



FROG[®]
PUSH THE LIMITS.

THE **LIGHTWEIGHT** KIDS' BIKE

★ **TRADE USE ONLY** ★





WELCOME

We are a small British company dedicated to making cycling fun for children. We believe that the lighter the bike, the easier it is for children to learn to ride, and to enjoy it more as they progress. Many kids' bikes on the market weigh nearly as much as the child!

So we set about re-designing kids' bikes, creating a light but strong aluminium frame, and hand-picking components that offer a high performance without compromising the weight.

Our bikes are now also much easier to pedal due to a unique crank design from the renowned bicycle

engineer Dimitris Katsanis (of Team GB Olympic fame). The new design reduces the Q-factor (the space between the pedals), allowing children to push more directly down when cycling, so converting more of their energy into motion. Only Frog applies this level of rigour to the design of kids' bikes.

We sell through over 1800 independent bike stores globally. In November 2015 we won the Export Business of the Year Award at the Start up awards followed by the The Queen's Awards for Enterprise (International Trade) in 2018.

The founders, Jerry and Shelley, are a couple who have 2 children of their own - both keen cyclists. So they know something about what motivates children to get on their bikes! Since the first prototype arrived, the bikes have always been robustly tested by the children and all their friends.

Our environment is an important factor in all the decisions we make as a business, from recycled packaging to generating our own electricity in the office. We have also developed the Pre-loved Frogs programme for second hand Frogs as the bikes hold their value really well. We want customers to be able to trade up

easily and of course we want to keep bikes out of land-fill.

We are constantly working on developments and improvements to our bikes, in line with ongoing scientific research at Brunel University, so that our bikes continue to lead the market in innovation and comfort for children.

Since the summer of 2016, we have been assembling bikes in the UK, in our own factory in South Wales. This is a really exciting development for Frog, and one which will help us be more responsive to the market, reduce our environmental footprint, and create jobs in the local economy.



For more information visit: www.frogbikes.com

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PLEASE VISIT THE FROG BIKES WEBSITE FOR THE FULL RANGE.

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THE SCIENCE BEHIND FROG BIKES

PIONEERING RESEARCH HELPS FROG BIKES GIVE KIDS A MORE COMFORTABLE RIDE

Research published by Brunel University's Centre for Human Performance, Exercise and Rehabilitation has resulted in some significant developments for the current generation of Frog lightweight kids' bikes.



By testing some 250 children of all sizes from age 2 to 16 on a uniquely designed and purpose built bike fitting rig, the research team at Brunel has uncovered some key findings about the optimal riding positions for children. The objective of the independent study was to identify the ideal position for kids to give them ultimate comfort as well as an efficient position on the bike.

The factors examined included seat height, drop/rise (vertical distance between saddle and handlebars), reach (horizontal position between saddle and handlebars), seat tube angle and the handlebar width. This pioneering

study showed results which were at times unexpected. But according to Jerry Lawson at Frog Bikes, it confirmed what he has always believed: "The geometry of a child's bike should not just be that of a scaled-down adult bike. Young riders' needs are very different and we always strive to meet those specific needs with our range of bikes."

HIGHER RISE

The vertical position of the handlebars (drop/rise) was very much down to individual preference, but almost all children involved in the study needed to have their handlebars higher than their saddle. Frog has taken this result on board and slightly increased their fork lengths to allow a higher handle bar position on the current generation of bikes. In addition, Frog offers a stem riser adaptor, which will enable the child to achieve an even higher handlebar position if they so wish to. The study also demonstrated that as kids become more experienced on bikes they are more comfortable on a saddle height that is in line with the handlebars.

MORE COMFORTABLE REACH

Results from the study showed that reach (horizontal distance between saddle and handlebars) can be predicted by only two simple measures (arm and torso length). That's good news for a bike store trying to get the best fit for kids: these 2 measurements are easy to take. In response to the findings of this study, Frog has reduced the length of their top tubes to ensure that every child will be able to achieve a comfortable reach in accordance with the results of this study. In other words, the geometry of Frog's bike frames pay specific attention to children's unique body dimensions ("children are not miniature adults!"). As before, longer stems are available, allowing each bike to grow with the child.



