



## **SUPER73® REVEALS ITS NEW FLAGSHIP R-SERIES ELECTRIC MOTORBIKE**

*Your Ride has arrived!*

At an event for media and the public in Los Angeles today, SUPER73® unveiled the R-Series – its new flagship line of electric motorbikes for 2020. Designed from the ground-up, the R-Series introduces the most powerful and technologically advanced SUPER73 drive system, featuring multi-class ride modes.

Each bike is programmed with a Class-2 riding mode, which allows for throttle operation and pedal assist riding up to 20mph. This enables the R-Series owners to legally ride on most bike paths without a license, insurance or registration.

Additionally, there are three more riding modes available. For areas where throttle-powered electric bicycles are not allowed, the R-Series can be operated using pedal assist with the throttle deactivated in Class-1 and Class-3 modes (Class-1 up to 20mph and Class-3 up to 28mph). There is also an “Unlimited” mode, enabling up to 2000 watts of power to be accessed by the throttle, enabling the R-Series to reach speeds in excess of 28mph. This mode is intended exclusively for riding off public roads and on private property.

The new generation of SUPER73 electric motorbikes also have an electronics suite that pairs with iOS and Android devices through the new SUPER73 mobile app. The R-Series is capable of receiving over-the-air updates to ensure the bikes have the latest firmware, operate at peak performance, and

have the most up-to-date functionality. An optional IoT module enables additional features such as remote anti-theft security, geolocation tracking and crash detection.

While most electric bicycles use a 400-700 watt-hour battery, the R-Series is powered by a state-of-the-art 960 watt-hour battery: the largest in its segment. This provides an estimated 40+ miles\* of range at 20mph when using throttle-only operation, and an estimated 75+ miles\* of range using the ECO pedal assist mode.

All R-Series bikes are fitted with the new SUPER73 BDGR tires. Measuring 5" wide, the all-new BDGR tire is the widest and most aggressive 20" all-terrain fat tire in its class. The BDGR is the first tire to blend motorcycle and bicycle tire construction methods to meet the needs of this revolutionary vehicle. The proprietary SUPER73 tread pattern has been designed to improve traction, reduce road noise, and increase stability for both on-road and light-duty off-road riding.

The aircraft grade aluminum alloy frame and swingarm is fitted with an adjustable front and rear suspension system. The premium RX model sports an upgraded, inverted coil spring fork with air assist, and a rear piggyback coilover mono-shock. The RX's suspension system includes preload, compression, and rebound adjustments.

In addition to the upgraded suspension, the RX model adds premium LED front lighting, an integrated brake light, horn, full fender set, premium tri-tone paint, and a high performance Tektro brake system that includes four-piston forged aluminum calipers and 203/180mm rotors. The rotors are 28% thicker than standard bicycle brake rotors, improving brake response, heat dispersion and heat tolerance, resulting in longer brake life.

The SUPER73 R-Series is available in two variants; the base R model with an MSRP of \$2995 USD, and the premium RX model with an MSRP of \$3495 USD.

Pre-orders for the R-Series begin January 25, 2020 with delivery slated for Spring 2020 in the US. Pre-order pricing for the R model is \$2495, and \$2995 for the RX through February 28, 2020. For more information and to place orders, visit [super73.com](https://super73.com)

\*Battery range estimates depend on conditions such as rider weight, speed, temperature, wind, tire pressure, terrain, incline, etc. Mileage may vary.

**R Base Model Specifications: MSRP: \$2995**

|                           |  |
|---------------------------|--|
| Frame:                    | 6061 / 7005 aluminum alloy, 1-1/8" to 1.5" tapered head tube   |
| Color(s):                 | Olive Drab   |
| Motor:                    | Class-1 Mode Output: 750 watts nominal / 1200 watt peak<br>Class-2 Mode Output: 750 watts nominal / 1200 watt peak<br>(Default)<br>Class-3 Mode Output: 750 watts nominal / 1200 watt peak<br>Unlimited Mode Output: 1200 watts nominal / 2000 watt peak |
| Top Speed:                | Class-1 Mode: 20mph (throttle deactivated, pedal assist only)<br>Class-2 Mode: 20mph<br>Class-3 Mode: 28mph (throttle deactivated, pedal assist only)<br>Unlimited Mode: 28mph +   |
| Battery:                  | 960 watt-hours, 21700 cells  |
| Weight:                   | 76 lb (w/ battery), 66 lb (w/o battery)  |
| Front Hub:                | 15x150mm thru-axle aluminum alloy  |
| Rims:                     | 20"x100mm alloy with lightening cutouts  |
| Tires:                    | Front: 20x4.5" / Rear: 20x5" BDGR All-Terrain  |
| Inner Tubes:              | 20x4.5-5", angled valve stem   |
| Brakes:                   | Tektro Hydraulic, two-piston forged aluminum caliper, 180mm front and rear rotors  |
| Suspension:               | Front: Inverted coil spring fork, 120mm travel, 35mm stanchions<br>Rear: Coilover mono-shock – adjustable preload and rebound damping  |
| Display:                  | Transflective Monochrome LCD + Mobile Device   |
| iOS + Android Compatible: | Yes  |
| IoT Connectivity:         | Optional   |
| DC/DC Converter:          | Optional   |
| Headlight                 | Optional   |
| Tail Light                | Optional   |
| Turn Signals:             | Optional   |
| Horn:                     | Optional   |
| Charger                   | 3A (5-6 hour charge time) / Optional: 5A (3-4 hour charge time)  |
| Throttle:                 | Thumb throttle   |

