



**THE LIGHTWEIGHT KIDS' BIKE**

★ [WWW.FROGBIKES.COM](http://WWW.FROGBIKES.COM) ★

**PARTNERS**

**“We are a family business that truly cares about the environment and getting more kids cycling. Our lightweight, child-specific bikes make it easy and enjoyable for kids to ride, all whilst promoting a healthy lifestyle!”**

*Jerry Lawson*  
Co-founder of Frog Bikes





# OUR STORY

In 2013, the founders, Jerry and Shelley, were inspired to create Frog Bikes because of the difficulty of finding good bikes for their own children. They left their corporate careers behind, and set about designing a range of bikes that children love to ride, parents want to buy and stores want to sell.

What makes Frog different? We specialise in creating high quality bikes specifically designed for the comfort and enjoyment of young riders, so that parents know they are getting an excellent product for their children which will hold its value. We offer a full range of children's bikes for every need, from balance to hybrid bikes to specialised MTB, road and even track bikes for cycling enthusiasts and future winners.

Our stores can be proud to sell our range, knowing that we pay attention to detail, use top quality componentry, many of them designed in-house to incorporate child specific anatomy. We lead the market with our designs, plus we give great customer service.

Now with an award-winning factory in Wales, 1800 stockists worldwide and numerous successful partnerships to help us, we promote healthier communities by encouraging more kids and families to ride bikes.

**Everything we do revolves around our values of People, Planet, Product and Profit: treading lightly on the planet, treating everybody with respect, and producing a responsible, sustainable and desirable product. We look for the same values in our partners.**

# WHAT MAKES FROG DIFFERENT?

## EASY TO LEARN ON



The lightweight frame makes our bikes easy to manoeuvre and all components are tailored to younger children. This helps them to build confidence in their cycling abilities whilst having fun.

## CHILD SPECIFIC COMPONENTS



All Frog bikes have been designed with the child in mind, including brake levers for smaller hands, and patented shortened cranks for more efficient pedalling. This ensures that children find our bikes easy to use.

## DIVERSE RANGE OF KIDS BIKES



Our range extends from balance and first-pedal bikes, through to multi-purpose hybrids and more specialist bikes for road, track and MTB. We provide the most comprehensive range of bikes to accommodate all ages, abilities, and disciplines.

## RIGOROUS SAFETY STANDARDS



At Frog, we take product safety seriously and ensure that all of our products comply with relevant safety standards such as ISO, EN and CFR. We go the extra mile by testing our frames beyond the required minimum standard.

## DESIGNED AND BUILT IN GREAT BRITAIN



All our bikes are designed and built at our manufacturing facility in Pontypool, Wales - which helps us be more responsive to the market, lower our carbon footprint and create jobs to benefit the local economy.

## SUSTAINABLE THINKING



We care about protecting the planet around us so we continually invest in projects to extend the life of our bikes and reduce our environmental impact. Through our extended warranty and decarbonisation projects we produce bikes that can be passed on instead of being dumped in landfill.

# WHO WE ARE & WHAT WE CARE ABOUT

- 🌱 Dedicated to making cycling fun for all children!
- 🌱 Making cycling more accessible
- 🌱 Ensuring every Frog bike has a home
- 🌱 Helping to protect the planet



## BUILDING PARTNERSHIPS THAT MATTER

We want to foster a generation of healthy, active and happy children. To aid us with making cycling more accessible and enable children to learn a lifetime skill, we collaborate with like-minded partners across multiple sectors. This includes suppliers, partners and customers, and especially our independent bike stores that lie at the heart of many communities.

We build positive, long-term relationships with everyone we work with, sourcing responsibly and spending thoughtfully.

So whether you're big or small, established or a start-up, and share a passion for cycling, we'd love to hear from you!



## CLUBS

"The partnership allows Welsh Cycling affiliated groups to take advantage of great offers on Frog bikes and also further exciting plans. With the support of Frog Bikes we hope to encourage all children, parents and groups within cycling to develop their skills and get involved with local cycling clubs."

Mark Allen, Welsh Cycling



## LEISURE

"Under the guidance of our experienced team and with ideal areas to play and learn, the Frog bikes were a perfect addition to our multi-sports holiday. Our teams show parents basic ideas and tricks to encourage the kids to quickly get the hang of balancing and pedalling the bikes, whilst having fun and taking pride in their achievement."