CHANGEABLE HANDLE BARS

Somewhat surprisingly, the study found that there was no correlation in children between the most comfortable hand position and shoulder width. The most comfortable position varied widely amongst the group studied. To accommodate the individual nature of the most comfortable handlebar width, we recommend that, if needed, Frog riders ask their local Frog dealer to swap the handlebar to accommodate their preference. Frog's brakes and gears can easily be repositioned on the handlebars for the small minority of children who would benefit from a narrower hand position.

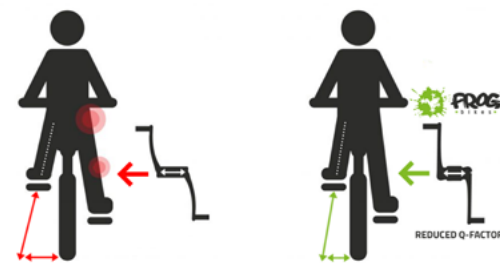
OPTIMAL CRANK LENGTH

It's important that kids can put power into their pedals throughout the life of their bike, from when they first start riding it to when they have nearly grown out of it. Previous research* recommends that the crank length for children should approximate 20% of their leg length. Based on this recommendation, the current generation of Frog bikes has slightly shorter cranks than before, thus giving the kids a more efficient and comfortable riding position. Another consideration is that children's legs grow at a faster rate than the rest of their body. To accommodate this, Frog Bikes uses the same type of crank across their entire hybrid range, and has large cranks available from their stockists to swap as a child grows. (*ref Jim Martin 2002)

Frog Bikes has used this scientific data to accommodate children's unique body dimensions and individual preferences in order to achieve maximum comfort for all young riders. This ground-breaking research clearly shows that there are some significant improvements in the way kids' bikes should be built, and the way manufacturers should approach the geometry of kids' bikes. If they do that, there should be great strides in making the riding experience more enjoyable for children.

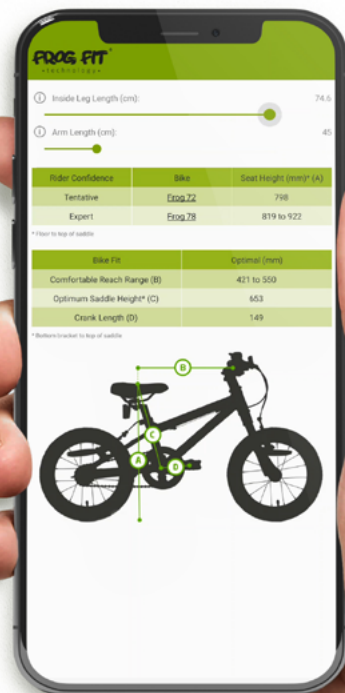
NARROW Q-FACTOR

As children have shorter legs than adults, the distance between the two pedals needs to be narrower. If the distance between the two pedals ("Q-factor") is too wide, the riding action will become less efficient, which is likely due to a large proportion of the pedal forces being directed outward rather than in the direction of the movement. To accommodate this, Frog bikes are equipped with patented, straight-shaped cranks, whose Q-factor is up to 20mm narrower compared to traditional cranks.



FROGFIT

Frog Bikes has an online fitting tool to help stores get the perfect Frog for its customers. By entering the measurements of the inside leg and arm length, you can quickly identify the best Frog bike for the child. FrogFit can be accessed from within your trade account on the Frog B2B site. FrogFit can be downloaded from the [App Store](#) or from [Google Play](#).



BALANCE BIKES

The balance bike is where a child's cycling life begins. A balance bike is effectively a toddler's bike without pedals and helps your child to develop the necessary balance to cycle. A great alternative to using training wheels.

WHY BUY A FROG BALANCE BIKE?

