

- 

Kaj Grönholm • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

No statement from Specialized or Cannondale yet that they won't do this? If the big 4 go this way the whole industry will.

Aug 5, 2015 12:33pm •  
- 

Chris Crickshank • Commented on <http://www.bicycleretailer.com/.../weisser-crickshank...>

Aug 5, 2015 12:31pm •  
- 

Chris Wittek • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

What about the fact that many many people do their own maintenance? I for one can build from scratch including wheels and lets be honest most people aren't going to need to screw with a headset or bottom bracket for more then 5 years, havent needed specialty tools totally more then 40 bucks in years. The lack of profit from a bike sale will def hurt, the commission has to be a lot to be honest in my opinion.

Aug 5, 2015 11:07am •   [View Thread](#)
- 

Jamie Bate • Commented on <http://www.bicycleretailer.com/.../jacell-na-opens...>

[Bicycle on the new pop up! Hahaha, Bicycles](#)

Aug 5, 2015 11:05am •  
- 

Greg Mixson • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

I say I'm a small dealer and don't already have Ascend this will cost you \$14,000 the first year, from what I hear.

Aug 5, 2015 10:58am •  
- 

Ellen Butler • Commented on <http://www.bicycleretailer.com/.../sram-teams-retailers...>

[Ellen Butler way to encourage more trail riding this summer. As if we need an excuse for](#)

Aug 5, 2015 9:17am •  
- 

Mike Jacobowsky • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Alan Lepak Consider the added point of customer contact a "Super Concierge" service. It's taking the on-line sale to the next level. You place the order and someone who's a specialist in not just sizing but the cycling opportunities in your area reaches out to you to make sure your transaction is perfect! An appointment could be made for coming in for a fitting, if needed.

It's not a new model, it's an evolution, a successful blending, of the best of the brick & mortar and on-line world. It's offering something up that the Canyon pure on-line plays can't match. And you and I and probably many others have proven that it works.

But nobody's written articles about us in BRAIN. Guess it's not controversial enough. Nobody's picked up on this in the various on-line marketing publications and forums either. Probably because it's not something to argue about, so it doesn't create massive interest like this "The Sky is Falling" story and subsequent outpouring of polarized posturing. But it works. It's not rocket science. It doesn't take two years to figure out how to do it. Just a desire to drop the animosity towards all-things-online and make the best of the new technologies and stop fighting the way many people want to shop.

Aug 5, 2015 7:47am •   [View Thread](#)
- 

Mike Ernst • Commented on [Electra co-founder back in the bike business](#)

[Come to see You Trek in 5](#)

Aug 5, 2015 6:39am •  
- 

Amos Brumble • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Really is any dealer/industry person here at all surprised about this?

If shops become more service focused and mechanics need actual training rather than just throw bikes t assemble and see who can do it what will happen? Maybe better service, fewer sales people and less need for prime retail space or large locations all together. I see some real pluses to the person who wants to open a new shop.

With an existing shop their may need to be a plan "B" as this trend moves to other vendors.

Aug 5, 2015 6:27am •  
- 

Ewery Destiny • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Tony Lederman can you deal with someone in Nigeria?

Aug 5, 2015 5:27am •   [View Thread](#)
- 

Frances Tsai Peterman • Commented on [Electra co-founder back in the bike business](#)

[Electra co-founder back in the bike business](#)

Aug 5, 2015 2:37am •  
- 

Christian Frank • Commented on [Electra co-founder back in the bike business](#)

[Electra co-founder back in the bike business](#)

Aug 5, 2015 10:35pm •  
- 

Paul Linden • Commented on <http://www.bicycleretailer.com/.../jacell%E2%80%99s...>

Didn't Specialized try something similar with p and a around 12 years ago?

Aug 4, 2015 5:42pm •  
- 

Joe Fas • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

It's no different than when the LBS sells an ill-fitting bike to someone because it's what they have in stock and don't want to waste money on a stagnant floor plan.

Aug 4, 2015 2:46pm •   [View Thread](#)
- 

Marcos Adami • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

That's the future

Aug 4, 2015 2:33pm •  
- 

Frederick Landry • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Days are near where the big ones will sell online and offer leasing in a Tesla/Car based business model. The big ones will eventually bypass shops.