|                          |  |
|--------------------------|--|
| Pedal Assist:            | 4 modes (ECO, TOUR, SPORT, SUPER)  |
| Bottom Bracket:          | 120mm sealed bearing, square taper   |
| Crank / Front Chain Ring | 125mm alloy crank arms, 36T chainring / Optional: 44T chainring for 10-speed gearing |
| Gearing:                 | Single-speed 16T rear cog / Optional: 10-speed gearing (11-36T)                      |
| Rear Derailleur:         | Single-speed chain tensioner / Optional: 10-speed Shimano Zee                        |
| Seat:                    | Single passenger, Optional: 2-up seat  |
| Passenger Foot pegs:     | Optional   |
| Seat Height:             | 32"  |
| Weight Limit:            | 325 lb   |

**RX Premium Model Specifications: MSRP: \$3495**

|                           |   |
|---------------------------|---|
| Frame:                    | 6061 / 7005 aluminum alloy, 1-1/8" to 1.5" tapered head tube  |
| Color(s):                 | Rhino Gray, Carmine Red   |
| Motor:                    | Class-1 Mode Output: 750 watts nominal / 1200 watt peak<br>Class-2 Mode Output: 750 watts nominal / 1200 watt peak (Default)<br>Class-3 Mode Output: 750 watts nominal / 1200 watt peak<br>Unlimited Mode Output: 1200 watts nominal / 2000 watt peak |
| Top Speed:                | Class-1 Mode: 20mph (throttle deactivated, pedal assist only)<br>Class-2 Mode: 20mph<br>Class-3 Mode: 28mph (throttle deactivated, pedal assist only)<br>Unlimited Mode: 28mph +  |
| Battery:                  | 960 watt-hours, 21700 cells   |
| Weight:                   | 80 lb (w/ battery), 70 lb (w/o battery)   |
| Front Hub:                | 15x150mm thru-axle aluminum alloy   |
| Rims:                     | 20"x100mm alloy with lightening cutouts   |
| Tires:                    | Front: 20x4.5" / Rear: 20x5" BDGR All-Terrain   |
| Inner Tubes:              | 20x4.5-5", angled valve stem  |
| Brakes:                   | Tektro Hydraulic, four-piston aluminum forged caliper, 203x2.3mm front rotor, 180x2.3mm rear rotor  |
| Suspension:               | Front: Inverted coil spring fork w/ air assist - adjustable preload and rebound damping, 120mm travel, 35mm stanchions<br>Rear: Coilover piggyback mono-shock - adjustable preload, compression, and rebound damping                                  |
| Display:                  | Transflective Monochrome LCD + Mobile Device  |
| iOS + Android Compatible: | Yes   |
| IoT Connectivity:         | Optional  |
| DC/DC Converter:          | 48v to 12v (120 watt)   |
| Headlight                 | Roxim Z4E Elite, 600 Lumen LED  |
| Tail Light                | Roxim R3E LED w/ brake light  |
| Turn Signals:             | Optional  |
| Horn:                     | Roxim ZHRK-01 w/ integrated horn switch   |
| Charger                   | 3A (5-6 hour charge time) / Optional: 5A (3-4 hour charge time)   |

|                          |  |
|--------------------------|--|
| Throttle:                | Thumb throttle   |
| Pedal Assist:            | 4 modes (ECO, TOUR, SPORT, SUPER)  |
| Bottom Bracket:          | 120mm sealed bearing, square taper   |
| Crank / Front Chain Ring | 125mm alloy crank arms, 36T chainring / Optional: 44T chainring for 10-speed gearing |
| Gearing:                 | Single-speed 16T rear cog / Optional: 10-speed gearing (11-36T)                      |
| Rear Derailleur:         | Single-speed chain tensioner / Optional: 10-speed Shimano Zee                        |
| Seat:                    | Single passenger, Optional: 2-up seat  |
| Passenger Foot pegs:     | Optional   |
| Seat Height:             | 32"  |
| Weight Limit:            | 325 lb   |

## **EDITOR'S NOTE**

Please access high-resolution images

here: [dropbox.com/sh/clagycx7ltusiqk/AAAYGK9JWbWrdEMrlsKVbrxha?dl=0](https://dropbox.com/sh/clagycx7ltusiqk/AAAYGK9JWbWrdEMrlsKVbrxha?dl=0)

## **ABOUT SUPER73®**

SUPER73® is an American lifestyle adventure brand based in Orange County, CA that develops products to help fuse motorcycle heritage with youth culture. We exist to help create adventure and community.

Founded in 2016, SUPER73 has quickly grown into one of the most recognizable electric vehicle brands in the world with a passionate customer base including A-list celebrities, professional athletes, and many more. For more information, visit [super73.com](https://super73.com)

## **MEDIA CONTACTS**

SUPER73 – Christiana Mullen ([christiana@super73.com](mailto:christiana@super73.com))

ID Agency – Greg Emmerson ([greg@theidagency.com](mailto:greg@theidagency.com))