



Media Kit



## Who We Are



Brooklyn Bicycle Co. makes stylish, affordable, comfortable bikes for taking adventures, reconnecting with old friends, discovering new neighbors, and exploring hidden gems. Inspired by the streets of Brooklyn and made with top-quality parts, a Brooklyn Bicycle is yours for life. We take pride in our products, in how they're made, and in the people who sell them, cultivating collaboration and celebrating community across cities, cultures, and passions.

# Interbike Press Update 2016

**For the fifth year in a row, recreational bike brand Brooklyn Bicycle Co. will attend, the largest bicycle trade event in North America, bringing with them their signature colorful city bikes but also some exciting new products.**

## Popular Hybrids in Attendance

Brooklyn Bicycle Co.'s first foray into longer-range hybrids, released back in March, have done extremely well and will be available on the Interbike floor for the first time this year. Dealers and consumers can see for themselves the double-buttressed 4130 Chromoly frame, puncture-resistant tires, Shimano Acera 24-speed drivetrain, and overall practicality of these \$499 hybrids. (Available in both the unisex black model Roebling and in the Soft Ivory Lorimer specifically engineered for a woman's anatomy.)

## Fixed Gear Gone Raw

Also making its Interbike debut is Brooklyn Bicycle Co.'s new Raw Wythe—which comes, as does its monotone predecessor, outfitted with a flip-flop hub for the option of either fixed gear or freewheel riding. The initial all-black version has proved so popular since its introduction last year that the brand has introduced a second color: a raw steel look with white touch points. Brooklyn Bicycle Co.'s lightest bike to date, the Wythe is a quality fixed-gear bike with puncture-resistant tires, quick-release brakes, and front and rear fender mounts for easy customization—all for \$499.

## Gearing Upgrades

Two long-standing models—the Bedford and the Franklin, named as are all the brand's bikes for Brooklyn thoroughfares—are getting upgrades this season. Formerly only single- and seven-speed derailleur models, both will now also be available in an internally-geared 3-speed option (\$499) and will be outfitted with relaxed-fit handlebars, to further differentiate them from the more retro, swept-back look of the Willow and Driggs models.

## New Convertible Bag

Finally, a new accessory finds its way into the mix this year: Brooklyn Bicycle Co.'s first bag—a rugged yet chic convertible backpack-pannier-tote made of waxed canvas and antique brass hardware—joins the brand's other stylish add-ons, complete with padded laptop pocket, expandable zip-top closure, and hidden pannier clips.

## Our President

Ryan Zagata was born and raised in Syracuse, NY and graduated from the University of Buffalo, where he was a member of the rugby team. Upon moving to Brooklyn from Manhattan in 2008, Ryan was immediately taken with his new neighborhood and found himself continually wanting more. He got it by hopping on a bicycle and making his beloved borough smaller: exploring new neighborhoods, making new friends, and unlocking the gems hidden on Brooklyn's tree-lined streets. In 2011, in order to encourage others to engage similarly with their communities, and seeing the bicycle as the perfect gateway to these authentic, transformational experiences, Ryan left sales, his profession of 20+ years, and founded Brooklyn Bicycle Co. As of 2016, the company continues to grow—now boasting a staff of six and available in 150 locations throughout North America—as does its founder, who in 2014 completed the Goldman Sachs 10,000 Small Businesses program and now calls himself a father of two.





Our designs are inspired by Brooklyn aesthetics...



WILLOW 3 | 7



WYTHE



FRANKLIN 1 | 3 | 7



DRIGGS 3 | 7



BEDFORD 1 | 3 | 7



CALYER



LORIMER



ROEBLING

...and named after the Brooklyn streets we traverse daily. All of our products are built to survive Brooklyn—tires to take the pot holes and cobblestones, rustbuster chain coating and vegan leather accents to weather the humidity, fenders to keep the construction dust off, and more. It's like the man says: If you can make it here, you can make it anywhere—and our products have made it.

# Humboldt

\$69.99


Convertible backpack pannier





3 IN 1 Convertible (from pannier to backpack to tote in seconds)

∞ Waxed canvas (for durability and weather-resistance)

✕ Expandable zip-top closure (for extra storage and security)

 Padded laptop pocket (for extra computer protection)

 Key hook (to keep your keys from getting lost at the bottom)

 Antique brass hardware (for that industrial chic look)



Brooklyn Bicycle Co.'s First-Ever Bag

## More Media Preview Fun



Our best-selling model, this vintage-inspired step-through shines in the striking Sea Glass color (or any of four others) and comes standard with gorgeous creme tires. Its three speeds and internal hub mean it's perfect for pretty much any geography and is easy to ride and maintain, plus it'll run you just \$599—which, considering this bike will last you years, is practically a steal.

