SALES HANDBOOK



GSD

Gen 3

STILL GETTING SH!T DONE

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See the top questions asked!



INTRODUCING THE GSD

STRONG
SMART
SAFE

The GSD has redefined cargo biking since 2017, making it easier for families to swap car trips for bike trips. Now in its third generation, it's **STRONGER**, **SMARTER**, and **SAFER** than ever—ready for school runs, grocery hauls, and everyday adventures.

The GSD is still our best family cargo bike, now redesigned for even greater strength, reliability, and performance.

This guide provides the

KEY FEATURES,
BENEFITS, and
SELLING POINTS

to help customers confidently choose the GSD as their go-to car replacement.

Who Is the Ideal GSD Customer?

Despite its compact size, the GSD hauls two kids, an adult passenger, or plenty of cargo, all while staying easy to ride and maneuver. With a wide range of Tern accessories, it also adapts to different lifestyles.

Start a Conversation

- How will the cargo bike be used most of the time?
- Who will be riding the cargo bike?



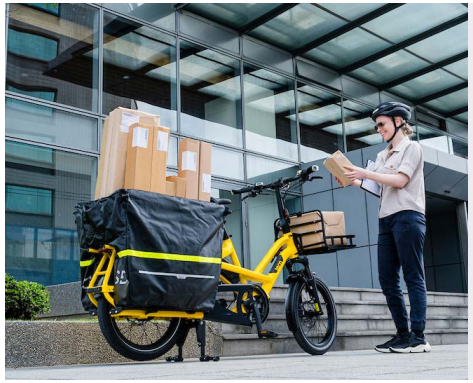
1 FAMILIES

2 kids or 1 adult passenger, plus groceries

2 URBANITES

Compact design, space-saving features





3 ENTREPRENEURS

High utility for both business and personal use



Customers may fall into more than one category, if not all. The GSD can be customized with accessories to meet their unique needs.

Everyday Uses for the GSD

When discussing the GSD and its accessories with customers, frame the conversation around **how**, **where**, and **why** they might use them. Here are some common scenarios.

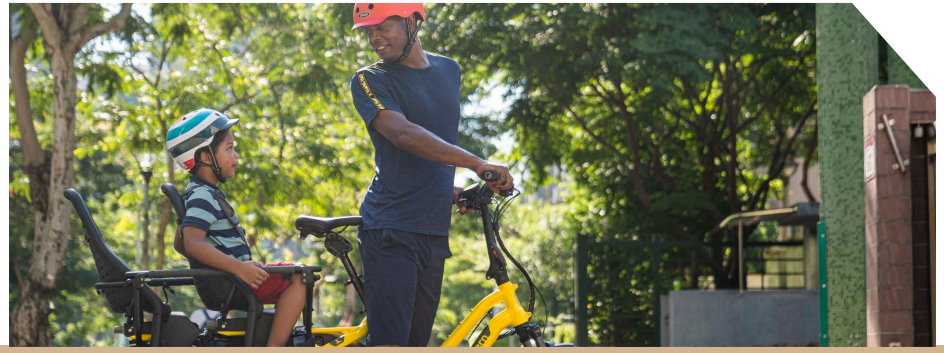
Family Outings



Weekend Adventures



School Runs



Out and About in the City





Help customers picture how they can get the most out of their bike and accessories in real-life situations.

GSD OVERVIEW



Why Customers Will Love the GSD

8 Reasons



Best-In-Class Hauling

MGVW of 210 kg (463 lb)



Smooth & Stable Under Load

Redesigned frame enhances balance and control.



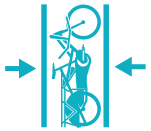
Easy to Share

Seatpost and handlebars adjust in seconds for sharing.



DualBattery

Extended range for longer rides and less range anxiety.



Deceptively Small

Parks and rolls vertically, and folds flat.



Powerful & Intuitive Assist

Intuitive Bosch eBike System delivers smooth power.



Certified for Safety & Durability

Lab-tested and certified frame, fork, and eBike system.



Highly Customizable

A wide range of modular Tern accessories.

