



PRIORITY EMBARK E-BIKE

\$ 3,999.00

All sizes and colors of the Embark are available for immediate delivery!

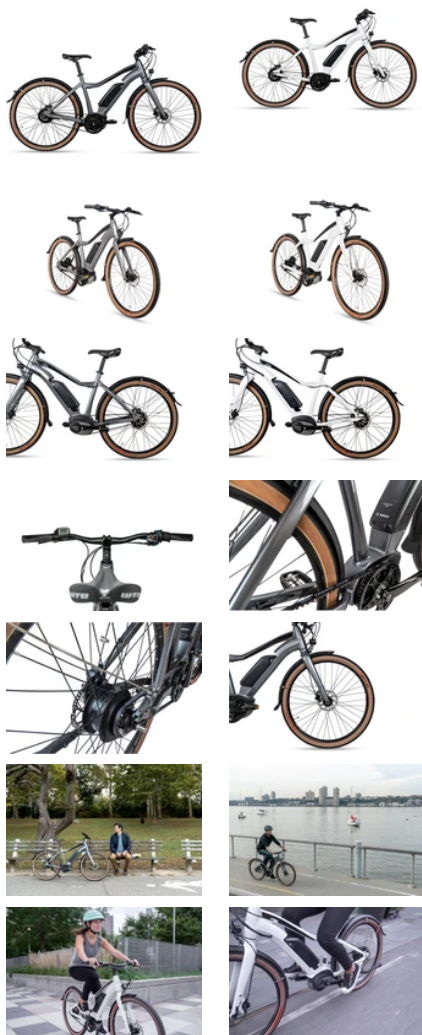
Looking to save? Click here to contact us now for a special discount on like-new showroom models. Limited availability, so email with your preferred size and color.

Designed from the ground up to go the distance, the Embark flattens hills and brings destinations closer. It is the most reliable and enjoyable e-bike experience with its premium components – all backed by Priority's 7-day-a-week customer service.

Mentioned as "the best electric bike" in Forbes, the Embark is perfect for commuters looking to ditch the car, recreational riders setting out on a day of adventures, or simply as a way to add a little boost to all of your rides.

Use code "**EmbarkVelofix**" for free Velofix White Glove Delivery where available, or free ground shipping within the Continental USA when Velofix where Velofix is not available. Click [HERE](#) to learn more about Velofix. Please note that Embark bicycles can only be shipped via Ground Shipping and to the Continental USA.

[LEARN MORE](#)





Order Today, Get it by **Tue, Sep 29**

Choose **OVERNIGHT** Shipping at Checkout to zip:

23005 [Change](#)

Step 1: Select Color



Step 2: Select Size



IN STOCK - ADD TO CART



FREE SHIPPING



**30 DAYS NO QUESTIONS ASKED
RETURNS**

As low as **\$129.02 / MONTH**
*



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From A to Beyond.

Take the long way there, explore the other side of town, even take that hill to work. It's no sweat, literally.

We designed the Embark to go further, worry-free. Featuring an ultra smooth Bosch motor, a rust and grease free Gates Carbon Drive belt, and a seamlessly shifting Enviolo rear hub – now the journey is just as rewarding as the destination.



About the Embark

PRESS FOR EMBARK

Mashable

"The Priority Embark has quickly become one of the most beloved and prized possessions in my home."

[LEARN MORE](#)

Forbes

"In a long quest to find the world's best electric bike for my needs, I may well have finally found it"

[LEARN MORE](#)

electrek

"Marketed as a maintenance-free e-bike, I went into this review hoping to see what could possibly make an e-bike cost \$3,999. And boy, did I learn a lot!"

[LEARN MORE](#)

 **DIGITAL TRENDS**

"This low-maintenance ebike makes it easy to get into urban commuting"

[LEARN MORE](#)



"The Priority Embark has a light and lively feel that is complimented by the smooth, quiet, and low maintenance drive system from Bosch, Gates, and enviolo."

[LEARN MORE](#)

Popular Mechanics

"This is a bike you could ride far, every day, an electrically augmented two-wheeled commuter—a real bicycle, but one with the ability to deliver you at work without being drenched in sweat."

[LEARN MORE](#)

The logo for electrek, with the word "electrek" in a lowercase, rounded, sans-serif font. The "e" and "l" are blue, and the "e" and "k" are green.

"Priority Bicycles's new e-bike, the Priority Embark, features an array of high-end components. We've seen such high-end components on e-bikes before, but they usually cost twice the price."

[LEARN MORE](#)

Premium. With A Purpose.

