Step Through	**Trail**	**Bandit**	**Blade**	**Gladiator**

40+ Female (but male too)
 	
Senior Living
 	
Couples
 	
Like casual riding and comfort
 	
Most likely recreational riders
 	
Cruising riders
 	
Economy friendly
 	
Beginners
 	
Weekend warriors
 	
Family households
 	
In need of reliability
 	
Eco friendly (tree huggers)
 	
LIKELY TO BUY 2 BIKES
 	
**Could do a giveaway type thing for couples, buy one bike get automatically put into a drawing for a free step-through
 	
Targeting
 	
● Couples
	eMTB enthusiasts
	
	Outdoor lovers
	
	Winter riders
	
	eMTB beginner
	
	Camping
	
	24-44 years old (mainly male)
	
	Sightseeing lovers
	
	Generally higher income
	
	Competitive rider
	
	racer
	
	Targeting
	
	● Sand dune goers
	● Campers
	● Sightseers
	● Travelers
	● Young adult male
	● Middle aged adult male
	● Adrenaline junky
	● Professionals
	● Racer
		Male/Female
		
		18-28 (skus a little younger/male - but not always)
		
		Beachy but urban too
		
		Pit bikes - moto vibes
		
		Bold graphics
		
		Use bikes for transportation not just recreation
		
		Ride 2 people on bikes
		
		Targeting
		
		● College
		● Monster/redbull energy drinks
		● Nitro circus
		● Chive
		● Barstool sports
		● SoCal
		● 2nd tier
		  ○ Tucson
		  ○ Austin
		  ○ Riverside		

● 40+ year olds ● Comfortability ● Recovering from injury ● New to the market ● City riders ● Families ● Good weather living: CA, FL (i guess) ● Tree huggers **Hashtags #** love, ebike, ebikes, cruiserbikes, citybikes, datenight, commuterbike, seniorlifestyle, socal, groupride, ridewithabuddy, caliriding, weekendwarriors, familyride, rideordie, electric, bikersofinstagram, bikeoftheday, electriclifestyle, ebikestyle, cycling, commute, commutebybike **VIDEO CONTENT IDEAS** - Bonnie and clyde - Dick and jane (like the movie..) - Sunny and cher - Wanna go somewhere expensive for dinner? - goes to the gas station - could of saved money by having an ebike	● **Hashtags #** electric, ebike, ebikeadventures, ebikes, ebikestyle, mtb, mtblife, mtbusa, mountainbike, mountainlovers, bikersofinstagram, bikeoftheday, electriclifestyle, outdoor, cycling, mtblifestyle, mtbgram, mtbracing, explore, **VIDEO CONTENT IDEAS** - 'Drag' racing - Brokeback mountain biking - Oregon trail biking -	**Hashtags #** electric, ebike, ebikeadventures, ebikes, ebikestyle, bikersofinstagram, bikeoftheday, electriclifestyle, outdoor, cycling, explore, fattirebike, fattireebike, FatTireEbike, fatbikeclub, fatbikers, electricfatbike, electricfatbikes, efatbike, efatbikes, **VIDEO CONTENT IDEAS** - Fat bike MC -	**VIDEO CONTENT IDEAS**	**VIDEO CONTENT IDEAS**

- Weekend family ride -				

Keywords:

- baby maker ebike
- flx
- baby maker electric bike
- babymaker
- flx electric bike
- flx babymaker
- babymaker ebike
- flx bike
- flx electric bikes
- baby maker bike
- the baby maker bike
- babymaker bike
- f5
- flx trail electric bike
- flx trail ebike
- flx bandit
- bike bandit
- cycle bandit
- bandit bikes
- flx bike for sale
- flx bikes for sale
- flx bike price
- electric bike shops near me
- bike shops near me
- electric bicycle
- e bikes near me
- electric bike
- rad electric bikes
- super bikes
- beach cruiser bike
- adventure
- e bike
- e bikes for sale near me
- electric bikes near me