Aug 4, 2015 2:32pm •  
- 

Kingsbury's Cyclery • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Remember when the bike business used to be fun ?

Aug 4, 2015 2:20pm •  
- 

Brooks Slama • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

How long until you buy a Trek at Wally's?

Aug 4, 2015 2:05pm •  
- 

Kaj Grönholm • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

James Merrill A bit more than that, here in Boulder it's about \$2 million per year in total taxes collected at the register from bike shops

Aug 4, 2015 2:00pm •   [View Thread](#)
- 

Troy Wolens • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

really what was that? never had one reason

Aug 4, 2015 1:42pm •   [View Thread](#)
- 

Troy Wolens • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

All you trek dealers can get used to 32% margin. Now at least you don't have to stock anything above 1,000's. Another great way to help the dealer, by the way I will trek pay you for the first check up? take that cost off the top. And, take the tax off! Bottom line... no reason to go to your store.

Aug 4, 2015 1:38pm •  
- 

David Wilson • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

This was inevitable. As the article points out online bike retailers are cutting substantially into LBS sales. Sometimes I wonder how a LBS stays in business. Many of us try to support our LBS for nostalgic and sentimental reasons. It's the same decision as to whether to shop at Walmart or give your business to a small mom and pop store.

As we all know, items ordered on line are almost always significantly much less expensive than purchasing from a brick and mortar LBS for obvious reasons (employee salary, overhead, etc.). I suppose it's up to us the consumer, whether we're willing to pay more for the personalized service of a LBS or if cost and saving money is of paramount concern.

It's a controversial debate for sure but since we live in a capitalistic society the market place will ultimately decide the fate of the LBS.

Aug 4, 2015 1:26pm •  
- 

Jack Flanders • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Remember the car programs where you could order a Volvo, Sabb or Mercedes, pick it up in Europe, drive around for your vacation, drop it off at a port and they would ship it to the USA and with the required USA emissions gear? The savings would pay for your vacation! How about you order your bike, specify a bike shop that works a major ride like Ragbrai (Harpers, Bike World, etc), the shop gets the bike, assembles it and has it ready to go when you get to the ride. After the ride is over, the bike shop boxes it and ships it to your home with minimal assembly required then. For ride participants who are spending \$200+ to get their bike to the ride & back, this could work. Or, oops, you get to the ride and Trek didn't have what you ordered, it got crushed by the gorillas at fedex, it was defective, the shop was overwhelmed and didn't have time or whatever, yeah, order well in advance.

What if a order goes in for a bike the local dealer already has in stock. Trek should know what bikes they sent to each dealer previously but it would be up to the dealer to keep up to date with sold bikes. Will Trek provide current inventory tracking for each dealer or notify the dealer to check inventory and to supply the bike themselves for immediate delivery? A local dealer can't possibly stock everything and many get stuck with old stock they would love to sell off at full price.

What about end of season sales events? Does the dealer take a commission cut on those sales?

Aug 4, 2015 12:59pm •  
- 

Matthew Snow • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

80% of your normal commission? What dealer wants to make less \$? Good for other companies that have higher margins for their LBS! Trek has tried this before and it wasn't successful. Just saying...

Aug 4, 2015 12:48pm •  
- 

James Merrill • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

That'll probably make .0000001% difference in the grand scheme of tax revenue...

Aug 4, 2015 12:43pm •   [View Thread](#)
- 

Jack Flanders • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Can I order epo on line?

Aug 4, 2015 12:39pm •   [View Thread](#)
- 

Brian Peterson • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

The issues I see without knowing Trek's terms in their dealer agreement...
1) Margins are based on volume. Now, as a dealer, am I expected to commit to the same level of bikes on the floor knowing that I may lose some of those sales to online? Yes, the dealer still gets a cut, but to maintain your current volume based margins, you still have to carry a large number of bikes.
2) Parts and accessories going direct to the consumer. That's one of the few areas left where a shop can still make money. Yes, the shop gets a cut... But, which shop? The one that is geographically closer to the buyer? Plus, will the money given to a shop on P&A be the same margin? Especially since Trek surely doesn't pay the same price on stuff like Park Tools that I do...

