



**FOR IMMEDIATE RELEASE**

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## **Bass Pro Shops and Cabela's unveils all-new Ascend® Adventure Bikes**

*Exclusive bicycle lineup offers unbeatable quality, performance and value  
to connect more families to the great outdoors*



[Click the video](#) to learn more about the all-new lineup of Ascend Adventure Bikes

**SPRINGFIELD, Mo.** – Bass Pro Shops and Cabela's unveiled this week the all-new lineup of Ascend® Adventure Bikes, engineered to cover every surface and lifestyle. As the exclusive bicycle of the World's Foremost Outfitters, Ascend Adventure Bikes offer the ideal combination of quality, performance and value to make the most of time outdoors.

Debuted for the first time during the World's Fishing Fair from March 30 – April 3 at Bass Pro Shops' National Headquarters in Springfield, Mo., Ascend Adventure Bikes are now available for purchase online at [www.basspro.com](http://www.basspro.com) or [www.cabelas.com](http://www.cabelas.com) and in select Bass Pro Shops and Cabela's retail locations across the United States.

## **Built to deliver adventure after adventure**

From pedals to handlebar, Ascend Adventure Bikes are engineered for excellence at an unbeatable value for all outdoor enthusiasts. Featuring six unique Ascend bike models across three different bike series – Mountain Bikes, Hybrid Bikes and Cruiser Bikes – these all-new bikes come ready-made to tackle main roads, backroads or off-roads.

**Ascend Mountain Bikes** – engineered for the toughest of trails, Ascend Mountain Bikes feature easy-shifting drivetrains and full suspension on select models for powering over any terrain with ease.

- **[Ascend Yungas Full-Suspension Mountain Bike](#)** (MSRP: \$999.99) is built for any ground and the steepest of climbs, with rugged full suspension, 2x8 drivetrain, 2.2"-wide tires, disc breaks for reliable stopping power, and comfortable sport seat.
- **[Ascend Zion Hardtail Mountain Bike](#)** (MSRP: \$599.99) offers unmatched value and performance, with a 2x9 drivetrain, 2.2"-wide fat tires, quick-stop mechanical disc brakes and sport seat.
- **[Ascend Moher Fat Bike](#)** (MSRP: \$479.99) provides maximum stability over bumpy or soft terrain, featuring a 1x10 drivetrain for smooth shifting and mechanical disc brakes for dependability.
- **[Ascend Mud Creek Mountain Bike for Kids](#)** (MSRP: \$329.99) is equipped with a 3x7 drivetrain, 24"-inch wheels with double-wall rims for durability, and a 60mm suspension fork offering ultimate control for youth bikers.

**Ascend Hybrid Bikes** – equipped to steer on or off the beaten path, Ascend Hybrid Bikes combine streamlined road design with off-road ruggedness to make the transition from bike lane to trail with confident ease.

- **[Ascend Alafia Hybrid Bike](#)** (MSRP \$479.99) features a lightweight, durable aluminum frame, complete with smooth-shifting drivetrain and suspension fork with 50mm of travel, as well as a comfortable suspension seat post for extra comfort.

**Ascend Cruiser Bikes** – created for life's leisurely spins, Ascend Cruiser Bikes sport carefree styling for a sturdy, yet ultra-smooth ride perfect for sun-soaked days.

- **[Ascend Bayshore Cruiser Bike for Men or Ladies](#)** (MSRP \$369.99) is ready to roll with a 7-speed drivetrain for relaxed riding, durable steel frame and fork, and padded cruiser saddle for maximum comfort.

Ascend Adventure Bike owners earn free assembly from Bass Pro Shops and Cabela's upon purchase and, in partnership with National Assembly, can schedule servicing and repair needs. All Ascend bicycles are backed by a one-year parts warranty and five-year frame warranty for defects.

Photography of Ascend® Adventure Bikes for media use can be downloaded [here](#) (credit: Bass Pro Shops and Cabela's).

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**About Bass Pro Shops®**

[Bass Pro Shops](#) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela's](#) to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

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