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Radio Flyer takes e-bikes and scooters for a spin

After 104 years making wagons and other ride-on toys for kids, the Northwest Side company now takes aim at the business of moving adults.

JOHN PLETZ



After more than a century making wheels for kids, Radio Flyer is launching its first products for adults.

The Northwest Side maker of iconic wagons and tricycles is launching electric bicycles and scooters.

“In the past 20 years we’ve expanded our product line a lot beyond the little red wagon,” says CEO Robert Pasin, who credits a partnership with Tesla in building electric cars for kids in helping Radio Flyer build up expertise in electric motors and lithium-ion batteries, as well as an e-commerce channel.

The coronavirus pandemic provided an additional boost for the grown-up rides.

“Micro mobility has been exploding in growth,” he says. “The pandemic accelerated this trend to make bike riding a more viable alternative to cars.”

One of the models for adults is a beefy cargo bike that sells for \$1,999. A smaller e-bike sells for \$1,699. Scooters are priced at \$599.