In a word, lucky sums up retailers in the Phoenix market.

In this temperate winter climate, retailers enjoy strong sales during months when those in other parts of the country are moving racks while waiting for snow to melt. And accelerated product cycles mean they can sell new model year bikes as soon as they’re delivered.

In the upscale Scottsdale suburb, retailers have a ready customer base of wealthy homeowners with disposable income. Tourists and snowbirds with winter homes provide an extra dose of cash. It’s an area that appears largely insulated from the economic struggles in other parts of the country.

For those that focus on fat tires, nearby trails like those at South Mountain drive in customers seeking a new steed. And thanks to the efforts of the Mountain Bike Association of Arizona and the backing of state park rangers, access issues are few for mountain bikers here.

“I always say how lucky we are,” said Rage Cycles’ owner Peter Perreault, who reported being on track for its best February ever.

What Winter? Dealer Tour participants enjoyed crisp but sunny weather riding to visit a dozen top Phoenix dealers last month. Such ideal winter riding conditions illustrate why the winter months equate to summer sales for retailers in this hot desert climate.

“We run a reverse season—our summer is winter,” said Tim Gillis, owner of Bicycle Showcase in Scottsdale.

Gillis said sales are about 30 percent lower in the summer months compared to the rest of the year. August—typically a strong sales month for retailers nationwide—is the store’s worst month, when heat and humidity crank up in the valley. When the thermometer hits 115 degrees, cycling stops, he said, adding that hardcore riders head out at 5:30 a.m. to beat the heat.

But according to Bob Landis, co-owner of Landis Cyclery, he’s seen sales even out over the past five years, resulting in steady year-round business. March and April are typically its best sales months, but its four stores in the Phoenix area are busy throughout the year. “I think we end up selling about the same number of bikes, there’s just no downtime,” he said, comparing his stores to those in a seasonal market.

Still, storeowners emphasized that the winter months are critical to making up for slow summer sales. The key is having product in stock. Earlier product cycles mean retailers can generally take delivery on product when they need it most.

“We’re able to take brand new stuff as soon as it’s available,” Rage Cycles’ Perreault said.

But some dealers indicated it can be a challenge getting product when the rest of the industry is still prepping for the typical spring start to the selling cycle.

Markus Zimmer, co-owner of Bicycle

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Lady Luck...
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Ranch, said he wished manufacturers would realize that the sunbelt states have a year-around season with the bulk of sales happening December through March, when product is still making its way to their shop.

“Manufacturers can make bikes available based on location. We should get bumped to the front,” said Zimmer. He said it’s a particular issue with winter apparel that arrives too late.

Wealthy Clientele. Contributing to strong winter sales are wealthy second homeowners who spend winter in the tony residential community of Scottsdale, north of Phoenix. Signs of opulence are everywhere from a Maserati dealer to lavish golf resorts to opulence are everywhere from a Maserati dealer to lavish golf resorts to opulence are everywhere from a Maserati dealer to lavish golf resorts to opulence are everywhere from a Maserati dealer to lavish golf resorts to.
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NEW FOR THIS YEAR: In order to expedite the process, your Michelin Distributor will now report your sales on your behalf.

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BUY 50 TIRES
One-time fully shippable purchase of 50 MICHELIN® bicycle tires (any model, limited to distributor stock on hand, must ship to dealer by April 30, 2010).

Benefits:
3% REBATE on all Michelin Tire purchases during the program period of March 1, 2010 – October 31, 2010 including the qualifying order.

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**PLATINUM**

BUY 150 TIRES
One-time fully shippable purchase of 150 MICHELIN® bicycle tires (any model, limited to distributor stock on hand, must ship to dealer by April 30, 2010).

Benefits:
5% REBATE on all Michelin Tire purchases during the program period of March 1, 2010 – October 31, 2010 including the qualifying order.

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**TITANIUM**

BUY 250 TIRES
One-time fully shippable purchase of 250 MICHELIN® bicycle tires (any model, limited to distributor stock on hand, must ship to dealer by April 30, 2010).

Benefits:
8% REBATE on all Michelin Tire purchases during the program period of March 1, 2010 – October 31, 2010 including the qualifying order.

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BUY 750 TIRES
One-time fully shippable purchase of 750 MICHELIN® bicycle tires (any model, limited to distributor stock on hand, must ship to dealer by April 30, 2010).

Benefits:
10% REBATE on all Michelin Tire purchases during the program period of March 1, 2010 – October 31, 2010 including the qualifying order.

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