

Academy Sports + Outdoors Kicks Off National Bike Month with the Launch of New E-Bikes

May 21, 2026

Company is also offering exclusive deals on adult bikes, kid's bikes, and e-bikes throughout May



KATY, Texas, (May 21, 2026) – [Academy Sports + Outdoors](#) ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, today announced the company is celebrating National Bike Month from Monday, May 11, through Monday, May 25. Customers can enjoy exclusive deals and new product launches designed to get riders of all ages and skill levels outdoors to join in on the fun.

In addition to its existing lineup of bikes from great brands including [Huffy](#), [Gira](#), and [Ozone 500](#), Academy is introducing several new bicycles including exclusive new colorways of Huffy Incline Mountain bikes, Exhilarate Full Suspension Mountain bikes, and GOTRAX e-bikes:

- *NEW* [Huffy Men's 29 In Incline Mountain Bike](#)
- *NEW* [Huffy Women's 26 In Incline Bike](#)
- *NEW* [GOTRAX Adults' Pioneer Cruiser 20" 70-Speed Electric Bike](#)
- *NEW* [GOTRAX Adults' Veloz City 27.5" 7-Speed Electric Bike](#)
- *NEW* [Ozone 500 Men's Exhilarate 27.5 in 18-Speed Mountain Bike](#)
- *NEW* [Ozone 500 Boys' Exhilarate 24 in 18-Speed Mountain Bike](#)
- *NEW* [Ozone 500 Boys' Exhilarate 20 in 18-Speed Mountain Bike](#)
- *EXCLUSIVE* [Blaze Kid's Bikes](#)

Academy customers can now shop exclusive promotions on an extensive assortment of bikes both [in store](#) and online at [Academy.com](#). Academy also offers [free assembly](#) for select items.

Whether you're a seasoned rider hitting the trails, or gifting someone their first set of wheels, Academy's National Bike Month deals make it easier, and more fun, to get outside and ride.

At Academy, customers get the best deal – every time and every day. For even more savings, customers can shop with their [Academy Credit Card](#) and receive an incremental 5% off on all purchases. New Academy Credit Card cardholders receive \$30 off their first purchase after approval.

Customers are invited to sign-up for Academy's rewards program, [myAcademy Rewards](#), which includes a \$15 welcome offer off your next purchase, free shipping (\$25 minimum), insider access to personalized offers, deals and products, faster online and in-app checkout, and an annual birthday reward. See [Terms](#) for more details.

To learn more about Academy Sports + Outdoors, visit [Academy.com](#).

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to more than 300 stores across 21 states and counting. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit [www.academy.com](#).

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