



## **BULLS BECOMES OFFICIAL E-BIKE SPONSOR OF THE SEA OTTER CLASSIC**

*Three-Year Contract Makes BULLS the Official e-Bike Show Sponsor and eMTB Race Sponsor*

**Los Angeles (Aug. 1, 2018)** – BULLS today announced a three-year sponsorship agreement to become the official e-bike sponsor of the Sea Otter Classic, the world's premiere cycling festival, through 2021. The eMTB Race for Sea Otter, which takes place during the bicycling and outdoor sports festival, will now officially be named the "BULLS eMTB Race ePowered by Bosch."

"The Sea Otter Classic has arguably been the most significant trade event in our company's history. We humbly launched our U.S. division in a 10-by-10-foot booth at the Sea Otter Classic three years ago, and through exceptional innovation and growth have risen to a position that affords us the opportunity to become the official e-bike sponsor," said Fernando Endara at BULLS. "Along with innovation, BULLS holds a strong race pedigree, and the Sea Otter Classic strikes a perfect balance for us – the ability to showcase and demo our extensive lineup of premium bikes and prove our products at the 'BULLS eMTB Race ePowered by Bosch.' We are honored and excited to see what's to come over the next three years with fans, athletes, and professionals at the Sea Otter Classic by our side."

The 25-year-old German brand BULLS launched to U.S. consumers at the Sea Otter Classic in 2015 with its traditional line of mountain, urban and road bikes. BULLS launched its e-bike lineup the following year in 2016, also at the Sea Otter Classic. Each year BULLS has grown its presence at the festival by bringing more products to its booths and even introducing the succeeding year's new models onsite.

"We're excited to welcome BULLS aboard as our Gold level eBike sponsor," said Frank Yohannan, president and CEO of the Sea Otter Classic. "As the eBike market continues to expand, Sea Otter Classic attendees expect to see and demo the best in this category. BULLS will deliver!"

BULLS was founded upon principles of professionally informed design and expert service so that riders of every discipline and level will have the ride they want and expect, from pro MTB riders to recreational eBike enthusiasts. BULLS' sponsorship of the Sea Otter Classic echoes its desire for striving to set new industry standards and cement itself as the trusted brand in the eBike space.

For more information on BULLS visit the website [here](#) or follow BULLS on [Twitter](#), [Facebook](#) and [Instagram](#). To schedule an appointment during the Sea Otter Classic, contact Adam Anderson at [adam@bullsbikesusa.com](mailto:adam@bullsbikesusa.com).

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**About BULLS**

A leader in the mountain, specialty, and eBIKE categories, BULLS has the most extensive eBIKE product line in the United States, offering nearly every rider the bike they desire, from eMTB hardtail and full suspension to eCity/Treking and eSpeed. Founded in Germany in 1994, BULLS offers a diverse selection of bicycles has enjoyed notable success and widespread popularity as a staple bike manufacturer throughout Europe and the US, offering more eBIKE systems and innovating at a higher rate than any other OEM.

**About Sea Otter Classic, Inc.**

Regarded as the world’s premiere cycling festival, this four-day “Celebration of Cycling” hosts nearly 10,000 professional and amateur athletes and over 70,000 fans. The 29th Annual Sea Otter Classic takes place April 11-14, 2019 at the Laguna Seca Recreation Area in Monterey, California.

**BULLS Media Contact:**

Haley Holston, The Brand Amp

[haley@thebrandamp.com](mailto:haley@thebrandamp.com)

949-438-1107