

FOR IMMEDIATE RELEASE

smarTrike Unveils the Modern Way to Learn How to Ride a Bike*Xtend Mg+ by smarTrike features the first extendable-frame bike for ages 3 to 7*

Kiryat Gat, Israel (February 19, 2020) – The world’s first extendable frame, balance-to-pedal bike has arrived to join the smarTrike product line-up. As the first of its kind, the Xtend Mg+ by smarTrike is designed to provide a much-needed innovative solution for families actively teaching their little ones to ride by eliminating the need to buy multiple products as children advance both in skill and physical size.

“smarTrike’s newest innovation, the Xtend Mg+, represents what has been missing in the market today – a product that is designed to literally, and physically, grow with your child as they develop the skills needed to ride a bicycle independently,” said Yoram Baron, owner and founder of smarTrike.

The Xtend Mg+, for ages 3 to 7, is built from magnesium-lite alloy so its light structural frame helps toddlers balance and cycle with minimal exertion while learning or riding. The bike can transform in sizing with seat height adjustment from 15 to 22 inches, the handlebar from 25.5 to 27.5 inches, and the frame itself from 41 to 42.5 inches. “It took 10 years and five million dollars to develop, but it’s finally here,” says design lead, Doron Livne.

[Xtend Mg+ by smarTrike Video](#)

- 1st Stage:** Introduces a balancing concept, at the lowest frame height and without pedals.
- 2nd Stage:** Time to try cycling. Attach the pedals and introduce the notion of pedaling to progress forward rather than pushing off the ground.
- 3rd Stage:** Adjust the handlebar, seat height, and extend the base frame to meet the sizing of a growing child.

“Every one of smarTrike’s products focuses on a multi-stage concept for children at different skill levels and physical sizes. We believe that buying a product that grows with your child is not only economically friendly, but great for the environment too,” says Baron. Families will have a choice between two colors: electric blue and candy apple red. The Xtend Mg+ will be available to consumers in Summer 2020 with a MSRP of \$199.

ABOUT SMARTRIKE

smarTrike[®] is an award-winning and industry leader in ride-on-toys that helps little ones grow and develop while having fun. smarTrike are pioneers of multistage products with innovative designs for a range of ages and abilities and are available in over 80 countries across the globe. smarTrike introduced the first ever "grow with me" trike for a growing child over a decade ago and in doing so, revolutionized the baby ride-on tricycle category. From smarTrike’s to scooters, balance bikes, and activity centers - smarTrike has something for everyone! For more information, visit www.smarTrike.com.

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