We made a commitment to designing the most low maintenance, durable, eBike on the market. This means picking apart everything from the ground up, curating components designed for the distance, torque, and frequency of your rides. You can do more, with ease, backed by the confidence that the Embark will get you there and back - again and again.

EXPLORE THE COMPONENTS BY CLICKING BELOW

 BOSCH	enviolo
TEKTRO	
 WTB.	



THE LEADER IN E-BIKE RELIABILITY.

Originally derived from the BMW/Mercedes power steering motor and optimized for eBikes, the Bosch mid-drive eBike system delivers the most natural feeling of any eBike motor backed by over 1,000 certified support centers.



Break free. Don't break down.

Your embark is more than a bike – it's a healthy alternative to traffic, hills, parking and sweat. 65% of riders use their eBike to replace their car. 66% said that they preferred an eBike because of hilly terrain near work or home. Nearly 75% rode their eBike to different destinations than their standard bike. The Embark brings your destinations closer and expands your world - all with simplicity and reliability.

- 20 MPH CLASS 1 CITY LEGAL E-BIKE
- 50 MILE RANGE
- 380% GEAR RANGE
- 700 LUMEN FRONT LAMP WITH REAR FLASHING TAIL LIGHT

- 4 DIFFERENT PEDAL ASSIST MODES
- OVER 1,000 BOSCH SERVICE STATIONS
- 7-DAY A WEEK CUSTOMER SERVICE
- 30 DAY TEST RIDE PERIOD



A Little (Pedal) Assist Goes A Long Way.

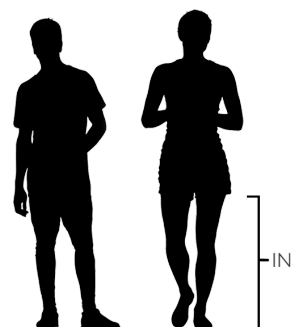
While we won't be on your rides with you, you'll know we were thinking of where you were going and how you'd get there with confidence and ease.

Riding the Embark

Sizing and fit.

The Embark enables a comfortable ride for city commuting to longer weekend adventures. Our hydroform shaped design offers low stand-over accessibility matched with geometry that saves your seat, back, and wrists.

To find your correct size, it's best to measure your inseam. Measure from the top of your crotch to the ground without wearing shoes.



SMALL - 17"
26"-29" INSEAM



MEDIUM - 19"
29"-32" INSEAM



LARGE - 21"
32"-35" INSEAM



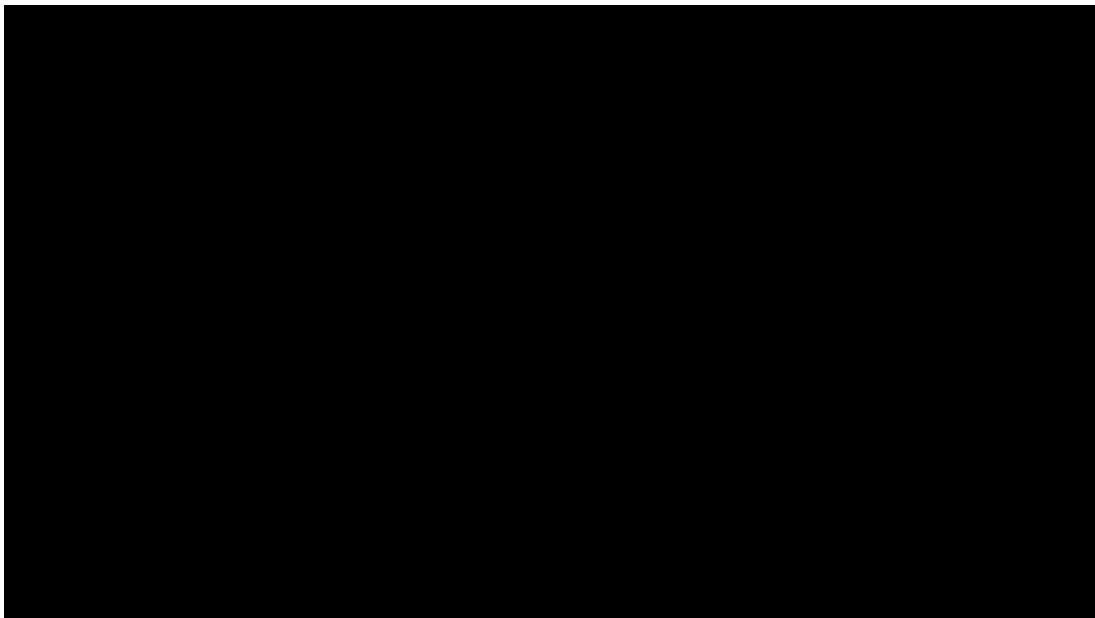
Delivering Premium.

