We are free thinking people. We defy convention to remove barriers to riding. Our purpose is your experience. Our product is your ride. Our very first bikes changed the industry forever with their oversized aluminum frames, and since then, our reputation for unconventional, performance-based and design-driven innovation has become legend. We are always inventing, always refining, and always innovating in our quest to create a ride like no other.
Kid Trax produces award-winning battery powered ride-on toys. Their attention to detail, design, and play features have made them a top selling ride-on toy brand with parents and grandparents around the world! Kid Trax continues to “drive fun” by pushing the levels of innovation in the category. For licensors like Disney, Marvel, Nickelodeon, CAT, and Ram Trucks, Kid Trax is the first brand of ride-ons to focus on ground-up story telling design that brings each product and license to life for kids! Their ride-ons’ innovative features like working FM radios, MP3 player attachments, cup holders, LED running lights and real engine sounds provide real car features for real car play! There are so many exciting reasons to buy a KidTrax ride-on.

Schwinn

Everyone should experience the joy of riding a bicycle. Whether it’s a child’s first set of wheels, a leisurely cruise down a boardwalk, or your first century ride, the thrill of riding never gets old. Schwinn offers a comprehensive line of bicycles for everyone around the world. From kids to adults, commuters to cruisers, mountain to the road. All categories of bikes are built to represent the iconic Schwinn brand. With 125 years of cycling heritage, passion, and expertise, Schwinn makes riding simple, easy, and fun!
Since their beginnings in a Southern California garage more than 40 years ago, Mongoose has offered bikes to help riders push the limits of what they can do. From the first products to the current line-up of BMX, mountain, and urban bikes, everything has been designed for riders of all ages and ability levels. For years, Mongoose has been the brand riders have trusted in the dirt, on the trails, and throughout bike park communities - and Mongoose is ready for your next adventure.

Caloi continues to own the bicycle market in Brazil and maintains its status as one of the largest bicycle brands in Latin America. Caloi is always looking to expand through continued development of its full range of products, as well as strengthening and adding to its elite mountain team. Caloi makes riding accessible for all through its large portfolio of products, from high-performance mountain, urban, recreational and road bikes to children's models, all of which are distributed through a variety of channels ranging from mass market retailers to independent bike shops.
Our mission is to bring fresh ideas to cycling through pioneering product design. We obsessively search for new technology and innovation to produce simple, well-designed products that fit the body perfectly and enhance user experience. We challenge existing solutions and strive to improve the cycling experience for everyone. Whether that’s in contact points where body and bike meet, or the accessories we use to keep moving safely throughout the year. We make the things that make your ride better.

We’ve been in this business since 1972. We’ve seen fads come and go, but one thing has remained the same after all these years... the reason we are still here. It’s the same reason we threw our legs over our very first bike – pure fun, plain and simple. Even now, when we ride with our buddies, you can guarantee that there are hi-fives, laughs and the post-ride hang at the end of the day. We remain true to the good times on two wheels which GT was founded on because Fun is Serious Business.
Charge, based in the rolling hills of Somerset, England, aims to simplify the buying process for both enthusiasts and mainstream consumers worldwide by producing innovative bicycles that are contemporary, practical and stylish. The simplicity of the Charge product line allows choosing a bicycle to be an easy and enjoyable experience.

The GURU Fit System provides cyclists of all ages and experience levels with a personalized approach to bike fit. By utilizing the most advanced technology and industry-leading fit science to deliver the perfect riding position, the GURU Fit System maximizes comfort and efficiency for cyclists across all disciplines.
Dorel Sports

caloi.com
cannondale.com
chargebikes.com
dorelsports.com
fabric.cc
gtbicycles.com
gurucycling.com
kidtraxtoys.com
mongoose.com
schwinnbikes.com

Divisions

Cycling Sports Group (CSG)
Pacific Cycle
Caloi

Product Range

Premium/mass market bicycles
Branded performance apparel
Jogging strollers
Ride-on toys