

BikeCo LLC, Official Distributor of the Fuji Bicycle brand in North America, announces the suspension of the sale of Fuji police bicycles

In an effort to make real change, we are beginning a dialogue with police departments nationwide to address how bikes are used in police activity and to ensure that police's on-bike training reinforces that bicycles are not a weapon against our community. At this time, we are suspending the sale of Fuji police bikes until a conversation with these departments has occurred and we are confident that real change is being made.

Fuji's core values have always been rooted in supporting communities and organizations that are making real change at home and abroad. We have always viewed bicycling as an inclusive activity and believe that bicycles are an overall a force for good in this world. Over the years, Fuji has supported a diverse family of riders who come from all cultures, races, and communities.

To hear that there are instances where bicycles have been used as a weapon against those who are vulnerable, those speaking out against the unjust treatment of people of color, and those standing alongside them advocating change, has deeply upset our community, our company and the heart of the Fuji brand. We support our communities. We are a Philadelphia company that truly believes in making our city better by bike. We support many diverse organizations and athletes--not for marketing stories, but because we truly want to make a difference in our community. To have these efforts overshadowed by cases of violence with bicycles is unacceptable.

We have seen instances in the last week where police have used bicycles in violent tactics, which we did not intend or design our bicycles for. We had always viewed the use of our bicycles by police, fire, security and EMS as one of the better forms of community outreach. Community police on bikes can better connect with and understand the neighborhood, facilitating positive relationships between law enforcement and the citizens they are sworn to serve and protect.

We also must stand together against the mistreatment and abuse of the Black and Brown community. We will continue to look within our company and our core values to do better because our Fuji family deserves better. We stand with you and look forward to doing our part to do better.

BikeCo,LLC: North American distributor of Fuji Bicycles.