- Lightweight but sturdy frame
- Tekro rear brake with small easy to reach brake lever
- Safety steering lock
- Top mounted brake arms avoids feet catching
- Quick release seat post for easy height adjustment
- Free 5 year warranty on frame and forks
- Bell included



MODEL: Tadpole Mini
WEIGHT: 3.45kg (7.6lbs)
INSIDE LEG: 24cm (9.8in)
APPROX. AGE: 1-2
WHEEL SIZE: 10"



MODEL: Tadpole
WEIGHT: 4.17kg (9.1lbs)
INSIDE LEG: 31cm (12.2in)
APPROX. AGE: 2-3
WHEEL SIZE: 12"



MODEL: Tadpole Plus
WEIGHT: 4.18kg (9.2lbs)
INSIDE LEG: 38cm (14.9in)
APPROX. AGE: 3-4
WHEEL SIZE: 14"



DETAILS / SPEC ARE SUBJECT TO CHANGE, PLEASE CHECK THE WEBSITE FOR THE MOST UP TO DATE INFORMATION.



FIRST PEDAL BIKES

A first pedal bike is an excellent first bike for a child. These bikes are great confidence boosters and can be used as a balance bike for taller children by removing the pedals.

WHY BUY A FROG FIRST PEDAL BIKE?

- Lightweight but sturdy frame
- Tektro brakes with small easy to reach brake lever
- Patented Frog cranks for easier pedalling
- Free 5 year warranty on frame and forks
- Reflectors and bell included



MODEL: Frog 40
WEIGHT: 6.46kg (14.2bs)
INSIDE LEG: 40cm (15.7in)
APPROX. AGE: 3-4
WHEEL SIZE: 14"



MODEL: Frog 44
WEIGHT: 6.39kg (14lbs)
INSIDE LEG: 44cm (17.3in)
APPROX. AGE: 4-5
WHEEL SIZE: 16"



MODEL: Frog 47
WEIGHT: 6.75kg (14.8lbs)
INSIDE LEG: 47cm (18.5in)
APPROX. AGE: 4-6
WHEEL SIZE: 18"



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HYBRID BIKES

The Frog hybrid range is the best multi purpose kids' bike for children aged between 5-14+ years old. Whether you're going out on forest trails or cycling to school, the Frog hybrid bike is the perfect all-rounder. The hybrid range is impeccably specc'd and offers excellent value as your child grows.

WHY BUY A FROG HYBRID BIKE?

- Lightweight but sturdy frame
- Tektro brakes with small, easy to reach brake levers
- FrogFit Technology® youth-specific 8-speed gear shifters
- Patented Frog cranks for easier pedalling
- Quick release seat post for easy height adjustment
- Free 5 year warranty on frame and forks
- Reflectors and bell included



MODEL: Frog 53
WEIGHT: 8.15kg (17.9lbs)
INSIDE LEG: 53cm (20.8in)
APPROX. AGE: 5-7
WHEEL SIZE: 20"



MODEL: Frog 62
WEIGHT: 9.2kg (20.3lbs)
INSIDE LEG: 62cm (24.4in)
APPROX. AGE: 8-10
WHEEL SIZE: 24"



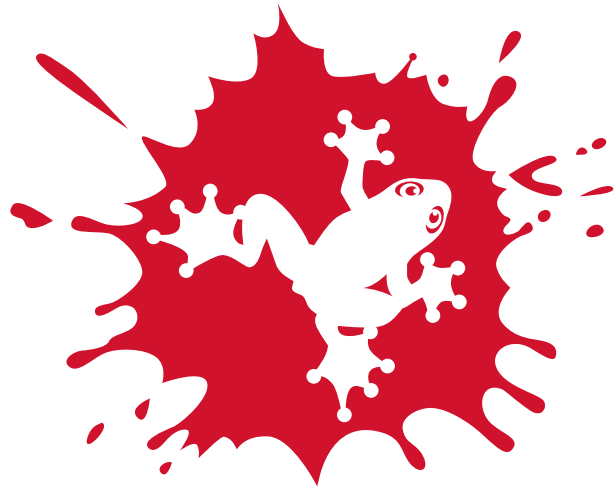
MODEL: Frog 69
WEIGHT: 10kg (22lbs)
INSIDE LEG: 69cm (27in)
APPROX. AGE: 10-12
WHEEL SIZE: 26"



