

## Airstream Amps up Adventure With Two-wheeled Wonders

### New Pedego Airstream Electric Bikes blend luxury with practicality

FOUNTAIN VALLEY, Calif., May 24, 2017 — [Airstream Inc.](#), manufacturer of the iconic “silver bullet” travel trailer, is extending the adventure to include bike paths. The Ohio-based company has partnered with California-based [Pedego® Electric Bikes](#) to produce the new Pedego Airstream Electric Bike. Priced from \$2,995, Pedego Airstream Electric Bikes are available in brushed aluminum to match Airstream’s classic style. They are available at Airstream dealerships and Pedego stores.

The Pedego Airstream Electric Bike provides a fun travel experience without sacrificing comfort. Riders can enjoy the great outdoors going off the beaten path, reaching farther destinations and climbing to new vistas. Airstreamers find electric bikes useful as well as thrilling when they discover how easy it is to ride into town or along scenic paths after setting up camp. They can even zip along at high elevations without becoming winded.



Powered by Pedego’s rugged motors and powerful batteries, these bikes empower riders to fly over hills, zoom through headwinds and travel distances with ease. The Pedego Airstream Electric Bike features include:

- Cool brushed aluminum frame complementing the classic Airstream look
- Classic and Step-thru designs with a stylish 26-inch frame
- Wide, swept-back handlebars that promote a comfortable upright riding position
- State-of-the-art geared motor that delivers best-in-class acceleration and hill climbing
- Five levels of automatic pedal assist mode for a more natural riding experience
- LCD display with USB charging port for a phone and other devices

- Twist-and-go throttle for full power on demand
- Powerful 48-volt lightweight lithium battery with 10 or 15 AH providing an average of 25 to 60 miles distance per charge
- Shimano seven-speed gearing for maximum control while pedaling
- Top-of-the-line SRAM disc brakes for powerful and reliable braking
- Deluxe saddle with a suspension seat post for extra cushioning where it counts
- Kevlar-belted premium balloon tires available in black, brown or crème for an extra-smooth ride and flats prevention
- Front and rear lights for safety
- Optional MAG wheels for a new level of style and strength
- A two-year comprehensive warranty, one of the industry's longest warranties

The bike comes complete with Airstream's name on the chain guard as well as the company's badge for the front emblem. This elegant electric bike will be shown at Airstream's annual five-day event, [Alumapalooza](#), held at the Airstream Inc. factory in Jackson Center, Ohio, May 30 through June 4, 2017.

"Airstream customers love the outdoors and the open road, so we are thrilled to partner with Pedego and allow Airstreamers to take their journeys even further with these one-of-a-kind aluminum electric bikes," said Airstream President and CEO Bob Wheeler.

"The Pedego Airstream electric bike is a natural fit for those who love the open road for adventure," said Don DiCostanzo, Pedego Electric Bikes CEO and co-founder. "These bikes compliment Airstream's legacy of quality, innovation, luxury and fun."

This partnership was conceived and executed by Meriwether Group, a firm dedicated to accelerating strategy and outcomes for extension, licensing, distribution, and mergers and acquisitions.

## About Pedego

[Pedego®](#) Electric Bikes is the Number 1 electric bike brand in the United States, according to [Navigant Research](#). Pedego manufactures 10 high-quality, innovative models, including cruisers, tandems, commuters, fat-tire bikes, mountain bikes, cargo bikes and a convenient electric folding bike. Sold at more than 90 Pedego-branded stores and hundreds of independent electric bike dealers worldwide, Pedego's stylish "pedal or not" electric bikes boast powerful, whisper-quiet motors that let riders sail up hills and breeze through headwinds with a smile. Available in hundreds of color combinations, Pedego electric bikes deliver a green alternative for transportation, exercise and recreation — transforming lives with fun and delight. Founded in 2008, Orange County, Calif.-based Pedego inspires riders to say, "Hello, Fun!"

## About Airstream

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make changes, let's only make improvements," Airstream has remained a timeless classic. Byam's vision for Airstream trailers was to use these design- and quality-driven products to allow people to dream, travel and explore the open road. A subsidiary of Thor Industries, Airstream is based in Jackson Center, Ohio, where a team of craftsmen remains dedicated to preserving the brand's legendary reputation for quality and innovation. For more

information, please visit <http://www.airstream.com/>, call 877-596-6111 or contact Airstream, Inc., 419 West Pike Street, P.O. Box 629, Jackson Center, Ohio 45334.

More news about Airstream, our dealers and current travel trailer and touring coach models can be found at [www.http://www.airstream.com/](http://www.airstream.com/). For the latest news on Airstream, “like” us on Facebook and follow us on Twitter @Airstream\_Inc. You can also stay connected with adventure-loving techies and learn about inspiring on-the-road experiences through Airstream’s Live Riveted Mobile App.

### **About Meriwether Group**

Meriwether Group, LLC. is a trusted advisor and business acceleration firm lead by seasoned senior executives and entrepreneurs with decades of operational experience with some of the world's most iconic brands, including Polaris, Nike, Pendleton, and Adidas. Meriwether partners have the unique capability of accelerating strategy and outcomes for extension, licensing, distribution, and mergers and acquisitions in a brand centric and relevant way. Motivated by its mission to help founders fulfill their journeys, Meriwether guides business leaders to achieve their destiny, defining optimal strategy for progressive growth through brand management, market research, competitive landscape analysis, brand and business valuation and acquisition strategy. For more information visit [www.meriwethergroup.com](http://www.meriwethergroup.com).

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