



## Nukeproof Announces New US Operations and Distribution

*Gravity-oriented mountain bike brand establishes US-based distribution and staff to support its growing American ridership.*



**Under embargo until 10am MST November 30, 2022**

**(November 30, 2022 - Salt Lake City, UT)** Nukeproof mountain bikes, components and accessories will soon be easier to find in the US. Starting November 30th, 2022, US-based riders will be able to buy Nukeproof's award-winning, gravity-oriented mountain bikes and eMTBs, as well as their innovative parts and accessories through a rapidly expanding network of [brick-and-mortar bike retailers](#) and at [us.nukeproof.com](https://us.nukeproof.com). Nukeproof's presence in the US is backed by a new distribution center in Salt Lake City, Utah, and supported by a new team of US-based mechanics, Rider Experience Agents and other staff.

"We're super stoked to be able to serve US customers locally," said Inga Kaufmann, Nukeproof's Director of Marketing Operations and US Brand Manager. "Our presence will be felt through our shops, our athletes, our demo events and our bike-obsessed staff. People will be able to touch and feel the bikes before buying and we'll be able to react quicker to customer demands. Nukeproof has built a great reputation in Europe and the UK through supporting racers, developing riders and investing in the community – we're excited to do the same here."

Nukeproof was born in the US during the 90's heyday of American mountain biking and later raised by a team of die-hard shredders in Northern Ireland, where the bikes are still designed today. Its current line of gravity-oriented mountain bike products are steeped in a rich history of

race wins and world championship titles, including four Enduro World Series overall championships and several UCI Downhill World Cup wins. The brand leans heavily on the expertise of its roster of top-tier athletes, working with them to develop products that push boundaries and perform exceptionally.

“I’m really excited to see Nukeproof open up dealers in the USA. Going into my 10th year with Nukeproof, we’ve had some great times. Plus, it’s a good excuse to come over to the States for a few events,” said Sam Hill, athlete for Nukeproof-Sram Factory Racing. “Also, I’ve just started training again after my shoulder surgery and the fire is lit to get into the 2023 season; it’s going to be wild!”

As Nukeproof expands in the US, it is interested in working with independent bike retailers to carry Nukeproof bikes and accessories. Prospective dealers can visit <https://us.nukeproof.com/pages/become-a-dealer> to learn more. Initial offerings in the US include the majority of the mountain bike and eMTB line, as well as a limited selection of parts and accessories, many of which are in-stock and ready to ship from our US warehouse right now.

While additional models and model specs will make their way online throughout 2023, Nukeproof will start by offering a handful of its most popular models in the following disciplines.

#### **Super Enduro:**

- **Giga 297** | 180mm | \$4899 - \$7899
  - Comp, Elite, Factory, RS
- **Giga 290** | 170mm/180mm | \$4899 - \$7899
  - Comp, Elite, Factory, RS

#### **Enduro:**

- **Mega 297** | 165mm/170mm | \$3799 - \$7599
  - Comp, Pro, Elite, Factory, RS
- **Mega 290** | 160mm/170mm | \$3799 - \$7599
  - Comp, Elite, Factory, RS

#### **E-Bike:**

- **Megawatt 297** | 170mm | \$6099 - \$9599
  - Comp, Elite, Factory, RS

#### **Trail:**

- **Reactor 290** | 130mm/150mm | \$3699 - \$7599
  - Comp, Pro, Elite, Factory, RS

**Gravel:**

- **Digger** | \$2299 - \$3599
  - Comp, Factory, RS

**Hardtail:**

- **Scout 290** | 140mm | \$1599 - \$3799
  - Race, Comp, Elite, RS

**Youth:**

- **Cub Scout 24" 26"** | \$999 - \$1399
  - Sport, Race

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Access Nukeproof's logo/branding and media kit [here](#).

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Nukeproof

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**About Nukeproof**

*Born in 1990 in Grand Rapids, Michigan, Nuke Proof Industries broke the mold (literally) with stunning high-end carbon fiber, titanium, and aluminum components. By 2010, Nukeproof was bringing this innovation to gravity-led frames and bikes, notching multiple UCI Downhill World Cup and Enduro World Series victories, especially with legendary gravity champion Sam Hill. That same spirit permeates Nukeproof today, delivering critical performance on the trail for passionate riders of all levels.*

*Nukeproof products are sold through select independent bike dealers in person and online. Learn more at [nukeproof.com](http://nukeproof.com).*