



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.

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News Release

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Tern Turns 1

Urban transport specialist shipping bikes to 44 distributors worldwide one year after launch

TAIPEI, TAIWAN - June 18, 2012 - One year ago today, urban transport specialist, Tern, officially launched at an international press event in Taipei, Taiwan. Today, the company has 44 distributors worldwide in 44 countries throughout Asia, Europe, North America, and South America with total shipments expected to reach 100,000 units by the end of 2012.

“It’s a bit of an understatement to say that we’ve had a pretty busy year,” stated Joshua Hon, Tern vice president. “Since June of last year, we have launched a completely new brand, developed twenty-two new bike models and a matching line of bike accessories, set up and stocked Service Centers in the U.S., Germany, and Taiwan, established distribution companies in the U.S., UK, Taiwan, and China, and built a global network of over 44 distributors. It’s been a challenge but our team is really passionate and the feedback from the market has been very strong. The bottom line is that people who’ve had a chance to try our bikes really like them.”

Though just barely over a year old, Tern has already received a number of design awards for its bicycles, including a 2011 Eurobike Award for the Eclipse S11i, a 2012 Taipei Cycle Design & Innovation Award for the Verge X10, and a 2012 Red Dot Award for the Verge



Duo. Tern offers five bike platforms with a total of twenty-two models in multiple wheel sizes and also produces a line of custom accessories for its bikes, including racks, bicycle travel cases, and bags.

“It’s amazing what a small, highly professional, tightly-focused team can accomplish in such a short amount of time,” stated Matthew Davis, Tern director of sales and marketing. “Not only did we introduce a terrific product lineup but we also created the infrastructure to fully support those products. Our dedicated Service Centers near our principle markets ensure dealers are only a day or two away from any spare parts needed. Our website is localized for 21 countries, with each distributor in those countries directly managing their local content and doing an impressive job growing awareness with consumers. We still have a lot to do, but we are a young, energetic, and passionate team and what you’ve seen so far is only just the beginning.”

“We’re really thankful that we’ve got some really amazing distributors and dealers and customers that share our passion and vision,” continued Hon. “Some of the events that we and our partners have jumped in on include the first ever bike share program at SXSW, one of the largest gatherings of people in the creative arts and tech fields in North America; and a program with the Munich transport authority and ADFC to increase the use of folding bikes on Munich’s public transport network.”

Tern will be showcasing its 2013 product line up as well as a number of new products and accessories at this year’s Eurobike bicycle trade fair. Tern will be exhibiting at Hall B4, booth 501.



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Tern brand launch



Eurobike 2011

Munich bike promo



Eclipse S11i



SXSW bike share