MODEL: Frog 73
WEIGHT: 9.75kg (21.4lbs)
INSIDE LEG: 73cm (28.7in)
APPROX. AGE: 12-14
WHEEL SIZE: 26"



MODEL: Frog 78
WEIGHT: 10kg (22lbs)
INSIDE LEG: 78cm (31in)
APPROX. AGE: 13+
WHEEL SIZE: 26"



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MY FROG CITY[®]

THE ULTIMATE URBAN BIKES FOR KIDS



Frog city bikes are designed for everyday use, so children can commute to school or enjoy the city in style.



see the **city** in a new light

CITY BIKES

Frog City bikes are the ultimate urban bikes for children to commute to school or leisurely explore the city in comfort and style.

WHY BUY A FROG CITY BIKE?

- Easy to mount step-through frame
- Swept handlebars for a more upright, leisurely ride
- 8-Speed youth-specific derailleur gears
- Floating chain glider
- Accessorised with mudguards, reflectors, kickstand and pannier rack.



MODEL: CITY 53
WEIGHT: 9.71kg*
INSIDE LEG: 53cm
APPROX. AGE: 5-7
WHEEL SIZE: 20"



MODEL: CITY 61
WEIGHT: 10.49kg*
INSIDE LEG: 61cm
APPROX. AGE: 8-10
WHEEL SIZE: 24"



MODEL: CITY 67
WEIGHT: 11.01kg*
INSIDE LEG: 67cm
APPROX. AGE: 10-12
WHEEL SIZE: 26"



*Weight including city accessories

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TRACK BIKES

These bikes are great for kids looking to get into both track and grass track racing. They have a super-lightweight frame which is designed with space to accommodate both grass track tyres and long-armed caliper brakes on the front fork.

WHY BUY A FROG TRACK BIKE?

- Very lightweight frame
- Short-drop handlebars supplied with cushioned bar tape
- Patented short Frog cranks - 114 mm (58), 127mm (67) & 140mm (70)
- Quick release seat post for easy height adjustment
- Kenda track tyres
- Flip flop hubs for both fixed and free-wheel use
- Free 5 year warranty on frame and forks



MODEL: Frog Track 58
WEIGHT: 6.78kg (14.9lbs)
INSIDE LEG: 58cm (22.8in)
APPROX. AGE: 6-7
WHEEL SIZE: 20"



MODEL: Frog Track 67
WEIGHT: 7.4kg (16.3lbs)
INSIDE LEG: 67cm (26.3in)
APPROX. AGE: 8-12
WHEEL SIZE: 24"



MODEL: Frog Road 70
WEIGHT: 7.77kg (17.1lbs)
INSIDE LEG: 70cm (27.5in)
APPROX. AGE: 11-14
WHEEL SIZE: 26"

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TOUR DE FRANCE™

FROG BIKES & A.S.O ANNOUNCE LAUNCH OF TOUR DE FRANCE™ KIDS BIKES

A.S.O. and Frog Bikes have a shared desire to increase cycling participation in children, helping them develop lifelong skills and become the champions of tomorrow.

Both Organisations are committed to the future of cycling:

- Cycling and the planet - strong environmental values and credentials
- Cycling as a mode of transport - supporting the development of cycling infrastructure in towns and cities
- Cycling and young people - developing skills through training programs and cycling associations / clubs
- Cycling and wellbeing - encouraging an active and healthy lifestyle through cycling from a young age

ABOUT A.S.O

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the 'non-stadia' events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. organises 240 days of competition per year, with 90 events in 25 countries.

A.S.O. is involved in 5 major sports including cycling with Le Tour de France™, motor sports with the Dakar, sailing with the Tour Voile, mass events with the Schneider Electric Marathon de Paris and golf with the Lacoste Ladies Open de France. Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspaper L'Equipe. To learn more about A.S.O., visit www.aso.fr

"Frog Bikes were the obvious choice for a collaboration to develop a range of Tour de France™ kids' bikes. We were impressed with the research and attention to detail that has gone into the lightweight bikes. Frog Bikes also shares our values regarding our commitment to the future of cycling, children and the planet. We are looking forward to seeing lots of children riding around on the new range."

