

To all of our dealers, supporters, and friends

We at RockyMounts are looking at the future beyond the current Covid-19 crisis. We are searching for ways to sustain and ensure the livelihood of our staff, our company, and ultimately you as our customers. These times are filled with uncertainties and without major change there does not seem to be light at the end of the tunnel.

With that we are choosing to temporarily suspend operations and cease shipping. This is a way for us to try and contribute to the ever growing effort to handle this situation in a timely manner, and focus instead on what lies on the other side. We are using this time to establish safeguards for protecting our business and supporters. We will continue to support our staff and communities in what ways we can, while ensuring the sustainability of RockyMounts as a brand.

Our business was in great standing for the year, with a good trajectory, but the current state of our country has shown us that we need to settle into the changing environment and be flexible with how we do business. With bike shops, outdoor stores, and e-commerce slowing in pace during this time, it makes the most sense for RockyMounts to take a back seat and be a voice of positivity. We wholly believe that this struggle will only make us stronger as a community, and teach us how to support one another in a more sustainable way.

We will continue to play the support role we have always played for everyone in this community, and do our best to make this a time of growth despite the hardship. We want to thank everyone for their continued support and understanding in this time. We will see you all on the other side of this current crisis.

The RockyMounts Team.

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