Simon Cook, Activities Manager  
at Neilson Holidays



## SCHOOLS & GOVERNMENT

"The Schools Bike Fleet Scheme, that uses Frog bikes, aims to increase the number of children taking part in cycling by embedding it into the school's curriculum. Some of the children using the Frog bikes have never ridden a bike before but now have the opportunity to cycle at school."

Cllr Caro Wild, Cabinet  
Member for Cardiff Council



## BIKE HIRE

"Our partnership with Frog Bikes has enabled us to provide great quality and lightweight bikes on site for bike hire for families who come to visit. Having Frog on site has delivered revenue for our heritage sites and allowed families to enjoy what our Trusts have to offer on two wheels!"

Graham Clark, National Trust



## CYCLING BRANDS

"Teaming up with a like-minded innovative British company like Frog Bikes seemed like a no-brainer and a way to encourage kids to get out, enjoy riding their bikes and keep them looking factory fresh!"

Alex Trimnell, Muc-Off CEO



## TRAINERS

"Riding a bike is a fun and rewarding experience for children, and something that we want every child to be able to enjoy. Our partnership with Frog Bikes allows even more children to benefit from cycle training."

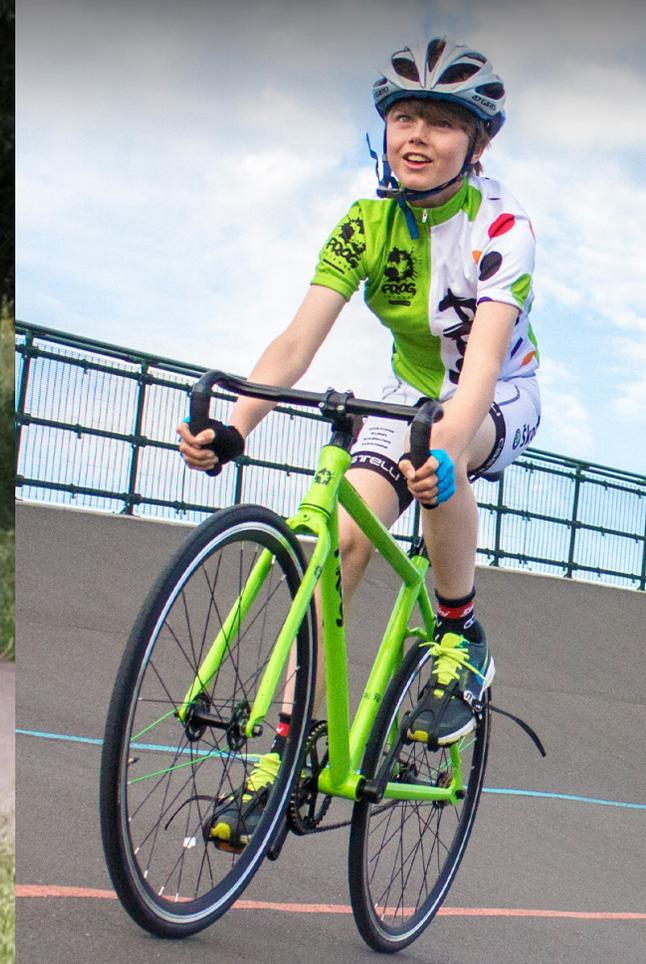
Emily Cherry, Executive Director of the Bikeability Trust



## VELODROMES

"We started offering sessions for younger kids the same year Frog Bikes was founded back in 2013 and they've supported us with bikes for our sessions since their first year. Their innovative approach and attention to detail in designing bikes specifically for children and their needs makes them an ideal partner and supplier."

Iain Cook, Cycling Manager at Herne Hill Velodrome



# THE FROG BIKES RANGE

## TADPOLE



The balance bike is where a child's cycling life begins. The Frog Balance Bike is essentially a toddler's bike without pedals that helps children develop the necessary core balance skills to cycle. A great alternative to using training wheels.

## FIRST PEDAL



The Frog first-pedal bike is the ideal bike for a child learning to pedal, helping them to build confidence in their cycling abilities. It can also act as a Balance Bike for a taller child by removing the pedals.

## HYBRID



The Frog hybrid bike is a versatile kids' bike, ideal for multiple purpose use and disciplines - from forest trail riding to cycling to school.

