

**FOR IMMEDIATE RELEASE**

## **Tern Expands Commitment to Tern Riders with 7-Year Support Program**

*An industry-first program to support Tern e-bikes for 7 years*



February 25, 2025 - Urban mobility specialist Tern Bicycles has announced the launch of a 7-year Support program for all Tern Bosch-powered e-bikes. The 7-Year Support program is Tern's commitment to keep bikes on the road for at least seven years by maintaining the availability of essential replacement parts. Even better, the program applies retroactively to all Bosch e-bikes Tern has ever produced.

The 7-Year Support program addresses the long-term challenge of replacing essential electrical components and other proprietary parts on an e-bike once the initial warranty expires. Knowing that spare parts will be available for at least seven years provides Tern customers peace of mind, reassuring them that their investment is backed by long-term support.

“Imagine you have a car and five years into ownership you crack your windshield and when you bring the car into the dealer they say, ‘sorry this car is out of warranty and that windshield is no longer available’,” asked Josh Hon, Tern Team Captain. “That would be completely unacceptable, right? You’d expect to pay for the part but a replacement needs to be available in the supply chain and you’d expect your car to be safely back on the road. Well, that’s what people should expect of their e-bikes too, and our 7-Year Support program is our way of telling people that this is what they can expect if they have a Tern.”

Tern is the first company to announce a comprehensive support program focused on keeping essential parts available for at least seven years. This commitment is especially critical for the e-bike battery, typically the most expensive component on the bike, and with its limited shelf life, the most difficult to keep available for such a long period. Building bikes that last longer is good for Tern’s customers, but also aligns with its commitment to reduce waste and conserve the planet’s resources.

How will Tern implement this program?

- Maintain long-term inventory of proprietary replacement parts at Tern warehouses in Asia, US, and EU
- Partner with reliable suppliers like Bosch that provide long-term product support
- Use common bicycle component standards to allow for multiple replacement options for non-proprietary parts
- Partner with local Tern or Bosch dealers equipped with the expertise and tools to diagnose, service, and safely repair Tern bikes, making support fast and hassle-free for customers

For more information, visit the [Tern website](#) and schedule a test ride with your local [Tern dealer](#).

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