

OSET Philosophy & History

The Inspiration:

The formation of OSET CORP and the development of OSET electric dirt bikes were inspired by young Oliver Smith, son of OSET founder Ian Smith. At the age of 6 months Oliver was already obsessed with bikes. This was helped by the fact that one of Dad's businesses was producing Motorcycle Trials DVD's and the other a business providing back issues and article reprints to Motorcyclists. Oliver watched the DVD's constantly, and played with toy bikes all day long. It was clear that Oliver would want his own bike at the earliest opportunity.

As Oliver got older, the obsession continued. Dad didn't want to wait until he was 5 or 6 or 7 to get a bike, and, looking at the marketplace, didn't find any of the bikes suitable anyway. Putting a kid on a 100lb+ bike with terrible suspension, no power and a hot exhaust didn't seem too appealing, so the cogs started turning in Dad's brain.

The Beginning:

Ian came up with the concept of an electric Trials bike, and started looking around at electric scooters and such. He speculated that you could take an electric scooter and modify it into a tiny Trials bike. Ian spoke to Mike Buchholz, a fellow Trials rider and a retired engineer. He agreed that it might just work, and agreed to make the bike!

The resultant bike was completed when Oliver was 3 years 3 months old. Oliver rode the bike, standing up and in control on his very first day. 1 week later, he rode his first Trials competition!

We fiddled and modified this bike constantly. One thing was very clear... this bike really did work! At this point, we knew we were on to something!



From this point forward we started working towards production. Obviously there was a lot to do! A Corporation was formed, more prototypes were built, manufacturers contacted. Patents were applied for. Lawyers were engaged for Trademarks, contracts.

The result of all this is that we now have two bikes for production, the OSET Spider 12.5 and the OSET Spider 16.0. Design of the bikes, the plastic, the graphics etc has all taken place in the States. All of the testing and development has been done in the USA also. It was decided early on that to reach our goals we would have to do the manufacturing in Taiwan or China. This decision was made reluctantly, but the truth is that if we were to manufacture in the States we would have some serious issues. Clearly, the bikes would have to cost more.... probably about double. Many of the components would be sourced from the Far East anyway, and would have to be shipped over. Once the bikes were built, we would have to export many bikes to distributors all over the world. So, parts would have to come from the Far East in containers, trucked to Colorado. A manufacturing facility would have to be set up in Colorado. All bikes destined for overseas markets would then have to be trucked back to a port, put on containers, and shipped on their way.

The biggest problem with that approach would be that any other companies that liked our concept could copy us, manufacture in China, and charge half the price we were. We would still have some protection through our patents, but then our company would be more about litigating than manufacturing! We definitely did not want to create a new market, then not be able to survive in it, so made the decision to produce in China.

The Benefits:

There are a lot of problems with the traditional approach to bikes for kids. By using gasoline, you immediately severely limit the locations the bikes can be ridden. Gasoline bikes are loud in any scenario outside of designated riding areas. Unless you're one of the lucky few, the backyard is out of the question. Even if you are fortunate enough to have a riding area outside your back door (away from any neighbors), the effort involved in having your child ride is often too much. OSET's on the other hand, make virtually no noise, so definitely CAN be used in the backyard. The neighbors will be very impressed!

From experience we know that taking a young kid riding on a gas bike is a major chore. First, there's transport to the riding area. Next up is prepping the bike, filling with fuel etc. Then, the parent usually has to start the bike. The child then rides around in some big circles, but stalls or falls off in the spot furthest away. The kid then needs help to pick the bike up, restart it etc. Hopefully the rider has escaped being burned by the exhaust or had fuel spill out onto them.

As well as all this, the gas bikes are really way too heavy. It's a losing battle for the kids. A 4 or 5 year old weighing 40lb's on a 100lb+ bike is a bad ratio. This doesn't get much better until the child reaches their late teens. The kids get bigger, but the bikes get bigger and heavier too. A 60lb 7 year old might be on a 120lb bike. There is really no way the child can learn correct technique on these bikes.