A Safer and Stronger Ride

The GSD was already the smoothest-riding cargo bike, but now it rides even better. The redesigned frame is stronger and stiffer—engineered to enhance safety and confidence when carrying cargo and passengers.

Redesigned GSD Frame

Optimized Geometry

Remains steady even when carrying heavy loads

Hydroformed Tubing

Reduces flex and wobble for a steadier, more controlled ride



Longer Wheelbase

For improved stability and a smoother ride

Lower Center of Gravity

Keeps the bike steady and easier to control under load



A great cargo bike isn't just about what it carries, it's about how safe and stable it rides when fully loaded.

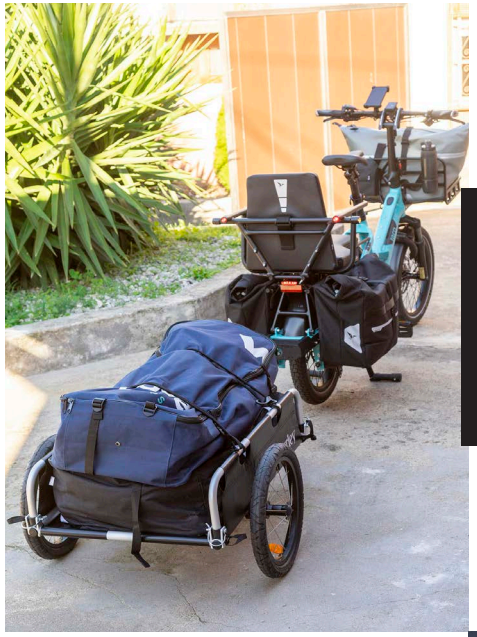
Safely Carry More

The GSD is built to carry more with ease, safely. It features a stronger frame, improved stability when parked under load, and a redesigned passenger area.



STURDY AND SPACIOUS REAR RACK

- Rated to 100 kg (220 lb)
- Longer design, fits 2 kids (including child seats) or an adult more comfortably



CARRY MORE

- Best-in-Class 210 kg (463 lb) Max Gross Vehicle Weight for effortless transport of kids, cargo, or both
- Integrated TowBar enables easy attachment of cargo or passenger trailers

LOAD AND UNLOAD SAFELY

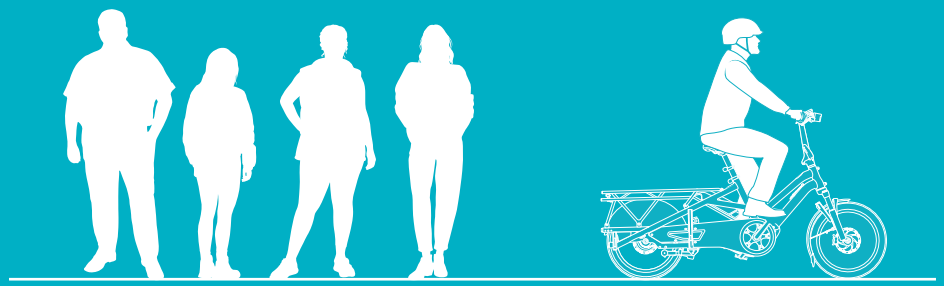
- Redesigned Atlas Lockstand holds up to 100 kg (220 lb) for unmatched stability
- Auto-lock, remote unlock, and integrated leg extensions make it easy and safe to use





The GSD comes built with everything you need to safely load up and carry more.

Riders of All Sizes



Fits ..... Riders 150 – 200 cm (4’11” – 6’7”)

Supports ..... Up to 130 kg (287 lb)

Low step-through height ..... 490 mm (19”)
For easy mounting & dismounting

Handlebar Adjustment

Andros Stem

Tool-free, quick-adjust design for the most comfortable riding position.



Seat Adjustment

Atlas VLT Seatpost

Extra strong to support heavier riders.

LightAction Levers

Easy to operate even for smaller hands.





The GSD delivers a custom, comfortable ride, adjusting in seconds without tools to fit a wide range of riders.

