



The CRUZ

30 Mile Range. 36 MPH in Race Mode. 2 Hour Re-charge.



Crafted for Adventure

Our newest model is a classic California cruiser with design elements reminiscent of the American Art Deco movement. Our dream-child and inception model, the E-Tracker, draws its inspiration from the outlawed board-track motorcycles of the early 1900s. Our newest model, the CRUZ, also evokes a bygone era.

Offering the same best-in-class performance as the E-Tracker, the CRUZ leads the industry with a top speed of 36 mph in race mode. Regenerative braking, coupled with Shimano Alfine hydraulic disk brakes, provides riders with stop-on-a-dime control. In the same fashion as its counterpart, the CRUZ's top-caliber components include a sandcast aluminum battery box, powerful LED lighting, Phil-Wood front hub, and a Brooks England Ltd leather saddle and grips. A powerful 52-volt battery gives the CRUZ 30 miles of ride capability and requires minimal charge time – it takes just two hours to fully recharge. The stained alder wood frame inlay and cast pewter name badge sings the final note for this model's signature look, which starts at \$4,995.

Three Colors





Fiesta

Aqua

Cola

Features

Race Mode

Race Mode is an optional upgrade, which utilizes a 3,000 watt rear hub motor that rapidly accelerates the rider to 36 Miles/Hour (58 Km/Hour). The battery outputs a steady 60 amps at 52 volts. With that amazing powerhouse and a feather light chromoly steel frame, the CRUZ packs a punch. Welcome to the ride of your life. Race Mode is intended for off road use only. Simply remove the Race Mode key to switch back into street legal mode to comply with local regulations including USA and EU standards.



The Battery

The heart and soul of the CRUZ, our patent pending aluminum battery box is beautifully designed and locally sand cast in Santa Clara, CA. This special housing protects crucial electrical components, including the 620 watt hour lithium battery. It also disperses heat, allowing our high performance system to run at lower temperatures, significantly increasing efficiency, providing a range of 30 miles.

Regenerative Braking

Smoothly decelerate while re-charging the battery with the tap of the regenerative braking button. This maximizes the range, guaranteeing you'll go 30 miles on a charge, even when riding requires heavy braking. The heart of our drivetrain, the 3-phase brushless electric motor, recoups energy that is typically wasted in brake use. A sophisticated computer located in the battery box provides smooth anti-lock braking. Combined with Shimano Alfine hydraulic disc brakes, the CRUZ stops on a dime.



Shimano Alfine Disc Brakes

Utilizing the most trusted name for hydraulic disc brakes in the cycling community, Shimano Alfine provides the CRUZ with trusted technology and unsurpassed braking performance.



Schwalbe Fat Frank Tires

The CRUZ's tires come in two flavors, midnight black and a light cream. Equipped with Schwalbe Fat Frank's, these tires provide a soft ride while reducing friction to maximize range. Woven with KevlarGuard, a bullet-stopping, impenetrable material that protects against flats.

Wood Tank

The CRUZ's hand crafted alder wood tank inlay is the final note on a singular design – and truly sets the bike apart.





Tactile Control

Our unmatched attention to clean and simple controls makes the CRUZ the easiest, and most fun ride you'll experience – no complicated gadgets here.

Phil Wood Hubs

Our Phil Wood CNC machined aluminum front hubs provide a bombproof, super-smooth ride. Founded in 1971, Phil Wood & Co. is proud to be one of the oldest American cycling component manufacturers. Their hub is manufactured and assembled in San Jose, CA.



Headlight and Taillight

Our steel and chrome plated headlight is custom crafted and powered by one of the brightest LED bulbs in the industry. A proprietary billet mount ensures stability. An optional rear taillight upgrade offers enhanced safety, a must for night riders. These lights run off the main battery with wiring integrated into the frame. No wires or batteries to worry about.

Brooks Leather

The saddle, grips, and frame guards are made entirely of Brooks premium leather. Durable yet supple and smooth to the



touch, the full grain Brooks leather trim is guaranteed to last a lifetime.

Specs

Performance

Range	30 miles
Speed	20 MPH in Street Legal, 36 MPH in Race Mode
Recharge Time	2 hours

Economy

Estimated fuel economy	1556 MPGe
Typical cost to recharge	\$0.18 USD

Drive Train

Motor	3,000 watt 3-phase brushless electric
Power	750 watts street legal mode, 3,000 watts in race mode
Energy Recapture	Vintage Electric Regenerative Braking System
Electronic Speed Controller	60 amp continuous
Charger	High performance DC 52 VC 110/220 AC compatible
Battery	52v 12.5 AH with estimated pack life of 30,000 miles

Chassis

Frame	Chromoly Steel
Grips and Saddle	Hand crafted leatherwork by Brooks England LTD
Brakes	Shimano Alfine Hydraulic Disc. 180mm front. 160mm back.
Wheels	26 inch aluminium, 36 spoke, hand laced and tensioned
Tires	Schwalbe Fat Frank 26x2.35 inch with KevlarGuard
Paint	High grade powder coat with custom colors available

Price

MSRP	\$4,995 USD
Financing	Starting at \$417/month

Warranty

Bike	1 year / 30,000 miles
Battery	1 year / 30,000 miles



Welcome to the ride of your life.

Build yours now