With OSET's, the Trials bike based design has many advantages when kids are developing their riding skills. They get to sit down at a nice low height to begin with, then as they get better they stand up and begin to learn all about weighting the pegs, body positioning and so on. Kids can really learn proper techniques on these bikes.

OSET™
TAKING FUN SERIOUSLY



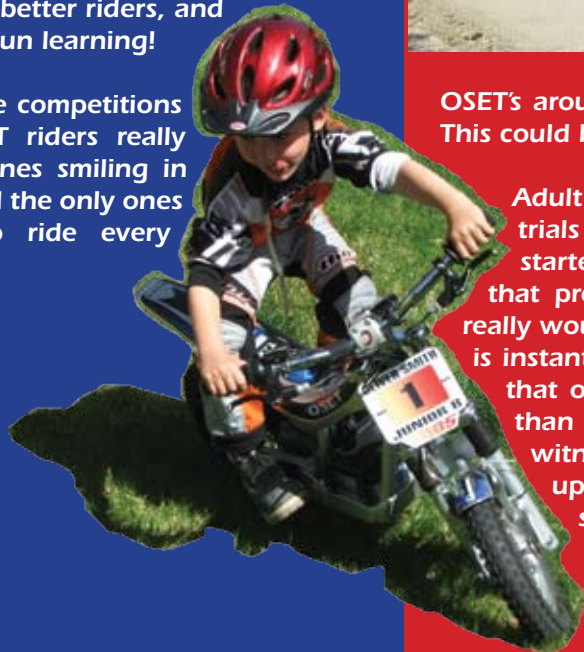


BETTER BY DESIGN:

If you think about the bikes we adults ride, especially Trials bikes, and make some calculations, the OSET's are really the only junior bikes out there that truly come close to what adults ride. With an OSET, a 4 year old weighing 40lb's on a bike weighing 47lb's is a pretty good match. A 6 year old weighing 50lb's on a 57lb bike is too. We see 6 year olds on 120lb gasoline bikes all the time, and they know very little technique. How can they? If they lean the bike over and weight the outside peg as they're meant to there's the inevitable result... they fall over.

It's worth remembering that many top riders come from a Trials background, or use Trials for training. Juha Salminen and David Knight are without question the best enduro riders in the world, and were both National class Trials riders before they became enduro riders. Kevin Schwantz was an avid Trials rider as a child, and still is today. Other Trials bike owners include Ricky Carmichael, Mike LaRocco, Stefan Everts and Nicky Hayden. Learning full bike control is a big asset when learning to go quick. OSET's will be great for children whose future lies in Motocross, Enduro, Supercross, Trials or Road Racing. The skills they learn on an OSET will make them safer, better riders, and they'll have so much fun learning!

We have found at the competitions we go to, the OSET riders really seem like the only ones smiling in the junior classes, and the only ones that really want to ride every event.



OSET™

Learn The Language of Riding on an OSET

OSET riders can start their own bikes (a switch!) and pick up their bikes when they go down. They are also the only ones that can tackle the bigger obstacles and hills.

These bikes are fully capable competition machines in the Junior classes. Oliver Smith has won 3 straight Colorado State Junior Titles now, by the age of 5 years, 3 months! All these titles were won on OSET prototypes, and against 6, 7 and 8 year olds on gas bikes. Oliver also rode a 1/2 hour hare scrambles race at age 4 1/2, against kids up to 10 years old, many on KTM 65's. It was intimidating, as a lot of the riders knew how to go, but not how to stop. Oliver's bike was not geared up at all, so couldn't match the other bikes for top speed, but he out accelerated most of them, and finished the race.



He was the youngest in the race by many years, and onlookers were amazed! We have also raced

OSET's around RC Truck tracks, which are perfect! This could be another area where OSET's will thrive.

