



SONDORS On Track to Reach 100,000 e-bikes Sold in 2020

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Prices of all SONDORS e-bikes at lowest since original crowdfunding campaign back in 2015

Malibu, CA -- SONDORS, an electric bike company which began in February of 2015 after one of the most successful crowdfunding campaigns in history, has quickly grown to become one of the most popular electric bike brands in the U.S. With a tremendously successful start, the modestly priced and uniquely designed SONDORS e-bike continues its rapid growth in popularity, and is on track to reach the milestone of 100,000 e-bikes sold by the end of 2020.

SONDORS was the first to bring to the market an affordable direct-to-consumer model for everyday ebike shoppers. SONDORS sold their first ebike in 2015, generated from a crowdfunding campaign operating out of a Malibu beach house, and quickly evolved into what is now a multinational, multimillion-dollar electric bike company.

Most SONDORS owners purchase their ebikes without personally seeing or riding them, eliminating the need for retail stores and extensive warehousing. Without retail stores, the assembly process is with the buyer,

lowering the overall cost. With assembly instructions, tech support, live chat, and videos, customers are able to assemble and ride their SONDORS at a fraction of the price than what's offered by would-be competitors.

There are now eight SONDORS models, five of which are under \$1,000. Three models are foldable, for added convenience, storage and portability. SONDORS are offered with varying tire and frame sizes to meet the demands of diverse riding styles and surfaces. Depending on the model, battery ranges vary between up to 20 and 60 miles with speeds of 20+ MPH. Motor sizes start at 350 Watts and go up to 750 Watts. SONDORS embraces a unique clean, head-turning design with an integrated battery and controller. When more expensive brands only offer models with bulky external batteries and utilitarian designs.

According to SONDORS, their owners are brand loyalists and ambassadors. SONDORS has been referred to as a "cult brand" due to its growing following, innovative designs, competitive pricing, and cutting-edge business model. SONDORS makes it easy with just a \$299 down payment to begin the process of ordering one of their electric bikes.

About SONDORS

Since 2015, SONDORS has made premium electric bikes attainable, and revolutionized the way the world views affordable electric transportation by putting more than 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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