

Retail Spotlight

More E-Bike Shops Open for Business

BY RAY KEENER

A flood of 2010 electric bikes from Trek on down the line is building. And specialty e-bike retailers are popping up nationwide.

Pete's Electric Bikes in Boulder, Colorado, has deeper roots than most. Owners Dean and Matt Franssen also have a store in Calgary, Alberta, which they opened in 2004. Dean runs the Boulder store, which opened in April, and Mark runs the Calgary location.

"When we first went to China to research the products, there were 10 million electric bikes in use. Now there are 65 million," Dean said. "We're selling 15 to 20 bikes a month here in Boulder, with our buyers ranging from their 20s to their 80s."

Pete's best seller is the A2B from Ultra Motor, which retails for \$2,700. Its 500-

watt motor makes it a favorite among hill dwellers. The store also carries iZip, Zero Motorcycle and Optibike.

To get the big picture, we spoke to

David Cabanban, business development manager for Sanyo North America.

According to Cabanban, 22 million e-bikes were produced in China last year, 60,000 were sold in Germany in 2007 and 121,000 were sold in

the Netherlands last year.

"Our market share in Japan has increased progressively over the past two years and we expect to see this continue into the future," Cabanban said.

"Our focus is on educating retailers and consumers about the benefits of electric bikes. When prospective retailers become aware of the growth in global sales, they're a lot more receptive to the concept."



Dean Franssen with his store's best-selling A2B bike.