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6 Reasons to Consider an Electric Bike

Relatively new to the U.S. market, electric bikes have taken off in Europe and China, where traffic congestion and population density have driven consumers toward cleaner, healthier commuting options. According to a recent article in *Forbes*, e-bikes are on the rise in the U.S. as well, with sales quadrupling in the past five years. In fact, e-bikes are the highest selling electric vehicles on the planet.

So, is an e-bike right for you? Here are 6 reasons to consider an e-bike:

- 1) **Efficiency.** The purpose of an e-bike is to provide electric assist to the rider in physically challenging environments or conditions (pedaling up hills, riding into a headwind). The e-bike allows the rider to travel farther and faster, while expending less energy. For commuters, this means you won't arrive to work sweaty and spent.
- 2) **Affordable, eco-friendly commute.** Electric bikes offer zero emissions and, though more expensive than a traditional bike, are affordable compared to the cost of an automobile—especially when you take into account gas and parking.
- 3) **Healthy lifestyle.** The physical benefits of regular exercise are well documented. Spending more time on a bike and less in a car translates to a healthier cardiovascular system, stronger muscles, and more time outside in the sunshine and fresh air.
- 4) **Accessibility.** The assistance provided by an e-bike makes biking accessible to people with injuries or illnesses that prevent rigorous joint or lung exertion. E-bikes offer a gentler bike riding experience, with less stress on the body.
- 5) **Innovation.** E-bikes today are lighter, faster and have much better range (up to 100 miles) than their predecessors just a few years ago. As the e-bike category grows in the U.S. and technology improves, consumers are presented with a cleaner, simpler and easier e-bike experience.
- 6) **Fun.** Remember when you were 10 years old and riding your bike was pure joy? Electric bikes bring that joyful experience back to adults. They are simple and fun to ride—you just get on and go.

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