Third-Party Tested For Maximum Safety

Safety is non-negotiable when carrying loved ones. That's why Tern ensures the GSD undergoes stringent third-party testing and certification.



CARGO BIKE STANDARD

The only cargo bike-specific safety standard, DIN 79010 represents real-world strength and safety of the frame, fork, rack, kickstand, and brakes under heavy loads.



ELECTRICAL & FIRE SAFETY

The entire Bosch eBike system, including the battery and charger, are UL-certified to minimize the risks of electrical and fire hazards.



ADDITIONAL TESTING

Cargo bikes endure more stress than regular bikes, and ISO 4210 & EN 15194 represent the strength, durability, and reliability of critical cargo bike components like the handlepost, seatpost, and wheels.



Anyone can claim strength, but the GSD proves it with testing and certification.

Built to Last

Buying an e-bike is like buying a car. It's about long-term reliability, resale value, and ongoing support for the customer.



10-YEAR WARRANTY

Frame, fork & handlepost covered for 10 years

7-YEAR SUPPORT

Essential parts (including batteries) available for at least 7 years from date of purchase

BOSCH QUALITY

Proven reliability & global service network



Position the GSD as a premium, long-term investment: lower maintenance costs than a car, built to last, and retains strong resale value.

Dealer Benefits

The GSD is designed for simpler maintenance, making servicing faster—so you can get customers back on the road with less hassle and focus more on your business.

1

Plug-and-Play (PNP) Wire Harness

Swap electrical components (like lights) quickly without complicated rewiring.

2

Bolt-on Rear Rack

Replace a damaged rack without replacing the entire frame, saving money & effort.

3

Redesigned One-Piece Wheel Guard

Easy removal for faster rear brake & wheel servicing.

4

Accessory-Friendly Design

Cross-compatible Tern accessories create upselling opportunities.











Use these items as reference if the customer asks questions about rack, electrical, or rear wheel servicing.

WHAT'S THE DIFFERENCE?

Model and color availability varies from country to country.

R14 S10 P10 P00



Bosch System Options

Every GSD model is powered by the **Bosch Cargo Line motor** (400% assist, 85 Nm torque) for effortless hauling.





eBike System 2

For a more straightforward, tried-and-true e-bike experience.

OR



Smart System

For a customized, digitally-connected e-bike experience.

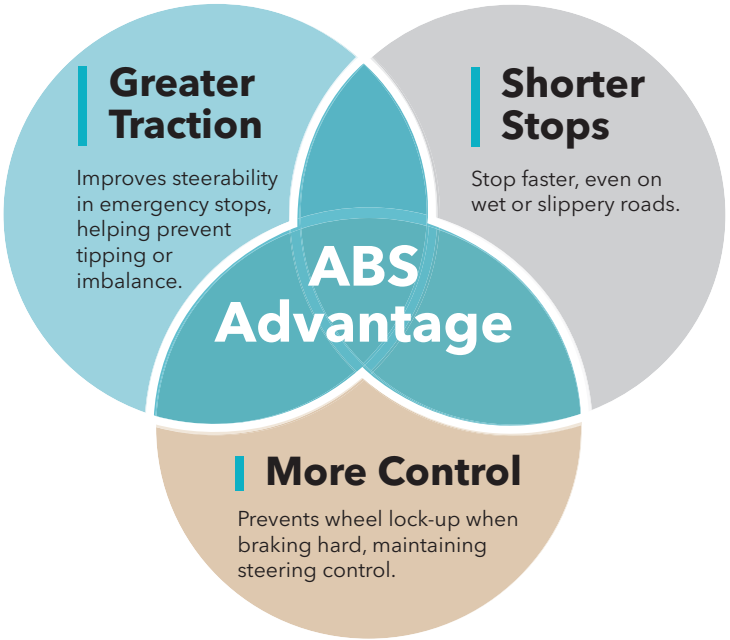
Available Smart System features

ABS	Higher Watt-Hour	eBike Lock
Smart Alarm	GPS Tracking	Flow App

...and more!

Determine customer priorities when speaking about the different systems—emphasize the choice is theirs.

