

From red wagons to electric bikes: 104-year-old Radio Flyer makes its first products for adults



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By [Jim Dallke](#) – Senior Editor, Chicago Business Journal
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For more than 100 years, Chicago's [Radio Flyer](#) has helped kids get around, whether it's on a tricycle, scooter or its iconic red wagon. Now, it's branching out with its first product line made just for adults.

Radio Flyer announced Wednesday the launch of its line of electric bikes and electric scooters. Its new product offerings include two e-bikes—a long-tail and a mid-tail frame—that start at \$1,699, and an electric scooter that can travel 15.5 miles per charge and go up to 16 MPH, starting at \$599.

Radio Flyer's jump into electric scooters and bikes comes as demand for the new modes of transportation has [skyrocketed](#) during the pandemic, and the new adult product line puts the 104-year-old company in competition with upstarts like Bird, Lime and Cowboy, as well as established brands like [Harley-Davidson](#).

CEO Robert Pasin told me that Radio Flyer is often a person's first set of wheels, and with the new products, Radio Flyer can continue to be a staple in a family's garage for years to come.

"If you've never ridden an electric bike, it's like having the wind at your back with the push of a button," said Pasin, who got his first taste of electric bikes three years ago and fell in love with their ease of use and environmental benefit versus driving a car.

"We think it's a huge opportunity," he said. "Electric bikes are really still in their infancy."

Radio Flyer's jump into battery-powered transportation began in 2016 when it teamed up with Tesla to [create a lithium ion battery-powered Tesla Model S toy car](#). The partnership was the foundation for the battery Radio Flyer designed for this line of scooters and e-bikes. Pasin said all of its new electric products have been designed in-house.

Pasin said Radio Flyer has been able to weather the coronavirus pandemic as families have flocked to its line of wagons, kid scooters, tricycles and other products as they've been home and unable to travel for vacations. Sales last year were up 30%, Pasin said.