The Embark is easy to buy, assemble and ride. We offer Velofix White Glove Delivery service where available. Just select Velofix as a Delivery Option at checkout. [Click HERE to learn more](#)



Frequently Asked Questions.

We've tried to think through everything so that you can love your rides.



DOES THE EMBARK FEEL JERKY?



WHY DID YOU CHOOSE THE EMBARK'S COMPONENTS?



CAN I RIDE THE EMBARK WITHOUT THE MOTOR?



WHAT IS THE PROCESS FOR DELIVERY, WARRANTY OR SERVICE?



[VIEW OUR FULL FAQ](#)

[CAN'T FIND YOUR QUESTIONS? CONTACT US](#)

FULL SPECS

Frame	Ultralight 6061 T6 Aluminum
Pedals	Priority Alloy Platform, Sealed
Fork	Ultralight 6061 T6 Aluminum
Front Light	Priority fixed, 700lm, 3x CREE R4 led,
	wired to bike battery
Rims	WTB ST TCS 2.0 27.5"/650b -
	Tubeless Ready

Rear Light	Priority fixed, wired to bike battery	
Front Hub	Priority 15mm Through Axle, Quick Release	
Seatpost	31.6 Alloy Micro-adjust, 300mm (17"), 350mm (19"/21")	
Rear Hub	enviolo Trekking Group (n380)	
Belt	Gates Carbon Drive with Centertrack CDX 122T	
Spokes	Stainless Steel, Black, 14g front, 13g rear	
Saddle	WTB Pure or <u>Selle Royale Gel</u>	
Shifter	enviolo Trekking (c8)	
Handlebar	Alloy, 6 degree 80mm17", 90mm 17" and	
Stem	19" <u>OR 70mm, 35 degree</u>	
Brakes	Tektro HD-M285 Hydraulic Disc Dual Piston	
Handlebar	Alloy, 31.8 clamp, 6 degree rise, 630mm	
Grips	Velo, ergonomic dual density comfort	
Headset	Alloy Sealed	
Crankset	Priority Electric, 170mm (17"), 175mm (19"/21")	
Tires	WTB Horizon 650B PLUS 47M/M Tubeless Ready	
Front Sprocket	50t Gates CDX	
Fenders	Aluminum+Plastic	
Rear Cog	24t Gates CDX	
Kickstand	Alloy Rear Mounted Kickstand Included!	

Motor	Bosch Active Line Plus	
Color	Gloss White or Gloss Charcoal	
Battery	Bosch PowerPack 400	
Sizes	17", 19" and 21"	
Display	Bosch Purion	
Weight	Approx. 45lbs	

FRAME GEOMETRY

To find your correct size, it's best to measure your inseam. Measure from the top of your crotch to the ground without wearing shoes.

Size	17"
Approx. Inseam	26" - 29"
Approx Height	5'0" - 5'7"
Head Tube Angle	69
Seat Tube Angle	74
Head Tube Length	165
Eff. Top Tube Length	575
Stem	80
Crank	170
Size	19"
Approx. Inseam	29" - 32"
Approx Height	5'4" - 5'11"
Head Tube Angle	69
Seat Tube Angle	74
Head Tube Length	165

Eff. Top Tube Length	583
Stem	90
Crank	175
Size	21"
Approx. Inseam	32" - 35"
Approx Height	5'10" - 6'5"
Head Tube Angle	70
Seat Tube Angle	74
Head Tube Length	205
Eff. Top Tube Length	600
Stem	90
Crank	175

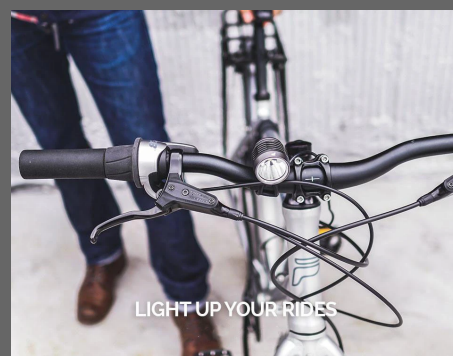
FIND YOUR PERFECT RIDE



Stand out all day & be seen
at night!
360-degree visibility



"START" riding young!
16" Back In Stock



Ride into the night!
Be Seen at Night!

CONTACT US

We're here for you seven days a week.

For our fastest response:

Email : info@prioritybicycles.nyc

Text/WhatsApp: (917) 819-1665

***Please include video or photos when possible**

Our workshop is currently open
for contactless pickup only:

174 Hudson Street

New York, NY 10013

Phone: (917) 819-1665 (Weekdays, 9-5 EST)

MORE INFO

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