

IMPORTANT

SAFETY RECALL NOTICE

Dear Electra®/SRAM® Customer:

You may have an Electra bicycle equipped with a SRAM i-Motion 3, three-speed internal gear hub with a coaster brake.

These hubs are the subject of a safety recall. If your Electra bicycle has a SRAM i-Motion 3 internal gear hub with a coaster brake (and no redundant braking system – i.e. no front brake), PLEASE STOP RIDING YOUR BIKE until you determine whether your hub is part of the recall.

Some of the affected hubs may have been manufactured with grease in the internal gear hub that can get sticky over time, especially if the bicycle or hub is not used for a long period of time and/or exposed to high temperatures. If the grease in the internal gear hub becomes sticky, the brake pawls in the hub can fail to engage correctly, resulting in the loss of braking power. You could crash or fall from the bicycle.

To determine if your hub is part of the recall, please check if your Electra bicycle is one of the following models: Electra Cruiser Custom 3i, Electra Coaster 3i, Electra Hawaii 3i, Electra Hawaii 3i 24", Electra Straight 8. If you have one of these Electra bicycles and it contains a SRAM i-Motion 3 with coaster brake (and no redundant braking system), please contact SRAM or your local bicycle dealer for verification.

The affected hubs are readily identifiable by the text "SRAM i-Motion 3" on the hub shell. The affected hubs are also identifiable by the brake arm extending from the axle of the hub.

Photo 1: SRAM i-Motion 3, three speed internal gear hub with coaster brake

SRAM.



If you have an affected hub, please contact SRAM or your local bicycle dealer. SRAM will offer to repurchase your bicycle at a fair market, depreciated value, based on the Bicycle Blue Book (www.bicyclebluebook.com). If you prefer to keep your bicycle, SRAM will assist your local bicycle dealer to identify a compatible new hub that you can request to be installed in place of the affected hub. You can apply some of the repurchase funds toward that new hub and the installation labor, and you can keep the remainder of the funds.

We apologize for this inconvenience, but your safety is our priority. For questions about this recall, call 800-346-2928 or check our website at www.sram.com. SRAM will conduct this recall in cooperation with U.S. Consumer Product Safety Commission.

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