

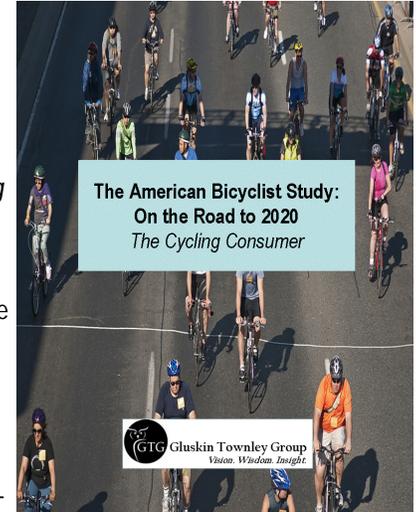


The Gluskin Townley Group Presents

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 second report of the series to be released will be *The Cycling Consumer*, a segmentation report that helps identify bicycle owners by how much they spend on bicycles, how many miles they ride in a warm-weather month, and the number of visits they make to bike shops.



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"For us, our most important stakeholder is not our stockholders, it is our customers. We're in business to serve the needs of our core customer base."

John Mackey, CEO
Whole Foods Market

THE SEGMENTS:

- ◆ **Enthusiasts**—Those cyclists who ride more, spend more, and support the U.S. specialty bicycle retail channel. These are the cream of the crop for retailers, suppliers, and distributors that work in providing the best cycling products to consumers.
- ◆ **Moving Ups**—These cyclists are just behind the Enthusiasts in terms of riding, spending, and visiting bike shops but they are still very passionate about their riding activity and rely on bike shops for their product purchases.
- ◆ **Casuals**—These cyclists are, as labeled, casual about their riding activity. They are not as active as either of the top two segments but still have an interest in riding their bicycles. It is this segment, however, where we see a higher degree of purchase activity occurring at other retail locations such as discount stores, full-line sporting goods retailers, and specialty outdoor retailers.
- ◆ **Infrequents**—The largest group of bicycle riders but also the group that rides the least, spends the least, and relies on other retail locations such as discount stores for their occasional cycling-related purchases.

WHAT THE REPORT WILL COVER:

- ◆ Changes within the segments that occurred since 2000
- ◆ What these changes mean to your business planning
- ◆ Which segments will help bring about 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.