

## **What is the entry and what is its intended use?**

### **Introduction**

Boda Boda is the name for the ubiquitous utility bicycles seen all over the African continent. Boda Bodas get people and products to their destinations day in and day out; they are the workhorses of many African societies. They not only carry essentials, but also transport the dreams and ambitions of individuals from their communities to the world at large.

Yuba's Boda Boda Cargo Cruiser empowers people in the West to experience the freedom of movement a Boda Boda offers. From trips to the farmer's market, to picnics off the beaten path, to carting the kids or grownups to school or work, Yuba's Boda Boda gives a green light to everyday adventures. The Boda Boda makes it possible to do it all, by bike.

### **Features**

The Boda Boda Cargo Cruiser is the world's first cargo cruiser. Designed with the needs of urban dwellers in mind, the Boda Boda offers cruiser comfort and style, but with a huge payload capacity. The bike can carry over 220 pounds of cargo plus the rider. The bike weighs a mere 35 pounds, about the same as most townie bikes. It's lightweight aluminum frame makes it easy for apartment dwellers to carry the bike upstairs.

In order to accommodate riders of all heights and abilities, step-through and step-over versions are available. The unique step-through frame means that shorter people and people with joint problems are able to manage a load of cargo because they are able to get their legs over the top bar of the loaded-down bike.

Unlike most cargo bicycles, the Boda Boda can be put on a city bus rack by reversing the handlebars to shorten the wheelbase. It also has a uniquely zippy, nimble ride for a cargo bike because of this short wheelbase.

The Boda Boda's sleek lines and bamboo racks and running boards update European commuter bike aesthetics with modern sustainability-minded features.

The Boda Boda is offered with Yuba's complete line of accessories: from child seats to cargo tie-downs to oversized panniers. In this way, the customers can tailor the bike for their precise transportation needs.

The bike's 8-speed SRAM drive train with MegaRange helps flatten the hills. Riders needing a bit more help or speed, will prefer the BodaX - the BionX electric assist version of the bike. The BodaX has a range of 37 miles (60 km) and a top speed of 20 mph.

The Boda Boda Cargo Cruiser is an ideal option for city dwellers seeking transportation: it's green, non-polluting, fun, inexpensive, fast, easy to park, flexible, and can transport a passenger.

## **How is the entry is manufactured and delivered to consumers?**

These days, most bicycles and nearly all bike components are manufactured in Asia, with the exception of custom work. Like similarly-priced bikes, the Boda Boda is manufactured overseas using locally-available components.

The Boda Boda is manufactured in Indonesia, in a factory closely monitored by Yuba for quality, labor practices, and efficiency. This bicycle factory manufactures aluminum bikes for many major American and European bicycle brands.

After manufacture, the bikes are shipped to the destination market (Yuba distributes in North America, Europe, Australia, and New Zealand) by boat and assembled. If the customer prefers an electric-assist, a Canadian-manufactured BionX 350 HT system is added at the distributor. The bikes are then shipped by truck to bike shops for final assembly.

Customers test ride and purchase the bikes and accessories from the independent bike shops in the Yuba dealer network. In this way, Yuba can ensure that the customer is getting the right bike, with the right fit, and they are educated about how to use the bike and accessories. The customer then also has a relationship with the shop, and can come in for routine maintenance. By selling through independent bike dealers, Yuba supports the local economies in the communities it sells in, and protects the economic sustainability of its dealers.

## **How does this entry exhibit excellence in sustainability and environmental responsibility.**

People in the developed world are starting to realize something that residents of the developing world have known for a long time: bicycles are a practical, inexpensive and fun way to get around everyday. Bicycling for transportation also helps to alleviate urban congestion, reduce fossil fuel consumption and green-house gas emissions. People who bike for transportation have better health outcomes than people who drive, because they have lower incidence of chronic diseases.

Unfortunately, there are some tasks that have been difficult to do by bicycle - pick up cases of wine for a party, drop a kid off at soccer practice, or give a cutie a ride home, for example - that people still feel they need to use their cars for. Most cargo bikes can address these issues, but their typically large and heavy size make cargo bikes difficult to park, store or carry up a flight of stairs.

Being roughly the same size, weight and cost as a standard commuter bike, the Boda Boda is extremely accessible to transportation cyclists. It enables people to live their lives car-free because it can do so much in such a small, light package.

**Company Information**

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Yuba Bicycles was founded by Benjamin Sarrazin, a lifelong bicyclist who saw the need for a new type of bike while traveling around the world as a professional kayaker in the 1990s. Yuba Bicycles has been producing bicycles and accessories designed for everyday trips since 2006.

In an era of climate change, rising fuel prices and growing discontent with our automobile-centric society, Yuba Bicycles are a clean, healthy, affordable and fun alternative to fossil fuel powered vehicles. In a few short years, Yuba has built a devoted following of customers who use their bikes for everything from carrying kids and groceries to delivering products.