How ABS Makes a Difference



Where It Matters Most



Wet, slippery, or loose surfaces



Navigating stop-and-go traffic



Handling the unexpected



Braking isn't just about stopping, it's about staying in control. ABS helps you stop faster, steer clear of danger, and stay stable when carrying cargo or passengers.

Drivetrain Options

	DRIVETRAIN	IDEAL CUSTOMER
R14	**Rohloff Electronic Shifting** with Gates Belt Drive	Riders who want a premium, low-maintenance drivetrain with top-tier performance.
S10/ P10	**Shimano Deore** with Chain	Riders who prefer a traditional, easy-to-maintain drivetrain.
P00	**Enviolo Twist** with Gates Belt Drive	Urban commuters wanting an intuitive, low-maintenance experience.



	CUSTOMER
R14	**526% gear range and durable, grease-free belt drive for smooth, low-maintenance riding.**
S10/ P10	**Lightweight, efficient, and easy to service—delivering smooth shifting and great value.**
P00	**Stepless shifting and a low-maintenance belt drive make city riding smooth and hassle-free.**

Model Comparison

Feature	R14	S10	P00	P10
	Bosch Smart System		Bosch eBike System 2	
E-Bike System				
eBike Lock, Smart Alarm, GPS Tracking	●	●		
Dual battery support	●	●	●	●
Default battery	800 Wh	545 Wh	500 Wh	500 Wh

Feature	R14	S10	P00	P10
	Bosch Smart System		Bosch eBike System 2	
Safety				
Bosch ABS	●	●		
Always-on RearStop brake light	●	●	●	●
Hi/Lo beam	●	●		
Schwalbe Pick-Up tires	●	●		
Improved Atlas Lockstand	●	●	●	●
Comfort				
Suspension fork	●	●	●	●
Cane Creek suspension seatpost	●	●		
Convenience				
EasyAccess top tube charging port	●	●		
USB-C Port	●	●		
Frame lock, keyed-alike with Bosch battery	●	●	●	●

ACCESSORIES



Key Passenger Accessories

The GSD carries all sorts of passengers safely and comfortably with the right accessories. **The 4 essential elements for carrying passengers safely are**:





1

Seating

Rack-mounted child seat or padded seat

2

Handhold

Something to hold on to

3

Foot Support

Footrests or decks

4

Foot & Leg Protection

Built-in on the GSD



Guide customers based on their passenger needs. Note that the GSD evolves alongside their growing family.

All-Weather Riding Accessories

The GSD is built for year-round riding. The Clubhouse Fort combines key accessories to create a safe, comfortable, and weather-protected space for kids, rain or shine.

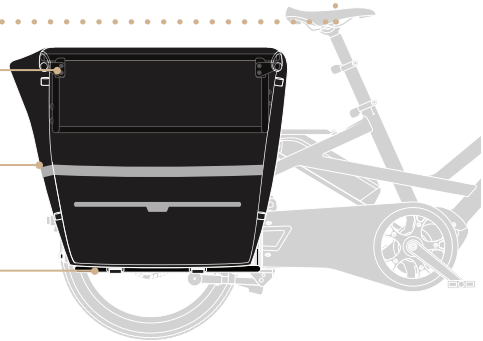
Pick Your Shield

- Storm Shield
  OR
- Sun Shield + optional Rain Shield

Clubhouse
Secure & comfortable passenger space

Storm Box
Weatherproof lower cabin

Stow Decks
Strong footrests & fort support





Storm Shield

For families wanting always-on sun, wind, and rain protection

Sun Shield + optional Rain Shield

Breathable, modular sun protection with optional add-on rain coverage



+





Identify the customer's priority—modular flexibility or all-in-one protection.

Key Cargo Accessories

From racks to panniers, bags, and multi-use passenger accessories, Tern has a cargo solution for every need.





Front Racks and Bags

1. Transporteur Rack or Hauler Rack
2. WeatherTop Bag or WeatherTop Cooler

Panniers

3. Cargo Hold 37 or Cargo Hold 52 Panniers

Extensions

4. Tail Hitch L

Ready for Any Load

5 Clubhouse
Secure cargo frame for a box or Eurocrate

6 Storm Box
Weatherproof cargo space for extra big hauls

7 Stow Decks
Foldable platforms for supporting bulky loads



Tern's ecosystem of accessories lets customers tailor the GSD to fit their lifestyle, today and for years to come.



