



BEHIND THE SCENES

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Putting the pedal down on electric bikes

Kathy and Bill Puryear own Pedego Scottsdale, which sells and rents Pedego electric bikes.

The bikes work with pedals or an electric motor, which has a range of about 25 miles. The average purchase price is \$2,900, but the Puryears see potential in Old Town Scottsdale, where a lot of people are traveling short distances.

1. Bill Puryear zips along a bike trail adjacent to the canal near their store near Old Town Scottsdale.
2. Kathy Puryear, left, a retired elementary school teacher, and her husband, Bill, a business manager at a law firm, acquired the business in December 2014.
3. Colored lights on the handlebar indicate the battery level. It takes three hours to fully charge a bike by plugging it in like a laptop computer.
4. Customers can design their own bikes either in the store, via the Pedego catalog, or through the company's website at www.pedegoscottsdale.com.
5. The majority of the bike arrives assembled, but Bill ensures each bike is ready for the customer.
6. Kathy rides a rental bike along the canal near Scottsdale Waterfront.

