



Media Hits

September 1 - December 31, 2021

94,935,559
Total Impressions

'The Ride Bikes' by Tony Ellsworth Taps SIMBOL Communications as PR Agency of Record

For over 30 years [Tony Ellsworth](#) has been designing and crafting some of the most revered bikes in the industry, including world-renowned, full-suspension mountain bikes, Olympic track bikes and award-winning urban bikes, and with the recent launch of his latest brand, [The Ride Bikes](#), he jumps into the high-end e-bike space. To help tell that story and increase visibility for the new brand, he and his partners have joined forces with another team of decades-long industry insiders, [SIMBOL Communications](#).

“While the Ellsworth name has an excellent reputation – and I’ve certainly been around the cycling industry block a few times – a team like SIMBOL can help reach a much wider potential clientele, and our combined reputations will open a lot of doors well beyond the usual audience,” says Ellsworth. “Ultimately we expect our bikes to basically sell themselves, thanks to their uniquely sexy style and top-end construction and components, but this partnership will give us a boost to get the word out about the commitment to state-of-the-art technology, and industry-leading quality in design and materials”

SIMBOL’s team are longtime fans of Ellsworth’s work and are thrilled with the chance to work with this industry legend. “We’ve been drooling over Tony’s bikes for decades now – and that absolutely includes the gorgeous Radiant Carbon – so for his new brand to look to SIMBOL for PR representation is truly an honor and a huge thrill,” says Co-Founder Nic Sims. “And one ride on the bikes was more than enough to convince us that they’re everything we’d expect from a Tony Ellsworth Design bike ... plus a motor!”



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September 2, 2021
5,000 Unique Monthly Visits

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CEO Rob Gitelis
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Here's how to remain connected to your customer post-sale.

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Look Cycle VP of sales says the US is on track to become the company's largest market.

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Bike boxes revamped to make them user-friendly for in-store and e-commerce sales.

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Tony Ellsworth riding high with his venture into the e-bike market.

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STARTUPS



Best Buy's owner, Dean Yobbi, says the company is actually a return to the marketplace for the big-box retailer.

Which in-person trade shows and dealer events will you attend this year, and how relevant are these events to you in the post-COVID, post-Internet world?

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Best Buy plugs back into e-mobility

Electronics giant takes another run at selling e-bikes.

By Dean Yobbi

RICHFIELD, Minn. — Best Buy's announcement in August that it would enter the e-mobility space is actually a return to the marketplace for the big-box retailer.

In this latest go-around, Best Buy will be offering e-bikes from Irid, Huffy, Quesada, and Swift, along with a selection of e-scooters and e-mopeds. If this rings a bell, back in 2009 Best Buy announced it would hold inventory for six different ZIP e-bike

models and two different e-scooter models from Currie Technologies, at the time the country's biggest e-bike distributor.

The president of Currie Technologies then, Larry Pizzi, remembers well Best Buy's initial foray, which lasted about two selling seasons.

"I had to smile when I heard they were coming back in," said Pizzi, now Alta Cycling Group's chief commercial officer. "I think what they're doing now is a bit of an unanswered question. What it looks like they're doing is sort of leveraging their website

Specialized taking action after losing some key retailers

By Steve Frutkinham

SAN RAFAEL, Calif. — Specialized is increasingly making moves as it loses key retail distribution in some major markets.

Most publicly, the company dropped Mike's Bikes, the 12-store chain in the San Francisco Bay Area, after Mike's was sold to Holland's Pon Bike Holdings, which owns Santa Cruz, Cervelo and other brands that compete with Specialized.

Although Mike's former owners said Pon didn't have a problem with them selling Specialized and other non-Pon brands, Specialized, which had likely made a bid of its own to buy Mike's, couldn't stand it.

"They've been a great partner, but our

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Labor of Love, Part 2: Why salaries (and profits) are so darned low

By Rick Vinger

Most ambitious shop staffers look ahead to rising up through the ranks in the industry. How many of you have talked to a successful company's sales rep and thought, "I wish I had their job!"

And while supply-side companies are generally more stable than many retail operations, they struggle with many of the same issues that keep retail pay low, for both owners and staff. So be careful what you wish for.

In Part 1, Jay Townley explained the history of retail margins in the U.S. industry, and how the law allows agreements between retailers and their suppliers that tend

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Tony Ellsworth enters e-bike market with a smooth Ride

By Dean Yobbi

NEWPORT BEACH, Calif. — Tony Ellsworth has been doing things his way for 30 years, from boutique full-suspension mountain bikes to a cruiser bike that whose design was recognized by Popular Science. Ellsworth now has embellished that cruiser, called "The Ride" and created an e-bike company around it. And the industry veteran is building a new company that promotes an active lifestyle and continuing to champion sustainability.