CLÉMENT MONTEIL, A.S.O. LICENSING



FROG[®]

PUSH THE LIMITS.



FROG BIKES TAKE THEIR RESEARCH LED DESIGN TO THE NEXT LEVEL WITH A COLLECTION OF BIKES AIMED AT OLDER CHILDREN. THE PUSH THE LIMITS RANGE FEATURES LARGER HYBRID BIKES, 3 MOUNTAIN BIKES AND 3 ROAD BIKES IN STRIKING COLOURS.

MTB

Smash the trails with three killer MTBs, all with lockout and compression control suspension forks that work in line with rider weight to achieve ultimate performance!

Experience smoother downhill control using hydraulic disc brakes and impactful suspension forks whilst tackling those uphill climbs like a champ, thanks to ultra-lightweight and rider specific frames.

Don't get left behind, PUSH THE LIMITS!

HYBRID

Ride in style with the sporty hybrid, available in four striking colours!

Whether on the trails or riding to school, the PTL hybrid provides a smooth and effortless ride with its lightweight frame and patented crank.

Rapid gear shifting gives riders great agility for climbing hills, getting them further and faster than ever before!

ROAD

Discover the adventures kids really want to take on these aerodynamic, versatile junior Road Bikes.

Perfect for Road racing, Cyclocross, and Triathlon, the bike's super lightweight frame offers child-specific short-drop handlebars and auxiliary brake levers, helping increase distance, speed, and confidence! And, as the frame has clearance to fit both slick and Cyclocross tyres, kids can choose to explore on trails or tarmac.





MTB

The junior mountain bikes are the ideal multi terrain bicycle for off-road cycling and suitable for kids aged 8-14 with a minimum inside leg measure of 62 (24") - 72cm (28")

Wheel Size: (MTB 62) 24", (MTB 69) 26" & (MTB 72) 26"

- Lightweight but sturdy frame
- Frog Bikes junior specific air suspension forks with lockout and damping control
- Lightweight oversize handlebar and stem
- Easy-reach junior specific hydraulic brakes
- Shimano rapid-fire 9 speed shift lever
- Patented Frog cranks for easier pedalling
- Quick release seat post for easy height adjustment
- Kenda MTB tyres
- Frog Bikes offer a standard 2-year warranty on all frames, suspension forks, parts & paintwork



MODEL: Frog MTB 62
WEIGHT: 11kg (24lbs)
INSIDE LEG: 62cm (24in)
APPROX. AGE: 8-10
WHEEL SIZE: 24"



MODEL: Frog MTB 69
WEIGHT: 11.2kg (25lbs)
INSIDE LEG: 69cm (27in)
APPROX. AGE: 10-12
WHEEL SIZE: 26"



MODEL: Frog MTB 72
WEIGHT: 11.4kg (25lbs)
INSIDE LEG: 72cm (28in)
APPROX. AGE: 12-14
WHEEL SIZE: 26"



LIGHTWEIGHT OVERSIZE HANDLEBAR AND STEM

Reduces flex resulting in better control

JUNIOR SPECIFIC SUSPENSION FORK

Enables optimal performance for lower weight riders

LIGHTWEIGHT FRAME DESIGN

Increased stability, better handling, more comfortable to ride

TEKTRO HYDRAULIC DISC BRAKES

Easier to brake with greater control

FROG PATENTED CRANKS

Developed through scientific research





PUSH THE LIMITS.

