

THE 2 THINGS TEENS NEED

1

Status & Respect

There's a lack of opportunities to gain Status and Respect on e-bikes. If they don't get what they need from you, they'll get those things online.

2

The Digital Illusion

Online influencers sell the illusion of a "rebel" mindset and "antihero glory." Your advantage is that you offer the potential for something real.

3

Fill the Vacuum

Redirect the "in-crowd" status vibe that currently belongs to rideout culture ... toward your shop. Offer respect they need for their skills.

4

Recognition is Currency

Teens want the shout-out. Provide a better platform for validation, one that makes them feel seen and respected.

5

Location is Your Ace

Stunts aren't the problem; those unsafe locations are. So, provide the appropriate environment they need.

6

Be the Expert

Stop the "safety police" talk. Position yourself as the Expert Cyclist who sees their potential, talent, and capability.

7

The Safety Strategy

Reframe *Safety* as *Performance*. Don't lecture about rules; Coach them on the professionalism and safety strategies of a top-tier riding team.

8

Flip the Status Script

Use your shop's social media to make safety gear and technical training high-status symbols used by top-tier riders. Film in safe riding spaces with parents onsite. Video shout-outs for mastery.

9

The Local Advantage

Leverage your position as your community's bike shop to create legal, high-prestige training, performing, and competition spaces. Involve the families.

10

Help Them Level Up

Offer Advanced Rider Certification or Semi-Pro Steps to Stardom. When you publicly treat teens as serious young athletes with potential, they gain status and you gain a loyal following.