Adult bikes have instant power (especially trials bikes). Kid's gas bikes do not. Almost all starter gas bikes have centrifugal clutches that prevent instant power. They have to be really wound up to go. On the OSET's, the power is instant, and linear. We could definitely argue that our bikes are much closer to 'real' bikes than many gasoline kid's bikes. We've witnessed a lot of gasoline 50's struggling up very tiny hills, where OSET's fly up steep hills almost effortlessly.



As well as all this of course, OSET's are virtually silent, and can be ridden daily, even in urban areas. Riding is no longer a chore for the parents... it's a pleasure. By riding so much, OSET riders develop unbelievable skills that will help them immensely when they move to gas bikes. In turn, parents can enjoy the learning process, instead of being frustrated by it. In this scenario of non-intimidating bikes and fully involved and encouraging parents, the young riders are in a great position to thrive and learn. In fact, medical and psychological journals and papers point out that children who develop fine motor skills in one area will naturally apply those to others. They will be at an advantage in not just motorized sports, but any sports.

Our philosophy is that a child that learns on an OSET will be years ahead of children learning on heavyweight gasoline bikes. OSET's are totally non-intimidating. The kids love to ride these bikes. This love of riding, and the fact that the bikes do not totally outweigh them, means that their skills develop correctly, and very fast. Children are quick learners. If they learn how to do something correctly in the beginning, they are likely to continue to develop correct skills that will benefit them in the future. With gas bikes, they really cannot learn correct technique. Twisting the throttle and pulling the brake lever are obviously vital skills to learn, but there's a lot more to it than that! We have proven that OSET riders can learn skills that are advanced of many adults. How many adults can really pull nice long wheelies and stoppies? Our main tester can do both, and was doing them by the time he reached his 4th birthday!



TAKING FUN SERIOUSLY

SAFETY:

OSET's are very easy for kids to manage in terms of size and weight. They don't weigh too much, and most of the weight they have is in the batteries and motor. These items are as low as they can be. In the case of the 16" bike, the batteries weigh about 14 lbs and the motor another 11. That's approaching half the weight of the bike! In the case of the 12" bike, those components account for over half.

There is a speed dial that can be set for the skills of the rider. The speed can be set anywhere from 0 to maximum. It is placed to be deliberately awkward to get to, so the kids can't change the speed themselves.

The on/off key switch also allows the responsible adult to remove the key so junior can't ride when it's not appropriate.

These safety features are vital on electric bikes. If the bike is set to a high speed for a new rider and they open the throttle too quickly, they will get instant full torque, and the bike can reach full speed in a couple of seconds. This is potentially dangerous and we warn against this most strongly. The features of the bikes must be used responsibly. Most new riders take a while building up to full speed. This is a good thing for learning. The child can learn within their comfort zone, and the bike can grow with them. By the time they are able to use the full power safely, they will have developed some great throttle control. Once again, this is a great skill to have!

AFTERMARKET:

We fully intend to offer aftermarket parts for the OSET's. We can easily offer upgrades for many parts, including batteries, controllers etc. We will offer sticker kits in many different colors and styles. There are many parts that will make the bikes lighter, or adjust the riding position. Some of the parts are standard bicycle components, so there's a lot of scope for making changes and adjustments. We want to fully support the products, and make sure our customers are well looked after. We also intend to encourage customers to get their pictures and videos onto our web-site.

SUMMARY:

At OSET, we are all motorcycle enthusiasts, with many years of riding and competing under our belts. We are true moto-heads whose main goal in the OSET endeavor is to provide bikes that really make perfect sense for young kids. It is not our goal to squeeze out gasoline bikes. On the contrary, we believe electric bikes can fill a void in the market, and can provide the best possible stepping stone for children to eventually graduate to gasoline bikes. None of us at OSET are about to give up our bikes! We're very excited about forthcoming technologies, and fully intend to experiment with them and produce exciting new products. As a US Company run by life long motorcycle riders, we hope our philosophy will provide customers with a great experience, and riders with bikes they will always remember.



OSET
TAKING FUN SERIOUSLY