

California BIKE

Developing the Market for Quality Bikes in Africa

The California Bike Coalition

The California Bike Coalition (CBC) is a growing network of independent bicycle dealers established in 2003. The aim of the network is to

- Make quality bicycles available to the African market by using economies of scale
- Increase the sales and service capacity of member independent bicycle dealers
- Link dealers with international suppliers of quality bicycles, parts and accessories.

Current CBC Membership

Ghana: 13 dealers
South Africa: 7 dealers
Senegal: 17 dealers
Tanzania: 14 dealers



The California Bike “Los Angeles”

The California Bike “Los Angeles” is the first bicycle distributed through the CBC network. It was designed both technically and visually with the urban African cyclist in mind, an African market segment neglected by the greater bicycle industry. Keeping in mind the need for the bicycle to look stylish, the design focuses on the use of a bicycle as a tool rather than other alternatives available designed for sport and leisure.



Since the introduction of the California Bike “Los Angeles” over 4500 bicycles have been distributed in 9 African countries. The California Bike brand has quickly gained recognition, not only to consumers in Africa but amongst global industry players.

Institute for Transportation and Development Policy (ITDP)

The California Bike Coalition is managed by the Institute for Transportation and Development Policy. ITDP’s mission is to promote sustainable and equitable transportation practices and projects in developing countries.