLE - November 12, 2018 - On their way to change how people and goods move, [Rad Power Bikes](#) is proud to announce their 2019 ebike models that are more accessible than ever before. The 2019 lineup is led by a brand-new low-step folding ebike, the RadMini Step-Thru, as well as customer-driven upgrades across their popular RadRover, RadWagon, RadMini, RadCity, and RadCity Step-Thru models. The 2019 fleet is scheduled to be released in January 2019. 2018 models will be discounted up to \$400 on Cyber Monday to make room for the next generation.

“By combining our pioneering expertise with valuable insights from our massive community of owners, each year we are able to design ebikes that accelerate the adoption of fun and sustainable transportation,” said Mike Radenbaugh, Co-Founder and CEO of Rad Power Bikes. “The 2019 lineup brings a number of new, unique enhancements that further drive durability, safety, and accessibility.”

Full specs will be shared soon. Key highlights are below and found at www.radpowerbikes.com/pages/2019.

A Step-Thru Ebike That Folds

It’s never been easier to take a ride on a fat tire ebike and then tuck the bike away. The RadMini Step-Thru has the same do-it-all capabilities as the original RadMini, but with an even lower standover height and more compact frame. With the most robust folding mechanism ever built, adjustable handlebar stem, and new slick tires, the RadMini Step-Thru is designed for both urban and adventure riding.



New Color Option for the Original Step-Thru

Bringing more options to riders, the RadCity Step-Thru is now available in black and pearl. Launched in 2018, the RadCity Step-Thru quickly became a favorite. While previously only available in white, the new style makes it more appealing to all audiences.



Reflective, Puncture-Resistant Tires

All models are equipped with new tires hand-selected through a partnership with Kenda. The tires feature Kenda's K-Shield, which is a layer of aramid and ceramic particles inside the tire under the tread area only that provides extra protection against punctures. There is also a reflective sidewall stripe around the head of the tire for added visibility, which is more durable and has a larger total reflective surface area than reflectors that mount to the spokes.



Integrated Tail and Brake Lights

For the first time, the tail lights on all models are integrated into the battery pack and brakes. Anytime the brakes are used, the brake light will turn on. The new tail light will also automatically turn on when the headlight is activated, and still maintain its brake light functionality, for increased night time visibility.



7-Speed, 11-34 Tooth Freewheel

All 2019 models incorporate 7-speed drivetrains with a 11-34T freewheel (compared to 14-28T in 2018 models). This creates a wider range of gearing, meaning riders can shift into the lowest gear for those treacherous uphill climbs or shift into the highest gear and still maintain pedal authority at top speed.



