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### **Shimano supports independent bicycle dealers by going dealer direct**

IRVINE, Calif. (July 12, 2013) – Demonstrating its continued dedication to the specialty independent bicycle dealer channel, Shimano American Corp. and Shimano Canada Ltd. today announced a restructuring of North American distribution channels towards a more dealer direct service model. Today's move follows years of investment by Shimano to understand and support cyclists and independent bicycle dealers more completely. Shimano's investments in the IBD channel have included technical dealer education, marketing and business solutions, dedicated technical personnel, and special events.

Effective on January 1, 2014, Shimano will streamline its components and pedals distribution to North American retailers. The company will also redefine its business arrangements with and reduce its network of distributors, to improve service to North American independent bicycle dealers and assist them in becoming more competitive in the marketplace. Shimano American and Shimano Canada will continue to be the sole distributors of Shimano wheels, cycling footwear, eyewear, apparel, bags, and PRO in North America and Shimano bicycle pedals will now be distributed exclusively by Shimano in each country.

"We believe that this change is required by the rapidly changing market. Independent bicycle dealers have been and will continue to be our key customer base and by having a direct business relationship with them, we will be more aligned with their businesses, have closer relationships with cyclists, and offer more support and effective solutions to dealers' challenges in the market," said Yutaka Taniyama, Vice President, Bicycle Division of Shimano American Corp. "While we are ending our business relationship with many of our great distributors, we greatly appreciate all of the support that they have provided to Shimano and to dealers. I would like to express our sincere appreciation to them."

The distributors that will continue selling Shimano components in North America include:

- U.S.A.: Giant Bicycle, KHS, Quality Bicycle Products, Raleigh America, Seattle Bike Supply, and Trek Bicycle
- Canada: Cycles Lambert

#### **About Shimano American Corporation**

Shimano American Corporation, a member of global Team Shimano, along with its world-renowned subsidiaries, offers consumers outstanding sport-related products and apparel. Shimano is proud of its staff, diversity in talent, interests and backgrounds. The company is an ISO14001 certified business where environmental compliance and continual improvements are part of the business philosophy and operations.

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