

AVENUE CRUISERS CO. · AVENUE SHIFTERS — OEM LICENSING

COMPARE v2
OCT 27, 2026

Automatic Shifting: License the Technology, or Buy the Componentry?

They sell you a transmission. We license you a word — “automatic” — on the bike you already build.

\$30 per bike at the founding rate — published, total, no additional royalty. No componentry to buy. No drivetrain change. Your name on the bike.

Road-proven on our own test mule: an automatic 2-to-3 shift at 9.1 mph under pedal power alone, October 22, 2026.
Patent pending, U.S. Provisional No. 64/169,613.

The componentry route — what you're actually buying

Every other automatic on the market is sold the same way: as hardware, per bike, at a markup, inside somebody else's system.

The stack	What it requires, per bike	What it costs
Enviolo AUTOMATIQ	Proprietary CVP hub + AUTOMATIQ interface + controller. A redesign around the hub: belt drive, hub-specific wheel build, fixed ratio / torque / weight envelopes	OEM pricing unpublished . Retail anchors, labeled retail: the AUTOMATIQ interface <i>alone</i> is €357 at retail ; a complete retail upgrade kit (built wheel + hub + interface) is \$1,462
Shimano AUTO SHIFT	Exists only inside a Shimano STEPS motor system: motor + battery + CUES Di2 groupset + display + app	OEM pricing unpublished — no retail price was published at the CUES Di2 launch
Bosch eShift + CUES Di2	A Bosch Smart System motor and battery running Shimano's Di2; the automatic is a software mode of that ecosystem, factory-fit only, updated on Bosch's and Shimano's schedule (Corratec's flagship trekking bike)	The finished bike retails at €4,599 — the ecosystem automatic priced at the top of the market
Motor-vendor stacks	Aventon's own motor + CUES holding a rider-set target cadence (Level 4 ADV); Shimano's EP6 motor + CUES Di2 (Xtracycle Swoop ASM). The automatic cannot be bought separately from the motor system	Finished bikes retail at \$2,799 and \$4,499 respectively

License vs. componentry — the full comparison

	Buy the componentry	License Avenue Shifters
What you buy	Hardware on every bike: hubs, interfaces, groupsets, motors — bought per unit, forever	A license: firmware, the integration pack, calibration tooling, engineering support through integration. No hardware included, and none required from us
Per-bike cost	Unpublished at OEM level by every rival. The retail anchors above are the only public numbers	\$30/bike founding (first 250 units, signed by Dec 27, 2026); \$35/bike standard . Published, total — no additional royalty
Inventory & cash	Component stock bought and financed ahead of production, per model, every season	No component inventory at all. Founding block \$7,500 prepaid; then \$35/bike monthly against your serial-number production reports
Drivetrain change	A redesign around their parts: belt drive and hub wheel build (Enviolo), or surrendering your motor spec to their ecosystem (Shimano / Bosch)	None. Runs on the standard derailleur drivetrain you already spec, from your existing suppliers
Supplier dependency	Their groupset calendar, their firmware updates, their sealed service channel. Your model year waits on their roadmap	You keep your suppliers. Per-model license; adding a model is a short Model Supplement, not a renegotiation
Power dependence	Total. Every rival automatic lives inside a battery ecosystem. Shimano's Di2 is system-powered — a flat battery means no shifting at all, not even manual. Enviolo's interface runs off the e-drive system; no e-system, no AUTOMATIQ	None. Shifts under pedal power alone (proof line above) — acoustic bikes included, and it still shifts when the battery is done
Whose name	Theirs. Models are named for it (“Tesoro Automatic”); their brand guidelines govern the logo on your frame	Yours. White-label: the rider-facing name carries your brand

Buy the componentry		License Avenue Shifters
Service & warranty	Sealed units: diagnostics and warranty evaluation only by the maker or an authorized retailer; opening one voids the warranty. Enviolo restricts commercial use to designated hub groups and cuts the warranty to 1 year	A standard derailleur — field-serviceable by any shop, with commodity parts. Licensed-system warranty: 2 years , no commercial-use carve-out of that kind
Shift logic	Reactive. Shimano/Bosch systems hold a rider-set target cadence — they respond after cadence and speed change. Xtracycle's headline feature fixes your gear <i>at the stop</i> , for the restart	Predictive. Avenue computes the shift ahead of the moment — the gear is right before the grade, not corrected after it. A loaded restart can't rescue a rider caught in the wrong gear mid-climb

Competitor figures are published retail anchors, labeled as such. No rival publishes OEM pricing; we publish ours.

The value math, in your numbers

250 bikes: **\$7,500** (founding block, all-in) · 500 bikes: **\$16,250** · 1,000 bikes: **\$33,750**. Against that: a component stack that *starts* with a €357 retail interface and adds a hub — plus the belt drive, the wheel build, the inventory carrying cost, and the redesign, on every model, every year. Nothing about your bike changes: same frame, same derailleur, same suppliers, same service network. Integration is a servo, a bracket, and a license.

Where the giants structurally can't follow

Whole categories have no other automatic. Derailleur trikes, cargo bikes, tandems, handcycles, velomobiles, and pedicabs run drivetrains a hub swap or a motor stack can't serve. There, Avenue isn't the cheaper bid — it's the only one. **No electrical ecosystem required** — ours works with the motor you already use, or no motor at all. **Field-serviceable** — a standard derailleur with commodity parts, serviceable anywhere: the uptime math fleet and cargo operators actually run.

The founding offer — a price-lock

Sign on or before **December 27, 2026** and your first 250 licensed units are **\$30 per bike** — \$7,500 for the block, prepaid. Every unit after that, and every agreement signed after that date, is \$35 per bike, billed monthly against serial-number production reports. One founding block per manufacturer, including affiliates. The license is non-exclusive, per model, with each added model covered by a short Model Supplement. Estimated package delivery: Q4 2027. Your next spec cycle will force the automatic decision anyway — the founding block locks today's price for it.

**Enviolo sells you a transmission. Shimano sells you an ecosystem.
We sell you the word “automatic” on your own bike, for thirty dollars.**

Full terms and the signature-ready agreement: avenuecruisers.com/licensing · Questions: bill@aitoolsfortoday.com — business is conducted in writing.

Avenue Cruisers Co. LLC d/b/a Avenue Shifters · Des Moines, Iowa · The Avenue Shifters system is licensed per model under ACC-LIC-2026-10-24. This comparison is text and published figures only.