

DROYD'S ELECTRIC TRICYCLE 'ROMPER' NOW AVAILABLE AT TARGET STORES NATIONWIDE & TARGET.COM

Children's rideable manufacturer stocks Target shelves just in time for early holiday shopping

LOS ANGELES (Sept. 17, 2023) – Droyd, a manufacturer of children's rideables based in Southern California, today announced its latest innovation Romper, a cutting-edge electric tricycle designed exclusively for children three years and older, is hitting Target shelves and [Target.com](https://www.target.com). For holiday shoppers looking for an affordable big-ticket gift this season, the \$139.99 Romper combines safety, excitement and freedom to offer young riders an unforgettable experience while ensuring their utmost protection.

Droyd entered the market in 2022 with kids' electric bicycles, the [Weeler](#) and [Blipper](#), which sold out by the end of the year as parents flocked to make their big-ticket purchases. The company has taken the beloved features of these inaugural products, as well as customer feedback on opportunities to improve and enhance the experience, and packaged this all into its newest action-packed electric tricycle to revolutionize the way young adventurers experience outdoor fun. Droyd prioritizes safety without compromising the thrill of riding and has equipped the Romper with its trusted parental speed controls to reach top speeds of 3 or 6 mph based on skill level and environmental factors.

"We're thrilled to be expanding our retail distribution to reach even more young and eager riders," said Thuan Tran, vice president at Droyd. "The opportunity to get our products into retail stores with a major and highly adored retailer like Target helps us bring even more safe fun to families across the country, empowering the next generation of adventurers."

Romper boasts a range of additional impressive features, including a slow-start mechanism to ensure a gentle and controlled acceleration that promises a safe ride from the start. The brushed DC motor and lithium-ion battery provide a longer lifespan off a single charge. Romper also offers an adjustable seat to make the ride as comfortable and safe as possible for little riders, along with a push-button accelerator. To enhance visibility, the tricycle's front wheel incorporates a multicolor light-up LED system, captivating young riders and making them visible to others, even in low-light conditions.

Now available on [Target.com](https://www.target.com) and in select Target stores, Romper can be purchased for a suggested retail price of \$139.00. Visit www.Go-Droyd.com for more information on the company and its assortment of children's electric rideables.

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ABOUT DROYD

Based out of sunny Southern California, the experts at Droyd have a collective 20+ years of experience producing electric vehicles that have been sold worldwide. Beyond safety and performance, Droyd uses high-quality components, durable materials, and undergoes extensive testing in the manufacturing process of all products. In 2022, Droyd launched the next

generation of children's rideables with the Weeler and Blipper models. Follow us on Instagram, Twitter and Facebook via @GoDroyd, and visit www.go-droyd.com to learn more.

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