

## Bike Maker Adds Chains For Peddling

Durban expands deals with Target, Dick's for foldable transport.

By **SUBRINA HUDSON**

Monday, May 16, 2016

Folding bicycles might be a niche business, but they have put one El Segundo brand on the path to big profits.

Durban Bikes, a Rio de Janeiro manufacturer of folding bikes with U.S. headquarters in El Segundo, will be greatly expanding its distribution with retailers Dick's Sporting Goods Inc. and Target Corp. It will be in about 300 Dick's stores by the end of the year and 1,300 Target stores by February.

David White, managing partner of Durban, credits the company's growth to customers realizing the benefit of folding bikes.

"People used to think that folding bikes were a gimmicky, niche-type space," he said. "But when you ride these bikes it's a very normal looking bike with high-end features and it's very easy to store. It's a really nice solution."

The company signed a deal with Dick's and Target last year to be carried in 50 stores and 250 stores, respectively. But shopper feedback was so strong both retailers agreed to expand Durban's presence. It's also sold online by Costco Wholesale Corp. and through Durban's website.

The bikes are marketed as being collapsible in 15 seconds and capable of being stored under a desk or in a closet. Prices range from \$250 to \$1,500.

White, a retail strategist for more than 20 years, struck a deal with Durban in 2013 to become its exclusive U.S. distributor. After a year, he decided to focus solely on growing Durban's business, joining the company and phasing out his consulting firm.

"We've come a long way since July 2013," he said. "This has really been rewarding – building it from nothing to go into Target and Dick's. It's been so much fun to see these bikes take off."

– *Subrina Hudson*