MOUNTAIN BIKE USPs

USPs

- Child-specific lightweight but sturdy FrogFit Technology® frame. In house designed geometry based on scientific data
- Safety tested to adult mountain bike ISO standard
- Frog Bikes junior-specific airsuspension fork with lockout and compression control
- Lightweight, stiffer oversize handlebar and stem
- Easy-reach junior-specific hydraulic Tektro brakes
- Shimano Acera rapid-fire 9 speed shift lever
- In house designed, patented FrogFit Technology® junior-specific short cranks with reduced q-factor for easier, more efficient pedalling (34t chainring)
- Quick release seat post for easy height adjustment
- Lightweight Kenda 1.95" MTB tyres (K1153)
- In house designed, eco-friendly FrogFit Technology® rice husk composite pedals
- High quality KT hubs
- Internal cable routing
- Shimano Alivio Cassette (9-speed, 12-36t)

DESCRIPTION

- We have worked with a hand-picked OEM fork manufacturer to develop junior-specific suspension forks specifically for Frog Bikes. As such, these forks are Frog-branded. The manufacturer has many years' experience making forks for global bike brands
- The MTB 62 has a 24" wheel specific suspension fork ('24" fork'); the MTBs 69 and 72 have 26" wheel specific suspension forks ('26" forks')
- These forks have undergone rigorous safety testing and comply with ISO requirement for suspension forks
- The travel of the forks are: 65mm for the 24" forks and 100mm for the 26" forks
- Both 24" and 26" forks weigh 1.7kg and come with a lockout function
- These adjustable air-sprung forks are very responsive at the low pressure levels allowing for an appropriate amount of travel even for the lighter riders
- In addition to the capability of air pressure adjustment (compression control), the 26" forks also come with adjustable rebound control
- The arch is situated behind (rather than in front) of the fork, which provides more stability and stiffness as well as a reduction in weight. In addition, it helps to protect the fork seals from debris
- Both forks were tested by children of different weights at various air pressures



FROG 73 & 78

This 26" junior hybrid bike is a great multi-purpose bike suitable for juniors aged 13+ years old with a minimum inside leg of 73cm (28.7").

Wheel: 26" inch

WHY BUY A FROG HYBRID BIKE?

- Lightweight but sturdy frame
- Tektro easy-reach brake lever
- Shimano rapid fire 8-speed gear shifter
- Patented Frog cranks for easier pedalling
- Quick release seat post for easy height adjustment
- Free 5 year warranty on frame and forks



MODEL: Frog 73
WEIGHT: 9.75kg (21.4lbs)
INSIDE LEG: 73cm (28.7in)
APPROX. AGE: 13+
WHEEL SIZE: 26"



MODEL: Frog 78
WEIGHT: 10kg (22lbs)
INSIDE LEG: 78cm (31in)
APPROX. AGE: 13+
WHEEL SIZE: 26"



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FROG ROAD

Our affordable junior road bikes come with 2 sets of tyres which makes them great for road, cyclocross and triathlon use. They also have scaled down handlebars for greater confidence and comfort.

Wheel: (Frog Road 58) 20", (Frog Road 67) 24", (Frog Road 70) 26"

WHY BUY A FROG ROAD BIKE?

- Narrow and short-drop child-specific handlebars
- Microshift short-reach brake levers - 9 speed (Frog Road 58 & 70)
- Microshift short-reach brake levers - 10 speed (Frog Road 70)
- Auxillary brake levers for added confidence
- Lightweight but sturdy frame
- Tektro Oryx cantilever brakes
- Patented short Frog cranks - 114 mm (58), 127mm (67) & 140mm (70)
- Quick release seat post for easy height adjustment
- Two sets of tyres: Kenda road and Kenda cyclocross tyres
- Free 5 year warranty on frame and forks



MODEL: Frog Road 58
WEIGHT: 8.2kg (18.1lbs)
INSIDE LEG: 58cm (22.8in)
APPROX. AGE: 6-7
WHEEL SIZE: 20"



MODEL: Frog Road 67
WEIGHT: 8.8kg (19.4lbs)
INSIDE LEG: 67cm (26.3in)
APPROX. AGE: 8-12
WHEEL SIZE: 24"



MODEL: Frog Road 70
WEIGHT: 9.3kg (20.5lbs)
INSIDE LEG: 70cm (27.5in)
APPROX. AGE: 11-14
WHEEL SIZE: 26"



