



## U.S. Exports: Three-Year Comparison Through May

Exports Year to Date		Canada	Mexico	Latin America & Caribbean & Pacific Rim	Britain	Ireland	France	Germany	Netherlands	Other Countries In Europe	Europe Totals	Grand Totals	Unit Change	
Bicycles with tires larger than 25"	2005	10,193	0	2,073	8,020	2,230	0	48	146	5,639	9,501	17,564	38,436	10,590
	2006	9,258	38	1,835	10,348	2,055	118	38	136	4,279	2,393	9,019	31,000	-7,436
	2007*	8,887	0	1,446	6,528	1,194	40	2	172	3,238	1,903	6,549	23,996	-7,004
Bicycles with tires smaller than 25"	2005	4,039	45	6,878	3,808	269	1	3	649	161	339	1,422	17,494	5,120
	2006	4,443	0	4,527	1,621	238	0	155	115	1	2,710	3,219	14,645	-2,849
	2007*	3,699	0	2,450	1,138	509	0	59	126	28	828	1,550	9,810	-4,835
Total Exports 2005		14,232	45	8,951	11,828	2,499	1	51	795	5,800	9,840	18,986	55,930	15,710
Total Exports 2006		13,701	38	6,362	11,969	2,293	118	193	251	4,280	5,103	12,238	45,645	-10,285
Total Exports 2007*		12,586	0	3,896	7,666	1,703	40	61	298	3,266	2,731	8,099	33,806	-11,839
<b>Percent Change (2006-2007)</b>		-8%	-100%	-39%	-36%	-26%	-66%	-68%	19%	-24%	-46%	-34%	-26%	
Frames & Forks 2005†		83,112	7,255	23,563	136,683	29,692	634	5,409	23,574	72,591	29,101	161,001	418,433	-127,964
Frames & Forks 2006†		101,154	3,234	2,781	147,829	33,855	100	3,297	24,734	72,362	46,542	180,890	452,599	34,166
Frames & Forks 2007†		33,310	150	2,543	147,513	15,090	8	7,474	24,329	62,134	27,756	136,791	327,470	-125,129
<b>Percent Change (2006-2007)</b>		-67%	-95%	-9%	0%	-55%	-92%	127%	-2%	-14%	-40%	-24%	-28%	

\*U.S.-built exports, five months only, through May † weight in kilograms

## U.S. Brands' Imports-for-Export Enhance Revenues, Unit Sales

WASHINGTON, D.C.—U.S. exports' values have increased while unit numbers have fallen the past couple of years, but that's only part of the picture.

Through May 2007, exports of domestically made bikes were off 26 percent compared with May 2006. And they were off 18 percent in May 2006, compared with the same period in '05.

Sharp increases in average sale price—\$573 in 2005, \$707 last year and \$838 for adult models so far this

year—prevented total revenues from dropping at the same rate as unit sales, but revenues dropped nonetheless.

Fortunately, U.S. brands' exports get a boost from Asian-made products.

Through May, they'd imported, then re-exported, 27,000 adult-sized bikes—2,000 more than domestically produced exports. At an average price of \$309, they were worth some \$500 less than the American bikes, but they flowed nearly \$8.5 million into the ex-

porters' revenue stream, a substantial addition to the \$20 million generated by the domestics.

At 4,400 units, the small-wheeled Asian models totaled less than half of domestic exports, but with an average sale price of \$194 they nearly matched the U.S. bikes' \$209. They added \$853,000 to exporters' revenues, while domestic bikes generated \$2 million.

Canada is the U.S. exporters' best customer for import-for-export bikes.

It took 24,000, or 89 percent, of the foreign-built adult-sized models. That's more than double the 9,000 U.S.-built units Canada imported, but average sale price differed markedly. U.S. models were worth \$605, Asian about \$281.

Canada took 61 percent, 2,700 units, of the foreign-made, small-wheeled bikes. Remarkably, those Asian models carried a higher price tag than the U.S.-made models, averaging \$223, compared with \$162. **BRAIN**