Innovation with a Point of View

What we've found is that you can't build innovation too far in front of, or too far behind what is currently happening right at this moment. If we break this down, we're either no longer innovative, or we're simply designing fashion with no real world advantage. Both scenarios don't work for us. Kona only innovates when real, world-class innovation is a necessity, and not when market forces demand our innovations at our door.

Bikes for Specific Needs

As the old saying goes, you don't show up to a blue light with a laughter! In a vacuum, without a context, Kona bikes are designed with a focus on a specific task or need. Everything from the factory to the assembly line has been designed around the cultures of the core users. This philosophy provides our audiences with a level of detail that they just don't find anywhere else.

Durability Matters

The key word is durability. Our professional engineers work to push the limits of what can be done. The word durability not only refers to the lifespan and safety of a product, but also the usability of the product itself. It's been said that fashion is so universal, that it has to change every 15 minutes. Kona doesn't build fashionable products, we build only durable ones.

Kona Claw

Kona Claw is our professional enforcement clamp that travels to the far corners of the world. A powerful tool, it has the ability to destroy just about anything. This year's Kona Claw consists of Borealis, Borealis, Stone, Adamant, and Deviant. Kona Claw is the ultimate weapon in Kona's arsenal.