At the very least, this would have me reconsidering where I would invest my inventory dollars.. I would probably stock fewer high dollar bikes and invest in more demo bikes to help drive those sales back towards my shop...

Aug 4, 2015 11:57am •  
- 

Dave Clarke • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

You know those guys in TN? Nice people and they put on a fun event, every year.

Aug 4, 2015 11:55am •   [View Thread](#)
- 

Scott Dunwoody • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

now is the time for all trek dealers to drop them!!!!

Aug 4, 2015 11:52am •  
- 

Corey Horning • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

It is something they can sign up for. So I'm assuming not all will be and won't sign up for it. This is a huge step. You can make assumptions now but we'll have to see how it turns out

Aug 4, 2015 11:27am •   [View Thread](#)
- 

Tony Lederman • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

The dealer will be stuck with the product and have to order a replacement.

Aug 4, 2015 11:24am •   [View Thread](#)
- 

Bob Albrecht • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

So I get the idea of trying to get into the online game and attempt to maintain some sort of dealer participation and profit.... but.... the biggest reason people go online is PRICE! And who pays retail for bikes? Why would Mr. Customer pay MORE at Trek than in a store? As to accessories; yes it sucks that Trek might try to steal those sales from us, but again, who is going to be more (online) than our other PBS (Wiggle, PBK, Chain Reac, etc....) or even instore? Sure the Bonti stuff is protected, but again, why pay retail when there is some dealer who's hungry?
The Certified service thing? I get it, especially in large markets, but the cost is ridiculous. The ROI would take several years for small-mid size markets.... Of course if the Trek Direct takes off, we'll just be service centers anyway...
The Connect program looks interesting and it actually pencils out....and gets customers back into your store.

Aug 4, 2015 11:22am •  
- 

Eric Fagerlund • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Just remember that the best online brands convert an average of 18% of their traffic at ecomm. Still a huge market for the IBD's. I also can't see someone buying a high end bike cutting out their local shop.

Aug 4, 2015 11:15am •  
- 

Marc Sheehan • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

And now the relevancy of Interbike for most fades even further.

Aug 4, 2015 11:11am •   [View Thread](#)
- 

CrankJoy • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Wow, it will be very interesting to see how the other bike companies react to this move. I can see the emails from those other companies flooding the inboxes of their retailers now...

Aug 4, 2015 11:08am •  
- 

Foxtro Wheel & Edge • Commented on <http://www.bicycleretailer.com/.../blue-cycle-transitions...>

Glad to have Blue back in the shop! 2015 has been a great year with Blue and 2016 looks even better with more models and great pricing. Keep it up guys!

Aug 4, 2015 11:05am •  
- 

Ron Hequet • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

I have several IBD clients across the U.S. (some of the most profitable by a long way), as well as in 20 other industries. And having owned 2 retail companies myself, I believe this on-line move will have a negative effect, "long term" on the IBD. It's true that one of the most profitable areas of the business is service and have been working with clients to grow that part of their business, as I did with mine. Going forward, inventory management will be a challenge. The inventory ordered via Spring dating programs will be reduced. On-site product options for the customer will be diminished and at some point there will have to be a reduction in sales staff. Many IBD's offer custom fitting for free or a reduced fee, if the customer buys a bike at their shop. Will customers still expect that opportunity with an on-line bike purchase, since it's being delivered by that dealer? There may be a plan by Trek to address the concerns with fit and exchanges that others have mentioned here, but it wasn't in the article. Business owners need to be preparing strategy and a business plan for the effects of this launch.

Aug 4, 2015 10:53am •  
- 

Randy Pittaluga • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

What about Electra bikes does not mention them?

Aug 4, 2015 10:52am •  
- 

Jim Thurman • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

I did the same after 25 years. Tired of them wanting to know every detail of my business and how I run it. Unfortunately, I'm sure the other brands will follow shortly and then the next step is just direct sales and videos to show the consumer how to assemble the bike.

