

Trek World 2018

Dear Trek Retailer,

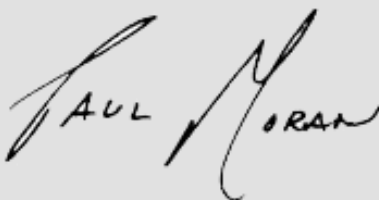
At one time Trek World served as a launching platform for many of our products, services and messages. Today we launch bikes and accessories throughout the calendar year as the cycle of the product dictates. We implement dealer services when they make sense for your retail schedule, and our communication with Trek retailers is constant and ongoing.

In addition, we realize that holding Trek World in August, in the heat of the selling season, is difficult for many schedules. After completing an internal Trek World C.I. event, coupled with feedback supplied from retailers throughout North America, we have made the decision to move the 2017 Trek World event from August to October.

The focus of the 2017 Trek World event, as it has been in the past, will be on improving and growing your business. We will have a great schedule of business improvement seminars as well as world class speakers from inside and outside the cycling industry. Attendees should expect an even more valuable Trek World experience. The show will be held October 30 -November 1st 2017 at the Monona Terrace in Madison. The new dates will allow you to focus on planning for your future success and improvement at a time of the year when it most advantageous to do so.

In the coming weeks we will formalize and send an agenda, so you can begin your planning process. As always we look forward to hosting you in Madison and making this our best Trek World ever!

Best,



Paul Moran
VP - Sales