

We Got RAD Road Ready.

Is Your Brand Road Ready?



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The 2020 COVID-19 pandemic has caused widespread disruption in every industry, but it's also ushered in some unique growth opportunities for merchants.

As the pandemic upended consumers' lives and work routines, this led to a whole host of new-found needs, with many retailers suddenly finding themselves in demand like never before. According to **BCG**, e-commerce sales in late March 2020 were 58% higher than during the same period in 2019 - and this surge shows no signs of easing as we head further into 2021.

A boost in sales is always a welcome development, but can only become lasting if a brand can pivot its fulfillment and distribution strategies to meet increased order volumes head-on.

This is where a strong 3PL partnership can make all the difference to your prospects.



58%

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Rad Power Bikes: A Radical Solution

The mission of Rad Power Bikes is simple: To bring affordable, high-quality, and enjoyable e-biking experiences to consumers across the world.

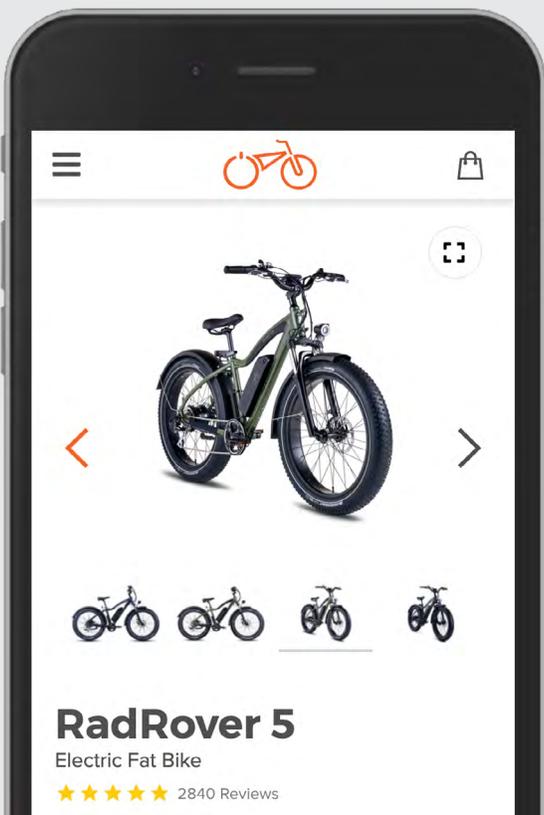
E-bikes first captured founder Mike Radenbaugh's imagination back in 2007, when he was still a high school student in Northern California. Looking for a more efficient approach to his rugged 16-mile commute to and from school, he overhauled his regular bike with a motor and battery. Before long, his friends and neighbors had begun asking for the same electric makeover. In 2015, he entered into a partnership with longtime friend Ty Collins to bring e-bikes to a larger audience of consumers - and Rad Power Bikes began.

Over the past six years, Rad Power Bikes has grown into the largest e-bike brand in the United States, with offices in Canada and the Netherlands in addition to its Seattle headquarters. Experiencing a year-on-year surge in demand for their products as e-bikes grow into a mainstream product, they have partnered with Ryder to take advantage of this historic growth opportunity.



Ty Collins
Co-founder

Mike Radenbaugh
Co-founder



An Unprecedented Rise in Demand

With gyms and fitness centers closing and public transportation suspended due to the risk of virus transmission, consumers have been forced to search for new ways to conduct regular activities like exercising and commuting to work - and e-bikes have fast become a one-size-fits-all solution.

Having already experienced increased visibility over the past few years, e-bikes sales began skyrocketing virtually overnight. In its technology predictions for 2020, **Deloitte** predicted the sale of 130 million e-bikes between 2020 and the end of 2023 - a figure which is no doubt set to be far higher in the wake of the pandemic.



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Mike Radenbaugh
Founder,
Rad Power Bikes



130M

The number of e-bikes predicted to sell between 2020 and the end of 2023.



The Need to Scale Rapidly

This e-bike boom was a huge opportunity for Rad Power Bikes, but also presented some major logistical challenges for the digitally-native brand.

“We wanted to take advantage of this massive surge in interest, so we needed the ability to scale fast and get large order volumes out the door quickly.” Says Radenbaugh. “As an experienced fulfillment provider with a Seattle presence and a nationwide operation, Ryder was easily the best choice for us.”

The need for rapid scaling is a common scenario for growing D2C brands, whose success rests on the effectiveness of their warehousing and order fulfillment strategies. In the case of Rad Power Bikes, they had the added complexity of heavy and bulky product offerings, thus **necessitating a fulfillment partner** who could formulate a tailored shipping strategy for cost-effective delivery:

“As a digitally-native bike brand, Rad Power Bikes has the challenge of shipping bikes and wagons, which are very large items, to their end consumers in a timely, economical manner.” said Brian Weinstein, Vice President of Business Development at Ryder. “Ryder is uniquely positioned to support their rapid growth and to help facilitate positive customer relationships in every region.”



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Brian Weinstein
Senior Vice President of Business Development at Ryder



Ryder: Streamlined, Nationwide D2C Fulfillment

While the D2C model is advantageous for brands, with higher profit margins and direct access to consumer insights, it leaves far less room for error when it comes to the customer experience. To foster brand loyalty, vendors need to provide a seamless end-to-end experience from order placement to delivery - or face high levels of customer churn.

To ensure a coherent, customer-centric expansion for Rad Power Bikes, Ryder formulated a tiered 'phase one' and 'phase two' strategy. Paired with the real-time insights of **Ryder's platform**, this approach has given Rad increased visibility over their inventory and allowed for much more nimble management of their orders and SKUs - the key to lasting success as a D2C vendor.

Phase one has seen Ryder streamline Rad's fulfillment operation by managing nationwide shipping out of its Sumner, Washington distribution center outside of Seattle, allowing easy access to both the Port of Tacoma and Rad Power Bikes' global headquarters. Phase two will see the transition to a widespread **multi-node fulfillment strategy**, selecting distribution centers from 18 possible facilities according to proximity to customer hubs and key transportation networks.

"By drawing on Ryder's in-house team of e-commerce and small-parcel specialists, this tailored fulfillment strategy will support Rad Power Bikes' customers by ensuring that bikes, parts and accessories arrive as soon as possible, ensuring positive brand outcomes and supporting future growth into new retail channels," says Weinstein.



About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a leading logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world's most-recognized brands. Ryder provides services throughout the United States, Mexico, and Canada. Ryder is regularly recognized for its industry-leading practices in third-party logistics, technology-driven innovations, commercial vehicle maintenance, environmental stewardship, corporate social responsibility, world-class safety, and security programs.

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