



Jimmy Mor | 24

Rock climber, indie filmmaker, world traveler. Loves skateboarding, The Rolling Stones and feeling alive. Advocate of optimistic attitude and organic everything—creates organic gardens in condominium complexes and inspires others to rethink common grounds.

Growing strong communities naturally...

Cruiser | STRAIGHT 8

Rocker, indie free-rider, tough enough to roll with you to the classic car show, strange brew party or end-of-summer blowout. Hydroformed lightweight aluminum frame with contemporary components and innovative design for a quick comfortable glide—inspires riders to rethink the common cruiser.

American classic evolved to modern masterpiece....



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way to roll™

