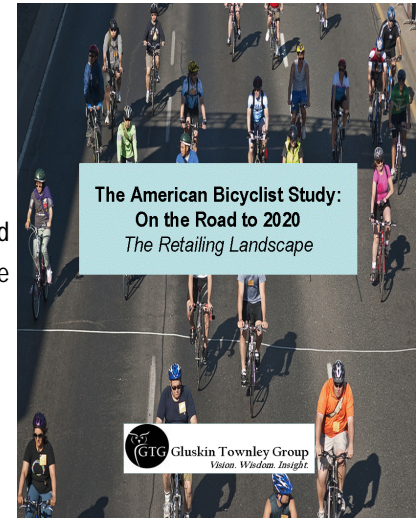




# The Gluskin Townley Group Presents The American Bicyclist Study: On the Road to 2020

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 third report of the series to be released will be *The Retailing Landscape* which identifies the changes that have occurred to and in the shopping environment since 2000. Overall, consumers have many more retail options for their purchases of cycling gear and this report will discuss how adult cyclists shop today.



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#### THE RETAIL CHANNELS:

- ◆ Specialty bicycle retail
- ◆ Specialty outdoor retail
- ◆ Discount stores
- ◆ Full-line sporting goods retail
- ◆ Online retail

#### WHAT THE REPORT WILL COVER:

- ◆ Changes in retail channel choice by adult bicyclists for recent and planned purchases
- ◆ What these changes mean to your product distribution and channel dynamics
- ◆ Which retail channels will see growth and which will see declines
- ◆ The channels that will spur on and take advantage of the Bike Boom of 2020

#### SPECIFIC AREAS COVERED:

- ◆ New and used bicycle purchases and spending by retail channel
- ◆ Planned bicycle purchases and spending by retail channel
- ◆ How the reasons why they buy influence where they buy

*"Are there really 80 million people that go swimming? No, but there are 80 million people that look at the water and go out and buy bathing suits!"*

Thomas Doyle  
National Sporting Goods Association

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.

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