

July 13th 2020, Boulder. Colarado — Cateye America is concentrating its partnerships with JBI Importers and QBP to include the sale and fulfilment of all Cateye products in the US.

Both distributors will work closely with the Cateye America team to serve all US bicycle retailers to provide an excellent service ensuring retailers get access to Cateye products quickly and easily.

From 31 July 2020, Cateye America will discontinue all of its direct sales to the IBD business.

Cateye America HQ will continue to be located in Boulder Colorado, focusing on customer service to distributors, retailers and consumers, MAP policy management, global marketing and market research.

"Cateye is deeply committed to the speciality bike dealer,” said Doug Brown, President of Cateye America. “We believe these trusted and strengthened partnerships with JBI and QBP and our renewed focus will ensure an even more efficient and effective level of service for our retailers around the country.”

“JBI and Cateye America have been long time partners and share similar goals,” Said Mitch Gurdjian, CEO at JBI. “Working closely together we are committed to providing the best distribution and easy access to the Cateye range of products.“

“We’re pleased to offer bicycle retailers a wide selection of Cateye products that’s matched by our reliable fulfillment,” said Stephen Vitvitsky, Director of Supplier Development at QBP. “Their computers have set a benchmark for quality and reliability for decades while their recent innovative light offerings have sparked excitement in the marketplace. Retailers looking for Cateye products can count on robust product listing on QBP’s website, a convenient ordering process, and just-in-time delivery through our four US distribution centers. These factors reflect our commitment to the success of Cateye’s new market strategy.”

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