## ROAD



Our affordable kids' road bikes offer a super lightweight frame to help children increase their distance and speed. Great for road, gravel, cyclocross and triathlon use.

## TRACK



Our track bikes offer aerodynamic teardrop tubes to reduce drag, which improves speed and performance! These bikes are great for kids looking to get into both track and grass track racing.

## MTB



Our range of MTBs are equipped with hydraulic disk brakes, and junior specific suspension forks with lockout and compression control that work in unison with the rider. This allows riders to truly Push The Limits.

# RECOGNITION

With thorough processes implemented at all stages, we have gained global recognition for our products, factory and business as a whole.



2017 & 2018  
**MADE IN THE UK**



reddot design award  
winner 2018

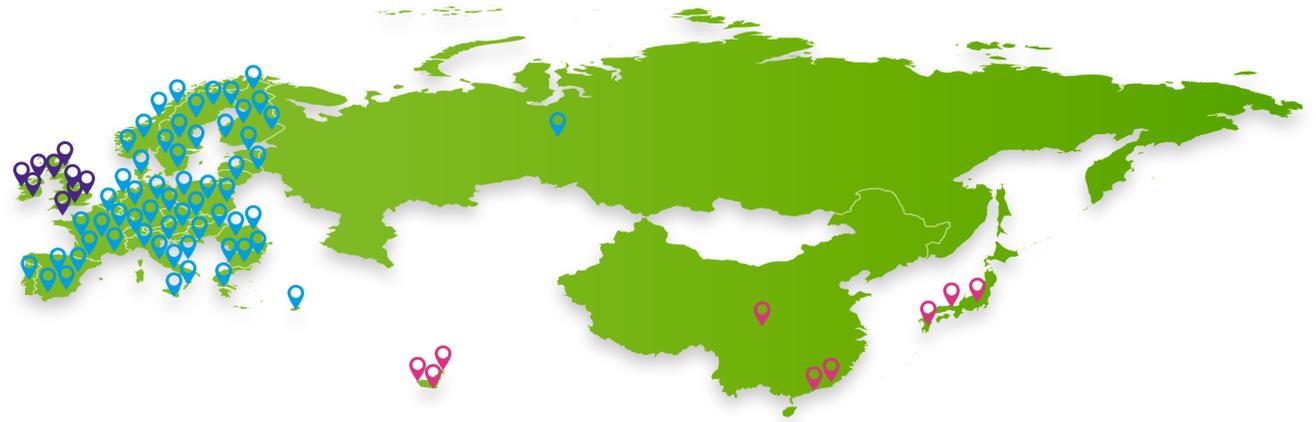
2018  
**RED DOT DESIGN AWARD**



THE QUEEN'S AWARDS  
FOR ENTERPRISE

2018  
**THE QUEEN'S AWARDS  
FOR ENTERPRISE**

# FROG BIKES ACROSS THE WORLD



## N. America

- Canada
- United States

## United Kingdom

- England
- Ireland
- Jersey
- Scotland
- Wales

## Europe

- |          |           |             |             |
|----------|-----------|-------------|-------------|
| Austria  | Finland   | Luxembourg  | Slovakia    |
| Belgium  | France    | Malta       | Slovenia    |
| Bulgaria | Germany   | Netherlands | Spain       |
| Croatia  | Greece    | Norway      | Sweden      |
| Cyprus   | Hungary   | Poland      | Switzerland |
| Czech    | Italy     | Portugal    |             |
| Denmark  | Latvia    | Romania     |             |
| Estonia  | Lithuania | Russia      |             |



## Middle East & Asia

- China
- Hong Kong
- Japan
- Singapore
- United Arab Emirates

## Australasia

- Australia
- New Zealand
- New Caledonia

## WHY PARTNER WITH FROG BIKES?

We want to collaborate with like minded brands and organisations that share similar values and goals. And ultimately work together to get more kids on bikes and instill lifelong cycling habits from a young age.

As a leading British manufacturer of award-winning lightweight kids' bikes partners will benefit from extended reach through a range of partnership marketing and special commercial terms for bike fleets.

## GET IN TOUCH

For more information please contact:

**Freya Harrison**

National Account Manager

E: [freya@frogbikes.com](mailto:freya@frogbikes.com)

T: +44 (0) 1784 557 775.