FROG
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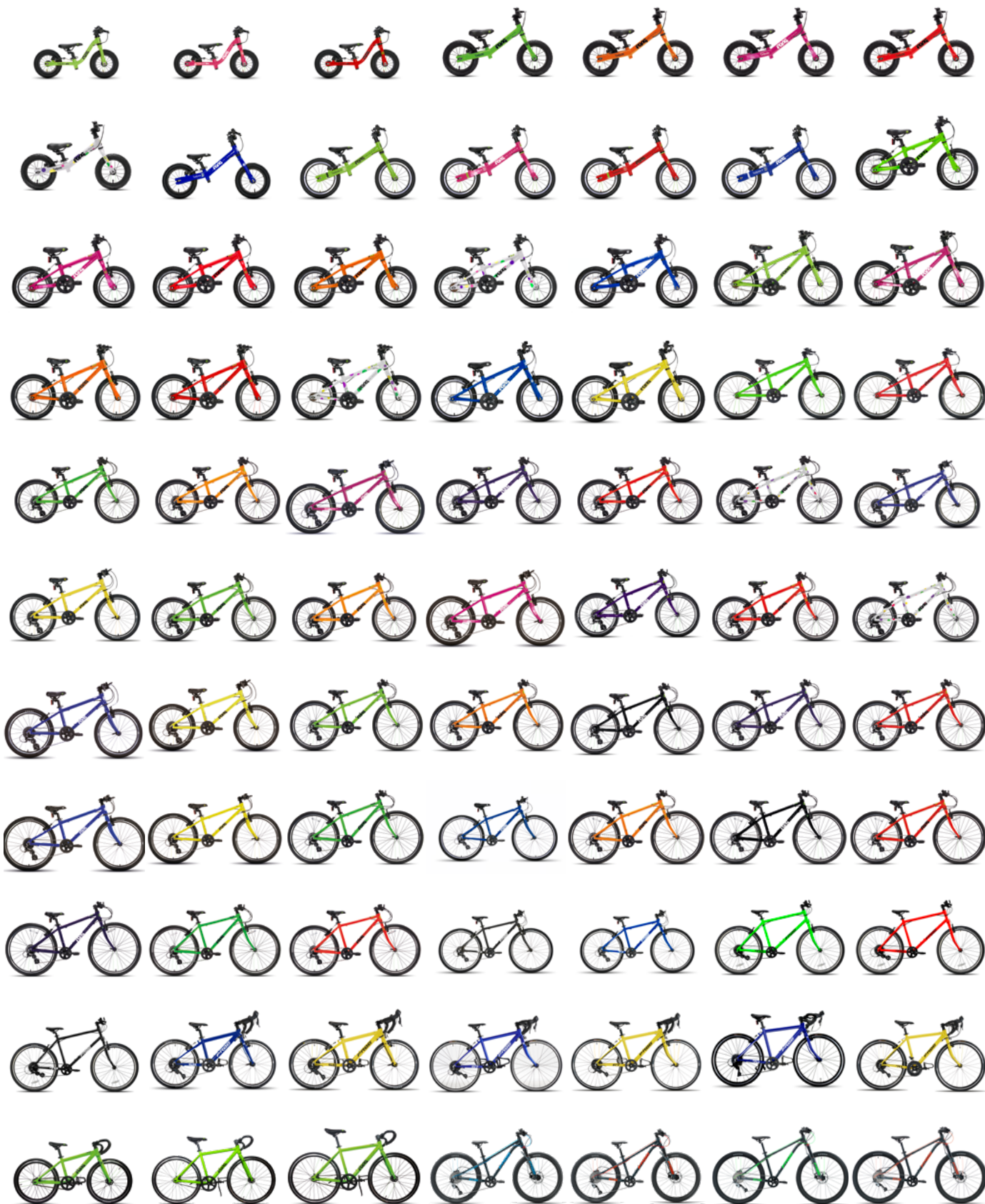


SPARES AND REPAIRS



POINT OF SALE





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