Aug 4, 2015 10:50am •   [View Thread](#)
- 

Mike Jacobowsky • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

You said it exactly right - how will these programs evolve. Nothing is set in stone. The dealer remains the customer (for now), and it's up to dealers to let their suppliers know their preferences. What they like, what they don't. Some dealers do in fact like the program as Trek laid out. I'm sure they're letting Trek know. And those who don't, I'm sure are doing the same. Trek can't be all things to all people; no matter what they do, some dealers will not be happy. Trek has been around long enough to recognize the value of dealer feedback and act appropriately.

Aug 4, 2015 10:43am •   [View Thread](#)
- 

Mike Jacobowsky • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

I think Trek is 100% correct that many people prefer to buy, or at least have more opportunities to buy, when there is an on-line component available. The "net is not going to go away, nor will people change their ways and once again have large chunks of time available for shopping during the day. Lives are busy and we become "interrupt driven" with little time of time here and there. Maybe at 11:15pm the kids are down, the wife's asleep, why not wrap it up then? It's crazy to fight that.

But if I look over the 30 or so bikes that people have placed in my SmartE shopping cart, every one of which I intercepted before actually conducting a financial transaction, 70% of those bikes became something else. Different size, or different model more appropriate for how they're going to ride. And that's what makes the difference between actually buying something on-line vs in the store. We can make the transaction, and more important the product, personal. We can make sure what the customer... [See More](#)

Aug 4, 2015 10:33am •  
- 

Ross McNamara • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

If bike shops carry less inventory, the excitement created by staff and shared with the consumer will be eroded. Pictures of bikes don't sell bikes, consumers touch and riding bikes in shops drives the industry. There needs to be a balance, I just hope this does not lead to manufacturer owned brick and mortar stores like you see in other industries. The overall industry will suffer and margins will go away.

Aug 4, 2015 10:35am •  
- 

John Denson • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

I've always said, diversify your options as a retailer. This is the beginning of the end for Trek retailers.

Aug 4, 2015 9:58am •  
- 

Peter Kanzler • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

What about the local sales tax that is usually collected from an in store sale? Does this mean the local community is going to be out more money for the local bike paths and bike parks?

Aug 4, 2015 9:57am •  
- 

Tyler Levine • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Will Trek be "sold out" of specific bikes even faster because they hold back inventory for their own use? When enevatable shortages happen who is serviced first? The concept is the future but they need to not starve out shops in the meantime. You can't get serviced on line yet

Aug 4, 2015 9:39am •  
- 

Mark Vandiver • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

So true and honestly it's about time retailers start to reinvest in the service side of the business. Quality in this arena will make or break IBD's, that I surely see happening. May be time for a Mechanics Union!!

Aug 4, 2015 9:30am •   [View Thread](#)
- 

Brian Curran • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

I think successful shops focus on selling exceptional customer service, not things. You can get anything o our floor from another retailer or the internet, except for our service. If a large part of your business isn't through referrals (and not "so and so said you were the future"), your doing it wrong.
As for Treks new way of doing business, this is the change. Get used to it or go find a real job. Change is always frightening but is the only constant. I believe it is in Trek's long term best interest to have profitable dealers. They are making a large investment in what they (and I) believe is the best way to do that.

Aug 4, 2015 9:28am •  
- 

Chris Maltby • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Sounds like a solution looking for a problem.

Aug 4, 2015 9:21am •  
- 

Jason Aven • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

This will be interesting. I think I will withhold judgement and do a wait and see approach.....

Aug 4, 2015 9:07am •  
- 

Mike Costner • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

This is why you do not let one manufacturer dictate and dominate your floor space. They control your business, whether you like it or not. Oh and, "where's my bike? I ordered it 2 days ago. When are you bringing it to my house?" Good luck with that one.

Aug 4, 2015 9:02am •  
- 

Sean Kneale • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

Will Trek allow the existing dealers to get on line as well? I am not surprised it happened, just surprised by who jumped first. The Big S isn't going to be behind - and that will change things for the IBD. Not kill them (sorry doomday folks) just change what brands get stocked. In 5 years there will be "Trek Stores" the build and deliver bikes, that's it. Showrooms basically.

Aug 4, 2015 9:00am •  
- 

Ed Diaz • Commented on <http://www.bicycleretailer.com/.../trek-begin-online-bike...>

So the stocking dealers will have lots and lots of walk-in customer trying and