

Electra

# Flat Foot Technology®

U.S. Patent No. 7740262

Developed in 2003, the innovative forward-pedaling design created an entirely new kind of bike. It was first featured in Electra Townie® and 20" Kids' bicycles, and over the years has been integrated to varying degrees into the Electra Cruiser and Amsterdam® collections.

The technology allows riders to sit comfortably upright in the saddle with proper leg extension for pedaling. This upright position helps reduce tension in the back, neck, shoulders, arms and wrists, and opens up a

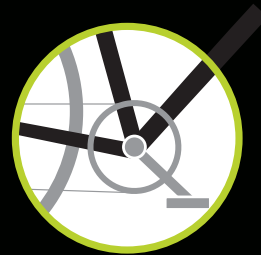


wider view of the road. The term "Flat Foot Technology®" was coined because riders are able to easily reach their feet on the ground at any time for control and stability. Additionally, the patented innovation allows for easy adjustments to fit various-sized riders within one frame size.

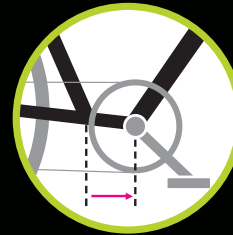
As the originator and only authorized manufacturer of Flat Foot Technology, Electra is proud to offer your customers a better way to ride.

## IT TAKES A SMALL SHIFT TO MAKE A BIG DIFFERENCE.

Flat Foot Technology's breakthrough design starts at the heart of the bicycle by moving the crank forward so it's ahead of the seat tube. Sounds simple, but it was a revolutionary adjustment to the once sacred laws of bike frame geometry. The Townie and 20" Kids' bicycles showcase this innovation in its purest form, and we have enhanced our cruiser and Dutch city bikes with the essence of the technology to improve the ride and create an Electra point of difference.



CONVENTIONAL BIKE



ELECTRA  
WITH FLAT FOOT TECHNOLOGY®

## ELECTRA BIKES WITH FORWARD-PEDALING RIDING POSITIONS



TOWNIE®



AMSTERDAM®



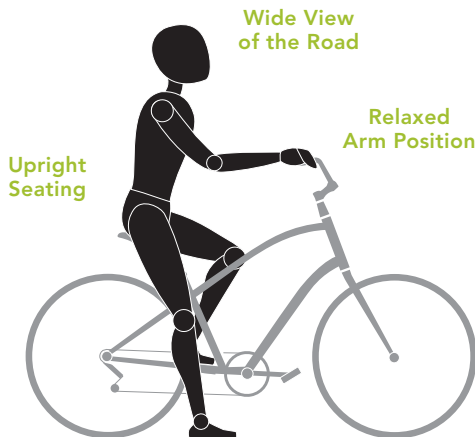
CRUISER



KIDS' 20"

## The Electra difference

An efficient, upright riding position that lets you pedal with full power and ease. You're more in control. You have a lower center of gravity. Your back, neck and arms don't get as tired. And you can plant your feet on the ground whenever you want.

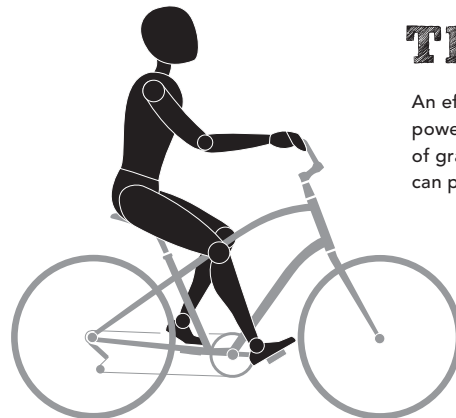


Wide View of the Road

Relaxed Arm Position

Upright Seating

Feet on the Ground



Forward Pedaling