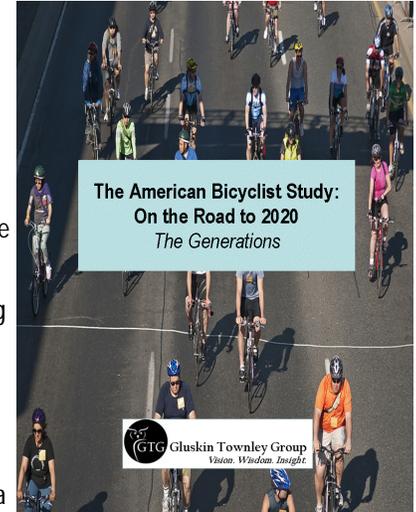




The Gluskin Townley Group Presents The American Bicyclist Study: On the Road to 2020

The American Bicyclist study conducted in February 2012 has uncovered significant changes in the U.S. bicycle market since it was last examined in 2000.

The first report of the series to be released will be *The Generations*, a look at how the shift away from the Baby Boomers and the current impact that Generation X has on today's bicycle market. Not to be ignored, the report will also examine the game-changing impact that Generation Y will have over the next 8-10 years.



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"Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total; of all those acts will be written the history of this generation."
Robert Kennedy

THE GENERATIONS:

- ◆ Baby Boomers, born 1945-1964, number 78 million strong. They have redefined American life and caused a paradigm shift in how marketers of all types communicate with them. Today, one Baby Boomer is retiring every eight seconds!
- ◆ Generation X, born 1965-1984, number 69 million and are resourceful and independent. This generation, more than any other, is closely defined by media and technology. They look to balance work with other parts of their lives making them the perfect target for active lifestyle pursuits.
- ◆ Generation Y (also called Millennials), born 1985-2004, will be the largest generation in history with a population of 100 million. They are the most ethnically diverse and technologically "bilingual" and live in a world where social media and the Internet rule. Currently ages 8-27, half are above the age of majority (18) while half are still children and teenagers—causing an eventual shift in how business is conducted in the next 8-10 years.

WHAT THE REPORT WILL COVER:

- ◆ What the shift away from Baby Boomers—the meat and potatoes of the bicycle industry for decades—means for our future.
- ◆ The impact on today's market caused by Generation X, and why they are responsible for the flat U.S. bicycle industry.
- ◆ How Generation Y offers the greatest chance for the Bike Boom of 2020.

SPECIFIC AREAS COVERED:

- ◆ New and used bicycle purchases and spending
- ◆ Retail options for current and planned purchases
- ◆ Monthly bicycling activity
- ◆ Reasons why they ride

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To learn more about what's in store for the U.S. specialty bicycle retail channel of trade, reserve your copy of **The American Bicyclist: On the Road to 2020** report at special affordable pre-Interbike pricing.

Contact Elliot Gluskin (610.624.1690) or Jay Townley (608.666.2062) for more information.