



## eBikes:

Growth, barriers,  
opportunities, and  
lessons learned.

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**Adam Vollmer**

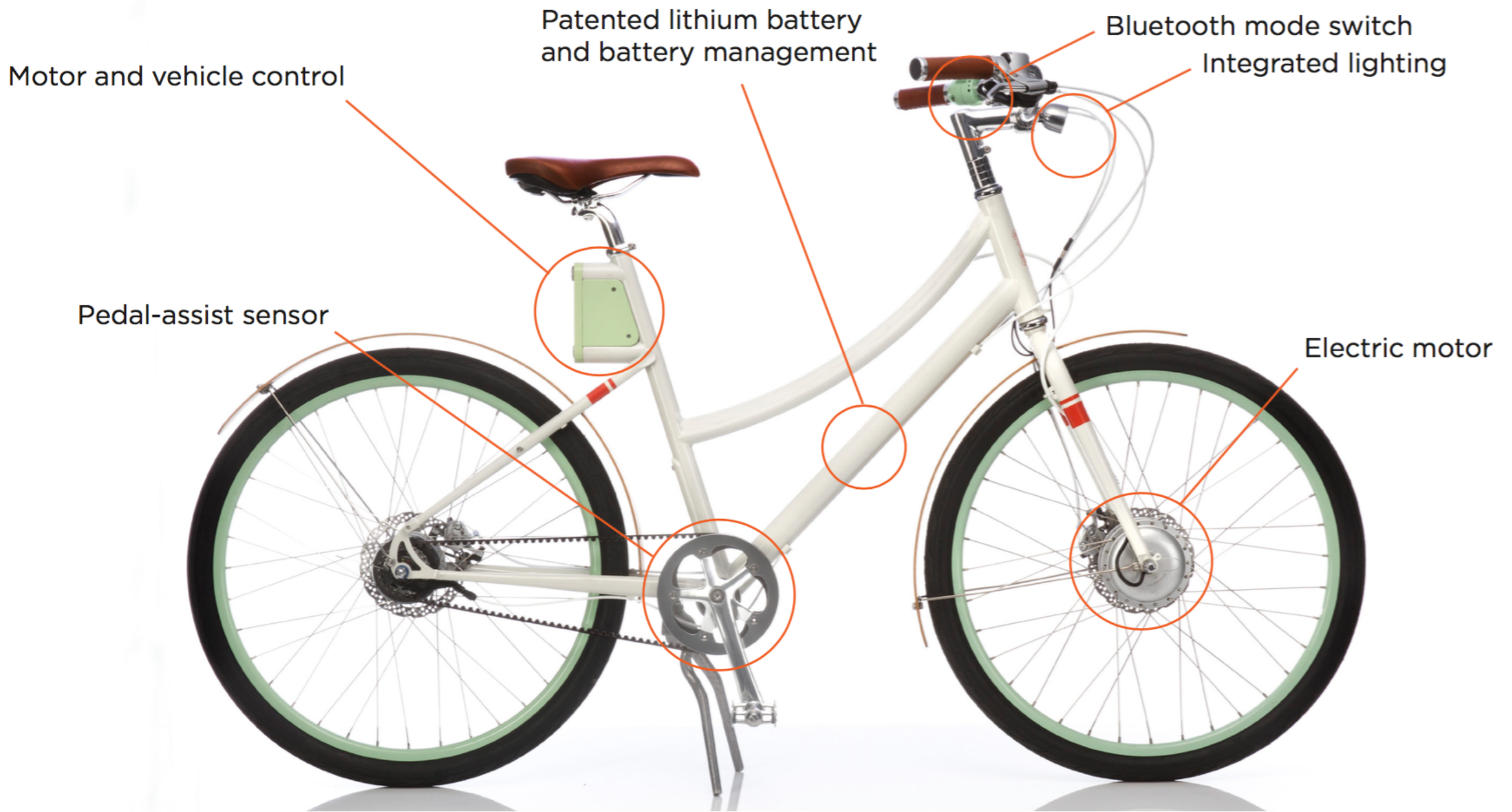
Founder & CEO

Faraday Bicycles











**Contrary to popular belief,  
eBikes are good for your  
health.**

**People who ride eBikes ride  
further, more often, and  
replace car trips.**

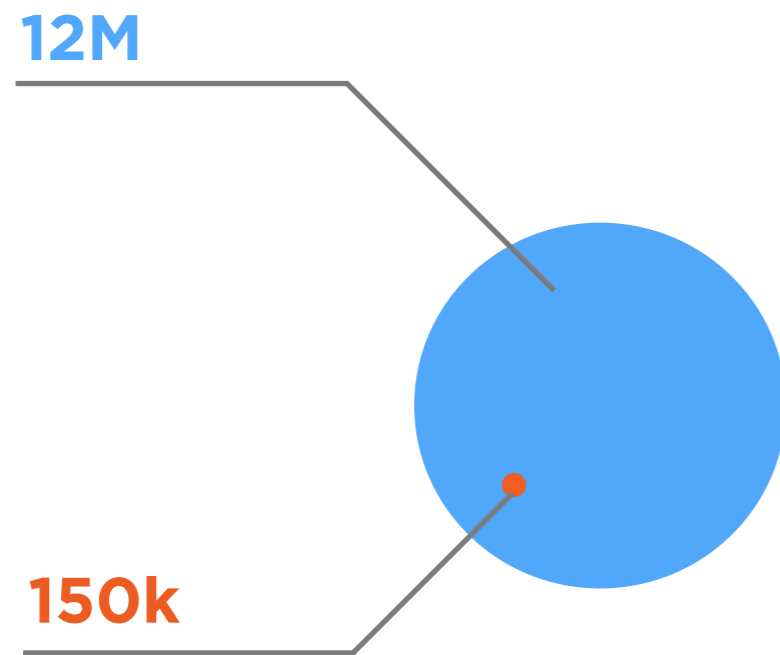
**eBikes support family riding  
and bring kids into healthy  
behaviors - like biking.**

**eBikes democratize access to  
convenient, affordable  
transportation.**



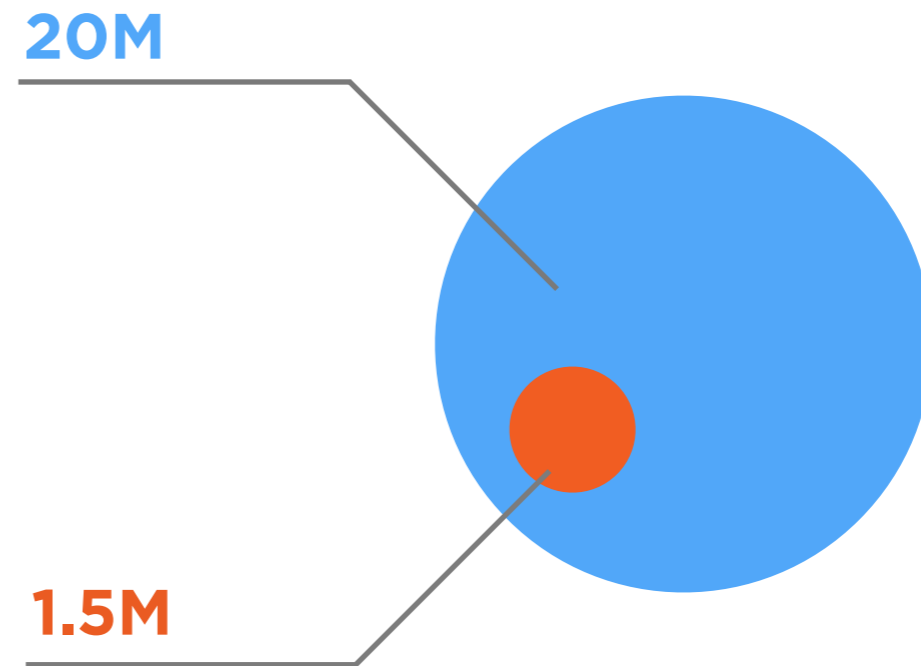
2015 Total unit **bicycle** and **ebike** sales

# U.S.



Market share: 1.3%

# EUROPE



Market share: 7.5%









**“Non-cyclist”**

- Recreational products
- Systemic barriers (comfort, safety, etc.)
- Potential for price sensitivity (leisure vs. enthusiast)
- Cost of acquisition
- Americans love toys
- Way bigger market

**“Cyclist”**

- Commute products
- Bias, perceived lack of need
- Already has a bike
- Higher perceived value in bike
- Age -> potential price sensitivity
- Greater familiarity with product and channel



**Corporate (subsidy, demo, fleet,  
loaner, promotion, etc.)**

**Insurers**

**Real Estate**

**City / State**





BOTTOM LINE

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