



For Immediate Release

SPECIALIZED LAUNCHES USA NATIONAL CLICK AND COLLECT PROGRAM

Specialized Integrated Marketplace allows rider to purchase online and pick up in store.

MORGAN HILL, Calif., March 15, 2019 – Today Specialized announced the roll out of a national Click and Collect program. Beginning March 15th, available to all Specialized retailers is the option to join a program that connects Specialized purchases made online to pick up in their store. Riders will have the option to purchase both bikes and equipment on Specialized.com as well as select which retailer will receive the order for in store pick up. This is the next step of Specialized's Integrated Marketplace Strategy—working together with its retailers to create a seamless rider journey.

“Today, with over 50% of the purchase journeys initiated online, we have to evolve and adapt the ways we work together with our retailers to serve the rider,” said Jeff McGuane, USA Market Leader. “Over the past 3 years, we have invested significantly into technologies that enable our marketing to drive more riders into our retailer's doors.”

The first part of the strategy was implemented in January 2017 with the launch of S-connect & Find Nearby. This allowed riders to have visibility to retailers' inventory directly through [Specialized.com](https://www.specialized.com). Since its launch, S-connect & Find Nearby has had over 2 million users and continues to drive riders to retail with the intent to purchase knowing product is in store and available. The addition of Click and Collect is a huge step forward for Specialized and they are confident it will drive riders to IBD partner stores.

“Our rider-facing marketing is the strongest it has ever been, and the ability to offer the rider the convenient option to “buy now, pick up in-store” alongside “find nearby” will deliver more convenience to the rider resulting in a seamless experience,” said Charles Bisailon, Global Sales Operations Leader.

The roll out of Click and Collect has been well received by Specialized retailers. Matt Ford, owner of Rock N' Road, a multi-location IBD in Orange County, CA said, “Click and Collect is a sign of our times! We are glad that Specialized has adopted this feature and is giving us the opportunity to reach new customers. We look forward to building strong relationships with all our Click and Collect customers and adding this new revenue stream to our business.”

Alongside investments in Brand and Innovation, the cornerstone of the Integrated Marketplace Strategy at Specialized will be maintaining a strong working relationship with Retail Partners. Over the next 12 months, Specialized will continue to invest in new digital solutions to drive increased awareness and create new leads for retail partners. Already, additional investments in digital and social networks have helped connect and boost Specialized's combined reach to over 1.6 million riders across the nation.

“Ultimately, our desire is to earn the position of brand of choice and for our retailers to think of Specialized as the growth platform for their business,” said Jeff McGuane, USA Market Leader.

About Specialized:

Specialized was founded in 1974 by riders for riders. Based in Northern California, we focus on the rider's need for functional and technically advanced products that provide a performance benefit.



Visit: www.specialized.com

####

Press Contact:
James Nixon
Specialized Bicycle Components
James.Nixon@Specialized.com