APPENDIX

Bike Comparison

GSD vs Quick Haul Long



GSD



Quick Haul Long

	Gen 3	Gen 1
Positioning	**PREMIUM**	**PRACTICAL**
MGVW	210 kg (463 lb)	190 kg (419 lb)
Rear Rack Load	100 kg (220 lb)	90 kg (198 lb)
Max Rider Weight	130 kg (287 lb)	120 kg (264 lb)
Rider Size	150 - 200 cm (4'11" - 6'7")	155 - 190 cm (5'1" - 6'3")
Passengers	2 kids or 1 adult	2 kids or 1 adult
Bosch System	eBike System 2 or Smart System	eBike System 2
Bosch Motor	Cargo Line	
Battery	DualBattery compatible	Single battery

GSD vs HSD vs Quick Haul



GSD



HSD



Quick Haul

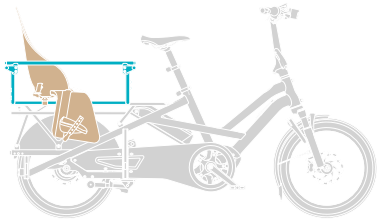
	Gen 3	Gen 2	Gen 1
Positioning	**PREMIUM**	**PREMIUM**	**PRACTICAL**
MGVW	210 kg (463 lb)	180 kg (397 lb)	150 kg (331 lb)
Rear Rack Load	100 kg (220 lb)	80 kg (176 lb)	50 kg (110 lb)
Max Rider Weight	130 kg (287 lb)	120 kg (264 lb)	120 kg (264 lb)
Rider Size	150 - 200 cm (4'11" - 6'7")	150 – 195 cm (4'11" – 6'5")	160 - 195 cm (5'3" - 6'5")
Passengers	2 kids or 1 adult	1 kid or 1 adult	1 kid
Bosch System	eBike System 2 or Smart System	Smart System	eBike System 2
Bosch Motor	Cargo Line	Performance	Performance Line or Active Line Plus
Battery	DualBattery compatible	Single battery	

GSD

Passenger Setups

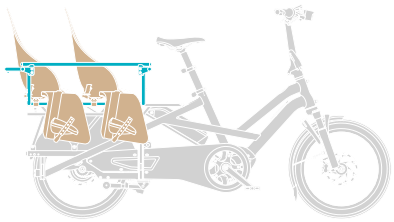
Scan for more info

Seating
Handhold
Foot support



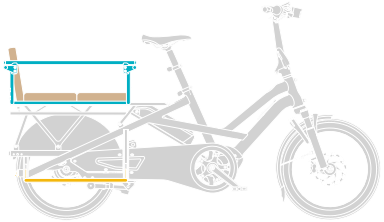
1 Young Kid

Seating: 1 compatible child seat
Handhold: optional Clubhouse



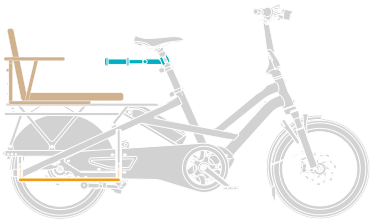
2 Young Kids

Seating: 2 compatible child seats
Handhold: optional Clubhouse



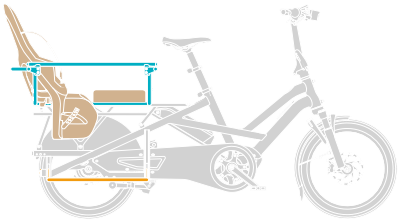
1-2 Big Kids

Seating + Handhold: Clubhouse (with Clubhouse Seat Pads and Clubhouse Backrest)
Foot support: Stow Decks



