Kona Bicycles is our 15 year old company that shares the name with a region located on a small, lava covered island in the South Pacific. Kona, the bike company, is actually located in the Pacific Northwest; a region more known for lumberjacks, Kamloops, and steep trails than for foo foo umbrella drinks, white sand beaches, and bikini clad haole.

If you were to hop in the car and try to drive to the lava riddled Kona, you wouldn't get very far. A potential geographic problem for us, and a cultural blessing for them. And that, probably more than any other reason, is why we choose the Pacific Northwest as opposed to the small island in the South Pacific. Our company, and our design principles, are based upon athletes flowing into our front doors and contributing to our design. These people are in and out of our offices and studios nearly every day with ideas and improvements that are real and justified, and we build accordingly every day.

And in choosing the Pacific Northwest over a small island in the South Pacific, we've learned a few things about bikes and the people who ride them:

- There's many ways to design a bike.
- There's many ways to design a bike company.
- There's only a few ways to make it all happen in a way that makes it worthwhile.

It's been said that style is knowing who you are, what you want to say, and not giving a damn. We couldn't have said it better ourselves (which is probably why someone said it before us), and we build with Kona style every day.

The Kona Literacy Project will begin to show what Kona style means to us. It's a little like "island style" minus the rice plate specials, Christmas in flip flops, and the universal use of the "shaka" sign.

The use of small umbrellas in our drinks is up for debate though, we'll put up a fight for that claim...

Welcome to Kona.

Dan & Jake