The Ride is the company and the Radiant Carbon is the bike, and like most of Ellsworth models, it's not a cookie-cutter design. Featuring an asymmetrical carbon frame, single-leg fork, and automatic shifting, it's advertised as "The Luxury eBike." Its roots trace back to the cruiser that won the 2007 Best of What's New Grand Award from Popular Science in the Recreation category.

With a \$5,295 MSRP, it's not for every commuter's budget, but the Class 1 e-bike with a range of 100 miles was designed for everyone, Ellsworth said.

"Anybody who owns tennis shoes and likes a little wind in their hair," said Ellsworth about who makes up the Radiant Carbon's target market. "Very different from Ellsworth Bikes, where the target consumer is an aficionado of off-road cycling. And even very specifically full-suspension off-road cycling. It gets to be a very small audience with regard to Ellsworth Bikes and the high-performance bikes that I've made for 30 years."

Ellsworth, who left his namesake brand in 2018, initially remained with the company after its sale to The ASG Group the same year. He said he became motivated to enter the e-bike space a few years ago when the technology began evolving and cheaper e-bikes were hitting the market.

"My goal was to integrate that technology into a bicycle that from the ground up was designed to make it easily accessible to the rider," he said. "It's for somebody



With the Radiant Carbon, Tony Ellsworth enters the e-bike market with a design featuring an asymmetrical frame.

who wants something special and the best of whatever they choose to get."

And the asymmetrical carbon frame, with one chainstay, one seat stay, and the single-leg fork with all cables internally routed?

"There's the short, fun answer, and there's the longer and more thoughtful answer. The fun answer is because I can," Ellsworth said while chuckling.

The longer answer revolves around designing an e-bike knowing how large seat tube masts need to be to incorporate the battery. "Looking at that from a design standpoint, the opportunity to use that mast to eliminate some of the necessary tools structurally mixed with the structural fender patents that I did early on in 2000 gives you the design latitude to do it with fewer tubes, pipes and strings."

Ellsworth, who planned to have a Radiant Carbon model on display at the Sea Otter Classic in October, added that the minimalist design is appealing to the

eye, but, combined with carbon's natural dampening properties, the 32-pound Radiant provides a smooth ride on 37,300.8 wheels. The bike can accommodate riders up to 300 pounds.

Beyond the frame, Ellsworth spared no expense for components. The Radiant Carbon is powered by a Shimano center drive motor, slowed by four-piston Magura hydraulic brakes, and propelled by a Gates Carbon Belt Drive. The Enviolo electronic stepless rear hub shifts automatically based on cadence.

"There's no drama," Ellsworth said. "There's no chains or cables or derailleurs anywhere on the bike. Everything is internal. High performance, stylish, fun, easy."

The Radiant Carbon is available direct-to-consumer through TheRideBikes.com. It's delivered through Kitazuma Cycling Logistics, which brings the bike fully built and assists the buyer with fit adjustments and operating instructions.

"We started doing these pop-up experiences with a dealer we have a relationship with here in Southern California," said MD Chan, The Ride's chief marketing officer and equity partner. "And based on the data we got there, we realized we needed some kind of retail strategy. We thought if people could just see this, they would be excited about it."

"To help get the word out, The Ride opened an experience center on Balboa Island in Newport Beach with 20 models available for rent."

"We are absolutely committed to an omni-channel distribution strategy," Ellsworth said. "We have strong digital marketing and e-commerce experience, so our online presentation is robust and embraces the consumer point of purchase, but we also partner with select dealers who showcase the brand, and we have full dealer allowance for our strategic dealer partners."

The Ride Experience also features off-site fitness classes with a trainer in which students ride the Radiant Carbon bikes to and from the outdoor location. **BRAIN**



November 29, 2021
94,790,000 Unique Monthly Visits

[Holiday Gift Guide 2021: Best EBikes for the Holidays and Riding into the New Year](#)

Ebikes are super popular now and for good reason: They extend your riding range and help you conquer those hills! Plus, they are just a lot of fun to ride. There are literally hundreds to choose from, so here are the top ebikes I rode this year.

Tony Ellsworth is a master mountain bike designer, and now he's turned his attention to electric bikes. The result is the Radiant Carbon, a full-size urban roller that is chock full of innovative touches, including a single-sided front fork, a non-symmetrical frame design, and a powerful-mid drive motor coupled to an automatic-shifting Enviolo rear hub. The result: An essentially "fully automatic" ebike powertrain in a chassis like no other.