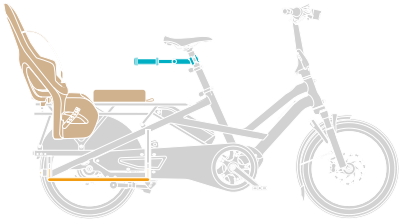
1-2 Older Kids

Seating: Captain's Chair
Handhold: Sidekick Joyride Bars
Foot support: Stow Decks



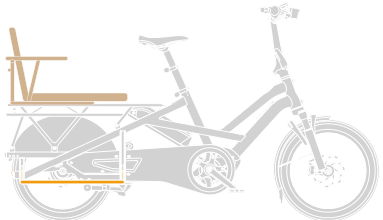
1 Young + 1 Big Kid

Seating: Compatible child seat (rear)
Seating + Handhold: Clubhouse with Clubhouse Seat Pad (front) or compatible junior child seat
Foot support: Stow Decks



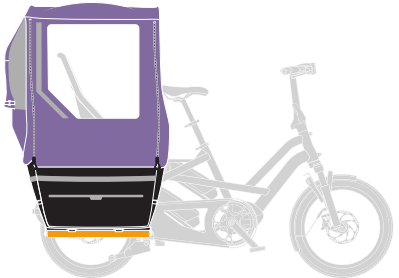
1 Young + 1 Older Kid

Seating: Compatible child seat (rear), Sidekick Seat Pad (front)
Handhold: Sidekick Joyride Bars
Foot support: Stow Decks



1 Adult

Seating & Handhold: Captain's Chair
Foot support: Stow Decks



Clubhouse Fort

Seating: Compatible child seat(s), or Clubhouse Seat Pads + Clubhouse Backrest
Handhold & Fort support: Clubhouse
Foot & Fort support: Stow Decks
Weather canopy: Storm Shield, or Sun Shield with Rain Shield
Weatherproof box: Storm Box

Compatible
Child Seats

The GSD's rear rack accommodates up to two rack-mounted child seats.

Scan for more info






	Thule Yepp 2 Maxi	Thule Yepp Nexxt 2 Maxi	Urban Iki rear seat	Bobike GO Maxi
X 1 child seat				
Any Setup with 1 Child Seat	✓	✓	✓	✓
X 2 child seats				
WITHOUT Clubhouse Gen 3	✓	Limited heel clearance	✓	Limited heel clearance
WITH Clubhouse Gen 3	✓	Limited heel clearance	✓	✓



FAQ

How is the GSD different from other compact cargo bikes?

Not all cargo bikes are created equal. These are the most frequently mentioned favorites:



VERTICAL PARKING & ROLLING

The GSD stands on its end for compact indoor storage and rolls vertically for easy maneuvering in tight spaces



EASY TO SHARE

Adjusts in seconds to fit riders tall and small—perfect to share with a partner



RIDES LIKE A DREAM

It just rides better—and a quick test ride is the best way to convince anyone

How does the GSD compare to a front-loading cargo bike?

Carrying passengers and heavy cargo on the back has plenty of benefits.



EASIER TO RIDE

Handles like a standard bike, with better weight distribution



FITS (ALMOST) ANYWHERE

Compact enough to fit in elevators, tight storage spaces, trains, or the back of a car



COMFY FOR ALL PASSENGERS

With many setups to choose from, passengers of all ages can enjoy the ride in comfort

Why pay more for the GSD over a lower-cost cargo bike?

"Buy cheap, buy twice," the saying goes. A good cargo bike is built to last and pays off over time.



TESTED & CERTIFIED

High-quality build, certified to UL 2849 and tested to German DIN 79010 cargo bike safety standard



LONG-TERM VALUE

10-year warranty with Tern Care, a minimum of 7-year parts support, and high resale value



EXPERT LOCAL SUPPORT

Assembled, tuned, and serviced by trained local experts so it stays smooth and reliable

How does the GSD's accessory range compare to competitors?

Tern has (probably) the best, most comprehensive ecosystem of accessories.



CUSTOMIZABLE

Wide range of accessories to fit your changing needs



MULTI-PURPOSE

Many passenger accessories double as cargo accessories



ALL-WEATHER

Exclusive Clubhouse Fort system for year-round riding



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