MEDIA KIT
Pedego is the number one brand of electric bikes. We offer the best quality, service, and ease of purchase. Pedego sells 20 different premium-quality, electric bike models through a growing network of 240+ locally owned stores throughout the U.S. and Canada. Our commitment to customers is to ensure the best shopping experience, service, and the best electric bikes on the market. Owning a Pedego is about so much more than owning a bike – it is about fun, adventure and joining a community of people who have fallen in love with their Pedego.
Pedego was founded to be the very best brand of electric bikes on Earth. We are the number one brand of electric bikes because we put people first. We believe the most important part of any Pedego is the person riding it.

**QUALITY**

If the customer is only satisfied with their Pedego, then we have let them down. We go the extra mile to make sure that every Pedego owner is delighted with their bike.

**DELIGHT**

We are the number one brand of electric bikes because we put people first. We believe the most important part of any Pedego is the person riding it.

**SERVICE**

Our motto is “Hello, Fun” because that is the core of who we are at Pedego. We have the best electric bikes in the world because they are the most fun to ride.

**FUN**
est. 2008

over 240 stores
With over 240 stores across the United States and Canada, and 20 unique bike models to choose from, Pedego can provide any customer with a quality bike to fit all their needs.
What sets Pedego apart from other e-bike companies is that we have 20 different models and a local store for service – a dealer model that boasts a growing footprint of over 240 stores, one of the only electric bike companies that has dedicated storefronts. Our company culture is all about delighting the customer.

“If a Pedego owner is merely satisfied then we’ve let them down. Satisfied isn’t good enough. We go the extra mile to make sure that every single Pedego owner is delighted. Pedego owners don’t like their bikes - they love them.”

— Don Dicostanzo, Pedego Founder & CEO
We participate in many charity programs and events on a local level. In our charity program, individual dealers collaborate with a local charity by either donating or raffling off a Pedego. Corporate pays for half the cost of the bike and the individual dealer pays the other half as a donation.
SENIOR MANAGEMENT
Don DiCostanzo is the CEO and founder of Pedego Electric Bikes. In the mid-2000s, Don and his family lived on top of a big hill. Fun riding down, a struggle getting back up. So, Don bought an e-bike to climb the hill more easily, making riding more enjoyable. Quickly, Don had seven e-bikes sitting in his garage, but never felt that the look, feel and quality of any of the bikes were up to his standards. A serial entrepreneur, Don set out to design and build the best electric bike, the e-bike he wanted for himself. In 2007, after 30 years in the automotive industry, DiCostanzo opened an Electric Vehicle shop in Newport Beach, CA – selling pretty much every electric people mover in existence: bikes, scooters, golf carts and even an electric car – The Zenn Electric Car. But it became clear that the greatest opportunity came from electric bikes. They were far-and-away the most popular sellers. So, Don focused solely on e-bike manufacturing. In 2008, Don founded Pedego Electric Bikes. In 2012, Don opened three, locally-owned, Pedego stores – a number that’s risen to over 240 storefronts throughout the U.S. and Canada. “Hello Fun!”
Paul Auclair has had a lifelong involvement in the bicycle industry, starting with roots originating in a family-owned sporting goods shop in New England. As the Chief Product Officer of Pedego Electric Bikes, Paul has been with the company for over a decade, bringing his wealth of expertise and knowledge to his role. He is responsible for product planning, new product development, sourcing, product lifecycle management, and has a proven track record of successfully launching multiple new products for nine consecutive years. Paul’s experience in managing supplier relationships with Asia-based vendors showcases his comprehensive understanding of the industry. Additionally, his passion for the bicycle industry and commitment to delivering high-quality products have made him a driving force in the company’s continued success and growth.
After starting as a customer and then becoming the first volunteer brand ambassador, Cynthia joined the Pedego Team in April 2019. Her responsibilities begin with recruiting and qualifying Pedego-branded store owner candidates. When she began with Pedego, there were about 100 stores, including a few that weren’t dedicated storefronts. Under Cynthia’s leadership, Pedego stores are now 100% exclusive to Pedego, and have more than doubled in number to over 240. Cynthia guides new owners through the process: site selection, lease negotiations, defining exclusive market areas, store designs and ongoing dialogue. Cynthia’s sales and business development experience span more than 25 years and include roles in the medical device and hospitality industries. Throughout her career, she has established a reputation for cultivating new business and managing and enhancing relationships with existing customers. Cynthia holds a BSBA from Bucknell University in Lewisburg, Pennsylvania.
LOGO & PHOTOS

LINK TO LOGO & PHOTOS
https://www.dropbox.com/sh/kutnrnemi6blvcj/AAAW6gV3QyDP5HvC5GyWLGl6a?dl=0

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