

An NBDA Publication

Bicycle Retailer

AND INDUSTRY NEWS

Welcome to Bicycle Retailer's coverage of highlights from the 2010 Interbike Exposition and Outdoor Demo, held September 20-24 in Las Vegas and Boulder City, Nevada. This special publication is being presented by the industry's leading retailers as a way to give interested customers a peek into the largest bicycle trade fair in North America. We hope that reading this unique publication lets you imagine what it's like to be there with your favorite specialty retailers as they see and select the industry's newest innovations to bring back for you to see, try and even purchase.