

## Raleigh Omni Channel – FAQ's

### Bikes Sold on Raleighusa.com

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**Q) Why is Raleigh doing this?**

A) To invite new customers into the cycling world by breaking down the barriers of entry, and to closely align with how these customers are shopping today.

**Q) Why should I sign up?**

A) We will directly drive sales and customers through your door.

**Q) What margin will I earn?**

A) If you have the bike in stock and have an integrated Point of Sale, you will receive full, leveled retail margin (up to 42%!). If we ship the bike to you, we will pay you a commission based on dealer level of up to 25% -- freight, which is a significant part of a typical special order, will be paid by us!

**Q) How do I get paid?**

A) The commissions will be paid to you monthly in the form of a credit to your account.

**Q) How do I participate?**

A) Any Platinum or Gold leveled Raleigh dealer that can uphold and agree to the terms of the digital services agreement will be able to participate to fulfill bike purchases made on raleighusa.com. The agreement, detailing all of the necessary requirements, will be distributed by March 25th.

**Q) Who pays freight?**

A) There's no charge to you, the dealer, for bikes shipped to your store that have been purchased from Raleighusa.com!

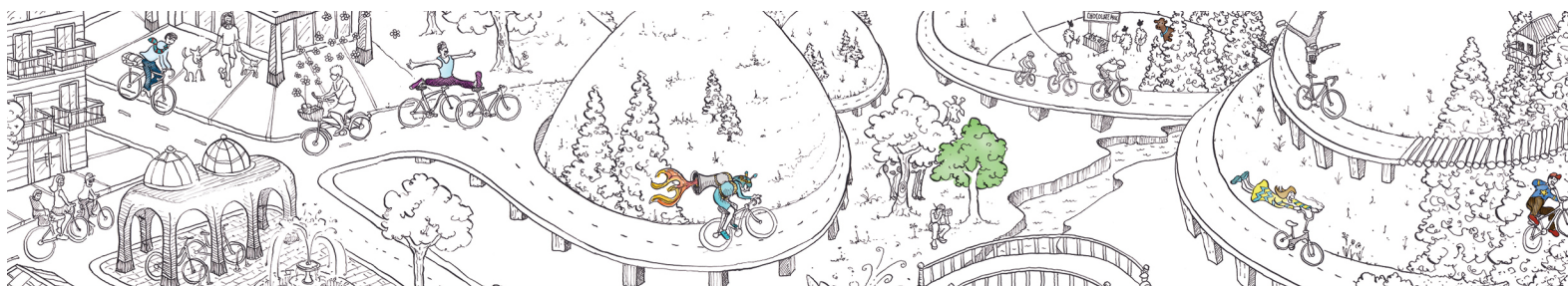
**Q) If the dealer has the bike in stock, will Raleigh ship another bike?**

A) No. If the dealer has integrated their POS system with Raleighusa.com, the bicycle on the floor will be sold. We encourage the dealer to replace the bike with your normal replenishment orders.

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**Q) How will the consumer select the store they wish to pick up their bike?**

- A) Raleighusa.com will geo-locate the consumer shopping for a bike. A drop down menu of the leveled Raleigh dealers in this consumer's area will come up allowing the consumer to select a retailer in their area. Dealers will be ranked based on dealer level with our inventory integrated, preferred partners appearing first on the list.

## **Bike Sold Online by Retail Partners**

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**Q) Why is Raleigh doing this?**

- A) To make our most popular bicycles available to all. Our bikes over \$1,000 MSRP are highly searched on the internet, we don't want to force an assortment on our dealers so we are going to satisfy consumer demand by partnering with key retailers for online sales.

**Q) How do I participate?**

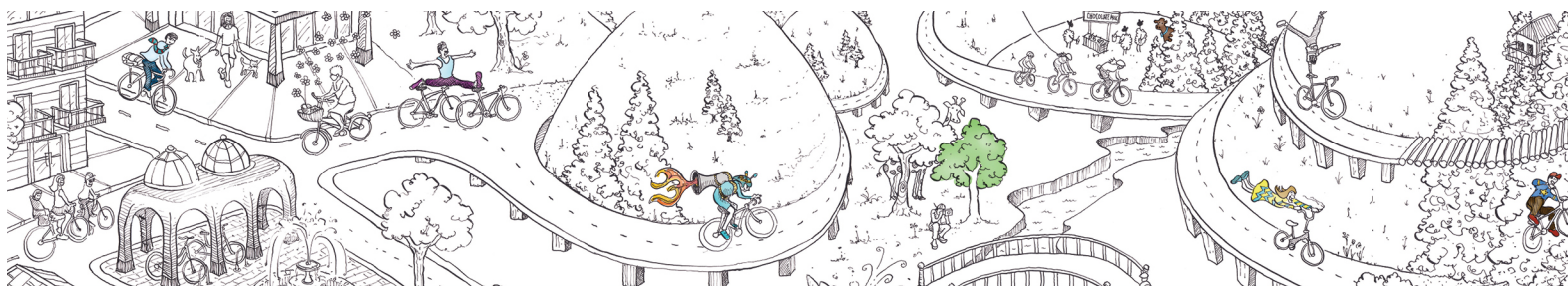
- A) Any retailer that can meet the requirements in the agreement as it relates to providing customer service, assembly, repackaging, shipping, after sale service and warranty, and meet the minimum annual purchase of \$500,000 of Raleigh bicycles, can be authorized to sell Raleigh bikes above \$1000. MSRP from their own website.

**Q) What models qualify for online sales?**

- A) Only current model year bikes over \$1,000. MSRP and non-current year closeouts.

**Q) Are there any restrictions?**

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A) MAP policy enforced on current year models, US only sales and no Ebay auction sales and third party sales that attempt to defy the pricing policy.

**Q) What are our most searched for bikes on the Raleigh website?**

A) 14 of the top 24 models are over **\$1000**. MSRP

Model	Page view Ranking
DETOUR IE - <b>\$2699</b>	#1
FURLEY - \$849.99	#2
TAMLAND 2 - <b>\$2399.99</b>	#3
TAMLAND 1 - <b>\$1749.99</b>	#4
RXS - <b>\$1549.99</b>	#5
WILLARD 2 - <b>\$1749.99</b>	#6
RX 2 - <b>\$1549.99</b>	#7
MERIT ELITE - <b>\$3299.99</b>	#8
TOKUL 3 - <b>\$1099.99</b>	#9
REDUX 1 - \$599.99	#10
TALUS 3 - \$549.99	#11
ROKER COMP - <b>\$2499.99</b>	#12
ROPER - \$949.99	#13
GRAND PRIX - <b>\$2299.99</b>	#14
TOKUL 2 - \$799.99	#15
HARLAN - \$549.99	#16
TOKUL 4130 - <b>\$1899.99</b>	#17
MERIT 3 - <b>\$1399.99</b>	#19
GRAND SPORT - \$849.99	#20
MERIT 1 - \$749.99	#21
CADENT I8 - <b>\$1299.99</b>	#22
HASKELL - \$649.99	#23
RXC PRO - <b>\$5249.99</b>	#24

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