



TIMING IS EVERYTHING

Dear Retailer,

Thank you for your support this year. We could not have done it without you. The positive response from your riders was tremendous with the introduction of the Roubaix, Ruby, Enduro, and Turbo Levo. This response allowed us to kick off the new model year in a huge way together with you.

On that note, we believe that it's time to align our brand with your commercial needs in order to achieve success in Model Year 18. We have heard your feedback loud and clear and agree that the early season retailer event race does not align with your needs at retail. In order to meet rider expectations, deliver a timely product spectrum, as well as reduce your time away from your stores during the busy month of July, we have decided to make a change.

We have decided to move the Model Year 18 Retailer Event to September 2017.

Details to come.

We wish you, your staff, and your families a very good holiday and a Happy New Year.

Kind regards,

A handwritten signature in black ink that reads "Jeffrey McGuane". The signature is written in a cursive style with a large, looping 'J' and 'M'.

Jeff McGuane
USA Market Leader

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