

MISSION

At Strider, we love riding bikes, and we love inspiring kids to ride. Our mission is to build lightweight, efficient, all-terrain bikes that develop two-wheeled balance, coordination, and confidence in children.

AT A GLANCE

- Founded in 2007
- Strider Sports International, Inc.
- Headquartered in Rapid City, SD
- 38 Employees
- #1 Brand Balance Bike
- Over 3.5 Million Bikes Sold

SOCIAL STATISTICS

- 116,000+ Email Contacts
- 108,000+ Facebook Likes
- 4,000+ Twitter Followers
- 52,400+ Instagram Followers
- 26,000+ TikTok Followers
- 5-Star Ratings
- #StrideOn
- @StriderBikes

DISTRIBUTION CHANNELS

- Bicycle Stores
- Motorcycle Shops
- Sporting Goods Retailers
- Premium Mass Retailers
- Toy Stores
- Online Retailers
- StriderBikes.com Online Store

DISTRIBUTION CENTERS

- Headquarters: Rapid City, SD

WORLDWIDE DISTRIBUTORS

- 35 Distributors Serving Over 85 Countries on 6 Continents
- Over 6,000 Authorized Strider Dealers Serving the United States

WHO WE ARE

Since our inception, we've been unique. We wouldn't be here if we didn't buck tradition and defy the norms. It's just who we are. From day one, inspiring kids to ride has been our number one priority. Our bikes give kids the confidence they need to be the riding pioneers that future generations will look up to. When Strider first hit the scene (over 15 years ago, it's hard to imagine), it was completely normal for a child to not learn how to ride a bike until after age five (which also took a series of bruises, scrapes, and nasty falls). What's heartbreaking though, is that some children never achieved this life-changing skill after losing confidence in themselves. It only takes one time experiencing a scarring fall to change the course of a child's life forever. We changed all that with the Strider Bike.

PRODUCTS

Our product line-up comprises the complete learning process from infant to young child. Our Sport/Pro 2-in-1 Rocking Bike fits toddlers as young as 6 months. Once the child can walk and is familiar with the bike, the Strider detaches. Our Strider 12 Sport, Pro, and Classic fit children 18 months to 3 years. The Strider 14x fits children ages 3 to 7. The Strider 14x can transform into a pedal bike after the child has gained confidence and is proficient in balance bike mode. The Easy-Ride Pedal Kit simply attaches to the Strider 14x.



Strider 2-in-1
Rocking Bike



Strider 12 Sport



Strider 14x



Strider 14x with
Easy-Ride Pedal
Kit

COMMUNITY & EVENTS

The Strider community stretches far and wide across the entire globe. The passion for riding and life on two wheels is much bigger than just our neighborhoods and cities, and it is exploding into the very far reaches of people and places all over the world. [Learn more!](#)

BENEVOLENCE

Every month, we commit one percent of gross revenue (that's right off the top, don't even check to see if we need the moola to keep the lights on) from all sales worldwide to the Strider Rider Fund. At Strider, we give generously, and we love doing it! [Learn more!](#)

We're especially proud to support All Kids Bike[®]. All Kids Bike is a national movement led by the Strider Education Foundation to place Kindergarten PE Learn-To-Ride Programs into public schools (at no cost to the schools) by using donations from individuals, businesses, and organizations. How cool is that? Imagine every kindergartener in the country knowing how to ride a bike (pedals and all) by the time they reach first grade. To learn more about this nation-changing campaign or to apply for a donation for your school or organization, please visit www.AllKidsBike.org.

