



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. Tern donates at least 1% of net profits every year to social and environmental causes.

Press Contacts

Europe

Alban Manz
inMotion mar.com
Email: alban.manz@inmotionmar.com,
info@inmotionmar.com
Tel: +49-711-351-640-93 / -91

North America

Zach Kadletz
The Brand Amp
Email: zachk@thebrandamp.com
Tel: +1-949-438-1102

International

Galen Crout
Tern Bicycles
Email: galen.crout@ternbicycles.com
Tel: +886-905-151-291

Website

ternbicycles.com

Press Photos

photos.ternbicycles.com/products

Facebook Page

facebook.com/ternbicycles

Twitter

twitter.com/ternbicycles

Instagram

instagram.com/ternbicycles

YouTube Channel

youtube.com/ternbicycles

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Press Release

Tern Roji Bikes Go Global

Tern's Roji collection set for limited global release, including New York, Paris, Hong Kong, Singapore

Taipei Cycle Show, Taiwan – March 20th 2017 – Urban transportation specialist Tern announced distribution of their Roji bike collection – traditional diamond frames with 650c, 700c and 451 wheels – to markets across Europe, Asia and the Americas. Following global demand for the Japan-only product line, select models of the new family of Tern bikes will be available starting Spring 2017 in cities including New York, Paris, Hong Kong, Singapore, Taipei and Buenos Aires.





“At Tern, we’re committed to building one of the world’s leading urban cycling brands,” said Joshua Hon, Founder and Team Captain of Tern. “As we develop more product offerings in folding, electric and cargo, it’s a natural progression to bring our design philosophy to classic city bikes as well. The Roji collection has been a runaway success in Japan, and we can’t wait to bring it to the rest of the world.”



The 2017 Roji lineup builds on last year’s 650c and 700c offerings with two new 451 mini velos, the Tern Crest, and the hydroformed Tern Surge. Mini velos, a hybrid design combining traditional road frames and compact wheels, have seen an explosion of popularity across Asia’s megacities, where space is at a premium. The Surge delivers the benefits of 451 wheels, including punchy acceleration and portability, with the rigidity and light weight of a hydro-formed diamond frame. “Our new Surge and Crest bikes are optimized for urban riding,” continued Hon. “What makes them great for Tokyo – size, performance, maneuverability and style – makes them perfect for Paris too.”



Together with the international launch of Roji, Tern is piloting a new project for 2017 – small batch productions of limited Roji designs, sporting radical styling and specs. The Surge LTD, the flagship of the new project, features tri-spoke carbon fiber wheels, custom drop bars, and a global production run of only 50 units. “Every time we post a teaser of the Surge LTD to our Facebook or Instagram accounts, it breaks the internet,” laughed Hon. “The showpiece tri-spoke wheels are a bit of a flourish, but they shave grams off the stock model, and offer a significant improvement in overall aerodynamics. They look pretty good too.”

Download high-resolution images of the 2017 Roji collection here:
[http://photos.ternbicycles.com/2017 Roji collection](http://photos.ternbicycles.com/2017%20Roji%20collection)
Password: roji2017