

Trade Watch

U.S. Bicycle Imports Through June 2008 Year-to-Date

Commerce Numbers	China	Taiwan	Canada	Italy	Other	Total	Change	Percentage	Value C.I.F.	Unit Value
Kids', 2006	2,423,213	20,339	10	105	5,971	2,449,638	-356,000	-13%	59,124,917	24.14
2007	2,541,313	10,046	0	0	777	2,552,136	102,498	4%	65,126,786	25.52
2008	2,168,485	9,382	2	2	2,329	2,180,200	-371,936	-15%	60,339,567	27.68
20", 2006	2,172,285	63,341	0	0	9,525	2,245,151	-493,383	-18%	88,077,379	39.23
2007	2,457,114	29,962	0	1	2,188	2,489,265	244,114	11%	85,664,545	34.41
2008	2,508,001	43,240	0	4	5,194	2,556,439	67,174	3%	102,876,426	40.24
24", 2006	836,031	33,826	999	0	5,591	876,447	-140,093	-14%	48,152,897	54.94
2007	680,942	23,201	1,762	0	840	706,745	-169,702	-19%	43,465,671	61.50
2008	577,116	37,883	1,852	35	3,995	620,881	-85,864	-12%	37,937,972	61.10
Mtn, Comfort, 2006	2,541,856	128,458	2,566	20	4,094	2,676,994	-186,349	-7%	220,537,686	82.38
2007	2,623,107	139,228	3,281	111	8,025	2,773,752	96,758	4%	240,227,603	86.61
2008	2,331,108	167,641	2,719	1	6,953	2,508,422	-265,330	-10%	259,488,348	103.45
27", 700 C, 2006	225,283	132,502	1,277	777	2,770	362,609	14,364	4%	105,809,808	291.80
2007	384,656	133,281	492	2,339	4,488	525,256	162,647	45%	128,662,030	244.95
2008	411,708	148,218	405	2,220	6,334	568,885	43,629	8%	152,437,291	267.96
Other, 2006	19,659	9,579	6	485	11,387	41,116	-139,834	-77%	2,088,376	50.79
2007	43,238	5,941	46	546	2,342	52,113	10,997	27%	2,602,030	49.93
2008	10,445	4,146	243	273	5,529	20,636	-31,477	-60%	1,424,670	69.04
Totals '06	8,218,327	388,045	4,858	1,387	39,338	8,651,955	-1,301,295	-13%	523,791,063	60.54
Totals '07	8,730,370	341,659	5,581	2,997	18,660	9,099,267	447,312	5%	565,748,665	62.18
Totals '08	8,006,863	410,510	5,221	2,535	30,334	8,455,463	-643,804	-7%	614,504,274	72.68
Difference, '07/'08	-723,507	68,851	-360	-462	11,674	-643,804			48,755,609	
Percent Change, '07/'08	-8%	20%	-6%	-15%	63%	-7%			9%	

Import Data Doesn't Bear Out Gas-Fueled Sales Spike

WASHINGTON, D.C.—June's data won't make any mid-summer night's dream of a resurgence in bicycle imports come true.

Nor do the numbers support a spike in bike sales, anecdotal reports of gasoline prices fueling runs on commuter-friendly models notwithstanding.

The road and hybrid category comes closest to supporting conjectures of

gasoline-pumped sales. It's jumped from fewer than 400,000 units in '03 to 957,000 in '07 and could potentially crack the 1 million-unit barrier this year.

That won't offset the reality, however, that U.S. bike imports—which account for more than 99 percent of U.S. sales—averaged fewer than 18.5 million units annually during 2003-2007. The 2006

and 2007 totals were closer to 18.1 million, and first-half data put 2008 imports on track to slide under the 18 million mark unless the pace picks up soon.

Although independent retailers are reporting shortages of marketable 2008 models, the mass marketers are probably feeling this year-to-date drop of 643,000 units more keenly. The biggest single decline is a 372,000-unit drop in

tots' bikes, an important component to the mega marts.

The other six-figure drop, however, is in the commuter-friendly category of mountain and comfort bikes. Independents may take some comfort that imports from Taiwan are up by nearly 30,000 units in that category, and most of those are probably on single-track to independents' showrooms. **BRAIN**