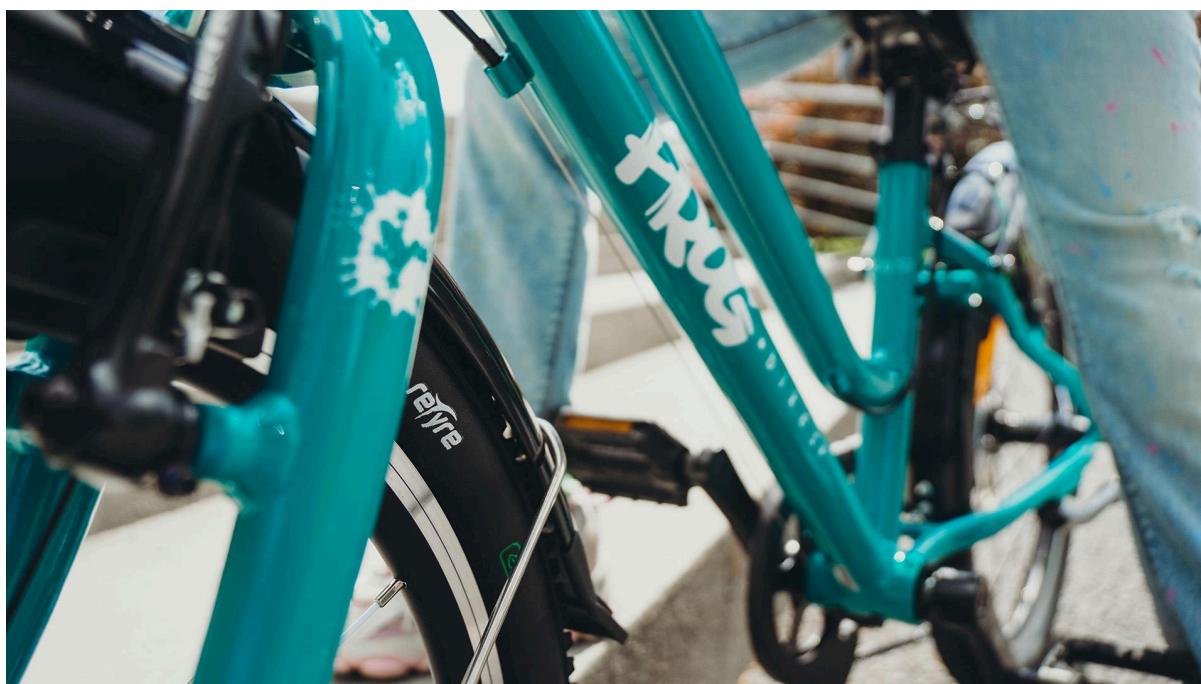


Frog Bikes partners with reTyre to introduce lower-emitting, fully recyclable tyres

Frog Bikes, a leading manufacturer of premium kids' bikes, is proud to announce an exciting new partnership with reTyre, the pioneering sustainable tyre brand. This collaboration underscores Frog Bikes' commitment to environmental responsibility and innovation in the cycling industry.

Frog Bikes has always been dedicated to producing lightweight, durable, and ergonomically designed bicycles that inspire a love for cycling among children and families. By joining forces with reTyre, Frog Bikes takes a significant step forward in reducing its environmental footprint.



Norwegian tyre manufacturer reTyre is renowned for its groundbreaking approach to sustainable tyre manufacturing. By utilising recyclable, bio-based materials and innovative production methods, reTyre produces pneumatic tyres that cut emissions across raw materials, manufacturing, and end-of-life as well as delivering exceptional durability and reliability.

Jerry Lawson, Co-founder of Frog Bikes, expressed his enthusiasm about the partnership, *"We are thrilled to collaborate with reTyre, a brand that shares our passion for innovation and sustainability. This partnership allows us to further our commitment to the environment while providing our young riders with the best possible cycling experience."*

Customers can anticipate seeing reTyre tyres featured on Frog Bikes from the beginning of

2025, with a goal to achieve a full transition to 100% reTyre tyres across the full Frog Bikes range by the end of the year.

New, reusable materials

reTyre is the only tyre manufacturer able to replace traditional rubber in pneumatic tyres with their manufacturing innovation. *"Our tyres are made with renewable and bio-based materials that do not need to be vulcanized, meaning that we can easily reuse the material at end-of-life. Our verified Life Cycle Assessments show that we are then able to reduce emissions by 68-82% compared to conventional tyres",* says Ben Evans, Commercial Officer at reTyre. *"It's great to work with a brand like Frog Bikes, who embraces changes for the planet's benefit."*

Towards Net Zero

Since embarking on their sustainability journey in 2019, Frog Bikes has cut emissions per bike by 25%. *"We've achieved this by transitioning to renewable energy, redesigning our bikes to use less material, virtually eliminating plastic packaging, and moving away from air freight"* explains Anna Drew, Head of Sustainability at Frog Bikes. *"Exploring sustainable materials, like post-consumer recycled aluminium for our frames and partnering with reTyre for lower-emitting tyres, are crucial to our commitment to halve emissions by 2030 and achieving Net Zero by 2050."*

For more information about Frog Bikes and reTyre, please visit www.frogbikes.com and www.retyre.com.

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ABOUT FROG BIKES

Frog Bikes is a leading manufacturer of award-winning lightweight kids' bikes. Built with bespoke componentry, our premium bikes accommodate the specific needs & anatomies of children. The ergonomic range comprises balance, first pedal, hybrid, road, city, MTB & track bikes, for all ages, abilities, and disciplines. All designed and built in Great Britain and enjoyed in over 30 countries. And, as a brand that cares about protecting the planet, we are continually working to integrate sustainability into each aspect of the business and ensure our bikes are designed for longevity so they can be enjoyed by more than a single owner. www.frogbikes.com

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ABOUT RETYRE

As pioneers in tyre manufacturing, reTyre is spearheading an ambitious production technology that will redefine the tyre industry's ecological footprint. Verified with 3rd party-approved Life Cycle Assessments (LCA) reTyre drastically reduces CO2 emissions in all products, compared to conventional rubber tyres. reTyre is on track with the establishment of state-of-the-art facilities, equipped with cutting-edge machinery. With their advanced production method, reTyre opens doors to using sustainable and reusable materials in pneumatic tyres.

www.retyre.eco

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