



## **SONDORS Launches 2020 Electric For Everyone Campaign With Lowest Price E-Bike Ever**

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SONDORS Electric Bikes Now Available With Only \$299 Deposit

MALIBU, Calif. -- Storm Sondors, the creator of the award-winning SONDORS Electric Bike, believes in an electric future so much he's willing to wager his own company so everyone can afford a SONDORS. That's according to a new campaign, launched officially to the public today under the banner ["#ElectricForEveryone"](#), and through which the company is offering the lowest entry price point ever to buy a SONDORS Electric Bike with only \$299 due upfront.

"I've been reimagining the future of SONDORS, and the future of this industry," says Storm Sondors, Founder and CEO of SONDORS, Inc. "When I started this company back in 2015, it was because I wanted to make an e-bike that was affordable for everyone. In five years, we put 50,000 e-bikes on the road. We created a market for e-bikes in the U.S. where there was none. Then the industry exploded, becoming distorted by a slew of overpriced competitors, and we had to raise our prices. That's why I made the decision to bring things back to why I started this mission in the first place: to make Electric For Everyone."

As part of the Electric For Everyone campaign, Storm decided to lower the prices of his signature SONDORS e-bikes to the lowest yet since his original crowdfunding campaign back in 2015. An industry leader in price, quality, and design, SONDORS currently has eight signature models designed to fit every need, including the SONDORS Thin and SONDORS Original, both available at their lowest price in years at \$799. Meanwhile, the best-selling SONDORS X and Fold X are now available starting as low as \$999, and high end line of SONDORS XS, Fold XS and MXS at only \$1699.

"I want to make affordable Electric For Everyone, not expensive electric for a select few," says Sondors. "I understand that's different from where the company was going - because I changed my mind. The stakes are too high for me to bow to corporate interests and be chained to some old way of thinking just for the sake of the bottom line. Everyone should be able to afford a high-quality SONDORS e-bike. No matter the cost, no matter our margins. We're here to make a difference. And because I believe this mission is so important, I'm willing to do something totally crazy to make it happen. So I hope you will join us in our call to make #ElectricForEveryone in 2020!"

Each SONDORS model comes with several customizable options including color and upgradeable features such as LCD five-speed electric pedal assist, larger capacity batteries, aluminum frame, front suspension, and a 7-speed gear shifter.

"Why would I do something this crazy?" said Sondors. "Why make such awesome and beautiful electric bikes so accessible to the masses? First, I've done it before. When I started this company back in 2015, there was no market for electric bikes in America. Now there is. Second, because the industry needs a shake-up. I live and breathe this message. I'm not here to make money, I'm here to make a difference. And if I'm the only company willing to sacrifice profit for the good of the world, so be it!"

For more current prices as part of the Electric For Everyone 2020 campaign, visit the company website at <https://sondors.com/campaign-2020/>.

About SONDORS

Since 2015, SONDORS has made premium electric bikes attainable, and revolutionized the way the world views affordable electric transportation by putting 50,000 new e-bike riders on the road. Tens of thousands have purchased SONDORS without ever riding one, and now they're obsessed. In 2020, SONDORS is on a mission to reach a fleet of 100,000 riders. To learn more, visit <https://sondors.com/>

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*<https://sondors.com/>*

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