### Seaglass Willow

## Oxford Handlebar Bag

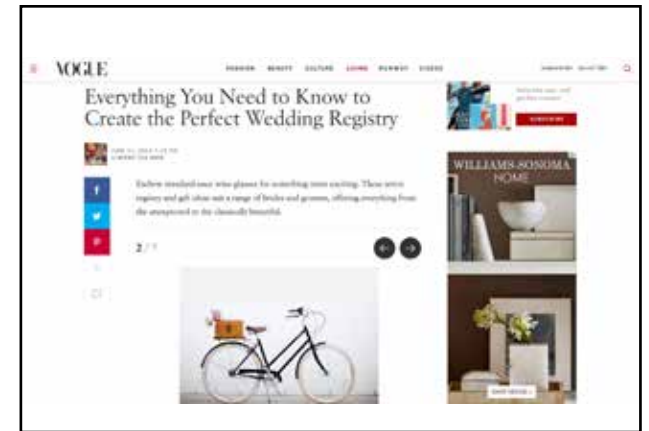
Designed in collaboration with EvenOdd Creative, a small women-owned and -operated accessories brand from upstate New York, this combination handlebar bag and wristlet is as durable as it is stylish. The exterior is made from waxed canvas and upcycled bike inner tubes; the inside is lined with water- and tear-resistant ticking to keep your belongings perfectly safe; and antique brass clasps help you get the whole thing on and off your bike quickly. If you're looking for style and practicality, this versatile accessory is the best \$59.99 you'll spend.





# Press Coverage

You might never have picked up a bike magazine, but we're betting you've leafed through one of these publications, which is why we work so hard to get our bikes on their pages. Stylish, comfortable, affordable—Brooklyn Bicycles belong right there next to that sweater you've been eying, or those smooth kicks that just dropped, and that's precisely where we've found ourselves, thanks to outlets like these.



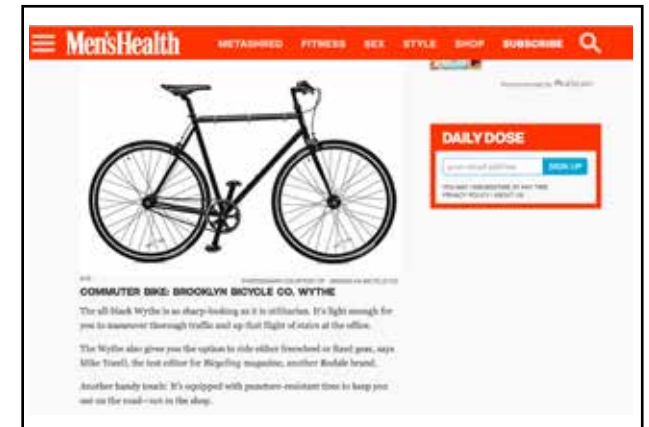
Vogue



Aventura Magazine



New York Observer



Men's Health



Nylon



Paste Magazine



Inc. Magazine



## Community Outreach



@BrooklynBikeCo

[www.brooklynbicycleco.com](http://www.brooklynbicycleco.com)

It was a bicycle that first enabled our company president to explore Brooklyn and to become familiar with the people and establishments of his neighborhood, and his goal in founding Brooklyn Bicycle Co. was to offer that same sense of community to riders everywhere. We host events, sponsor initiatives, and donate to causes that strengthen our own affiliations—with our IBD partners, the bike community, and organizations that improve our neighborhood. So give us a call or shoot us an email, and let's connect.



With Caroline Samponaro, Deputy Director at NYC safe streets organization Transportation Alternatives and keynote speaker for our first-ever Bike Month community events



Speaking to a class at the non-traditional Brooklyn Academy High School



Celebrating the grand opening of Texas partner Local Hub Bicycle Co. with a Brooklyn Bicycle Co. giveaway



Teaching kids from the Greenpoint YMCA's Early Childhood Program all about bikes



Training--and enjoying a little food and drink with--the staff of our new partner, DC's BicycleSPACE



Collecting Thanksgiving food for the Bowery Mission as part of NYC's Cranksgiving

## Influencer Collabs

We all have experts we turn to for inspiration and guidance, and these are some of those folks: style gurus, world travelers, lifestyle mavens--and all of them riding Brooklyn Bicycle Co. and sharing their experiences with the rest of us.



### SCOUT SIXTEEN

NYC lifestyle blogger



### NEW DARLINGS

Phoenix husband-and-wife lifestyle bloggers



### OFFBEAT + INSPIRED

Tennessee lifestyle blogger



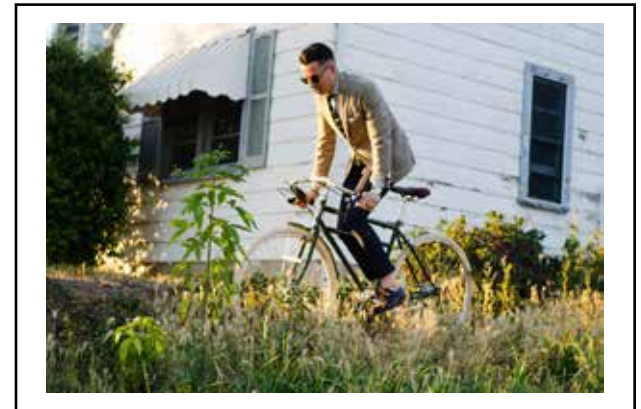
### CALIVINTAGE

California vintage style blogger



### THE HOUSE THAT LARS BUILT

Utah designer/ crafter/ stylist



### THE SCOTT EFFECT

Los Angeles menswear + lifestyle blogger