



2013 **SALES TRAINING** GUIDE

CATEGORY: PEDAL SYSTEMS**SHIMANO CLICK'R SHOES AND PEDALS:
BRINGING THE POWER OF SPD TO
THE REST OF THE CYCLING WORLD**

Launched in 1990, Shimano Pedaling Dynamics (SPD) introduced a whole new level of efficiency, performance and control to the cycling world. With SPD, advanced and competitive cyclists have been able to push themselves further, break more records and get more enjoyment out of cycling than ever before. New and inexperienced riders, on the other hand, have typically been too intimidated by the idea of clipping in, and therefore have been unable to experience SPD's benefits.

Thankfully, with Shimano Click'R shoes and pedals, the benefits of SPD have been extended to everyone. By lowering the fear factor and greatly shortening the learning curve, Click'R has opened up a whole new world to less-experienced cyclists. Featuring lighter springs, an elevated catch and a wider platform, Click'R allows riders of all levels to safely and confidently ride with more efficiency and control.

**TIPS ON SELLING CLICK'R SHOES AND PEDALS:****Identify the rider's understanding of "clipless."**

Determining exactly who will benefit from Click'R is simple. If the mere mention of "clipless" makes them cringe with fear, you've found the perfect Click'R candidate. Or if the rider has never heard of clipless pedals, it's up to you to woo them with the many Click'R benefits.

Determine how they'll be riding.

Are they a commuter or cycle-tourer seeking more freedom and control? Maybe they're an aspiring road rider looking to hammer up steep inclines without coughing up a lung? Click'R shoes and pedals are available in a range of models, each geared toward a different type of riding.

Don't talk about the technology, talk about the benefits.

These riders aren't interested in the technowhizbang specifics of Click'R as much as they are about how it will enhance their experience. Sure, there are some impressive numbers to throw around, but in general, this audience will be more receptive to the what, not the how.

**Take comfort in the "click."**

There's a reason Click'R is named what it is. As the rider steps down onto the pedal, they'll hear a "click" when the shoe cleat engages with the pedal. This audible sign lets them know they're fully clicked in and ready to go.

Explain the Click'R pedal process as "Easy In, Easy Out."

Just repeat the mantra "Easy In, Easy Out" and watch the rider's shoulders begin to relax as they realize they're not being bound in shackles. Due to a lighter, single spring engagement, clipping in and out of Click'R requires 60 percent less effort than traditional SPD pedals. An elevated catch for easier entry and a wider platform for added stability are two more reasons riders have nothing to fear with Click'R. Be sure to use the available Click'R demo display to help them visualize the "Easy In, Easy Out" concept.



A variety of Click'R demo displays allow the customer to instantly experience the Click'R "Easy In, Easy Out" advantage.

Talk about the benefits of efficiency.

Click'R shoes and pedals position the rider's feet and legs exactly where they need to be in order to ride longer and faster. With one leg pulling up as the other is pushing down, it will be like they doubled their horsepower without even trying. This added efficiency translates into more powerful rides with less fatigue.

Don't leave out the control and safety benefits.

Plain and simple, a rider who is in control is a much safer rider. With Click'R, riders gain stability as they become one with the bike. Their movements are more responsive, and their reactions more swift.

Does the rider have to purchase Click'R shoes and pedals?

Not necessarily. While Click'R shoes are optimized for the Click'R system, any pair of SPD-compatible shoes will work with Click'R pedals.

**Can you say, "all-day comfort"?**

On and off the bike, Click'R shoes are designed for all-day wearability with a unique walk+ride hinged outsole, a recessed cleat pocket for skid-free walkability and a double layer EVA midsole cushioning that dampens vibrations on pedal, pavement, dirt ... even office carpeting.

Feedback you may hear.

Recently, Shimano tested the Click'R system with new and beginning riders. Some of their responses included things such as "I didn't even realize I was clipped in," "I just slide in and out with ease," "I'm now connected to the bike, not just on top of it," and "I'm no longer afraid." Talk about proof positive.

Make it a no-brainer.

By participating in Shimano's 60-Day Fit Guarantee Program, the customer will have plenty of time to confidently assess if Click'R is as good as you say it is. They're already trusting you to get them in the right shoes, so this is just icing on the cake.

In summary.

The Click'R system is engineered to deliver all the benefits of SPD, without the traditional fear factor of clipless pedals. Click'R riders gain stability and control over the bike for a safer experience and less fatigue. And Click'R shoes are designed for all-day wearability with a unique walk+ride hinged outsole and a recessed cleat pocket for skid-free walkability. This Shimano Perfect Pair is exactly what the rest of the cycling world has been waiting for.

BEGINNER RIDERS.

EXPERT TECHNOLOGY.



SH-CT40L



SH-CW40



SH-CT45



SH-CT70



PD-T400



PD-T700



With Shimano Click'R shoes and pedals, going clipless has never been easier. That's because the Click'R system is designed to deliver all the efficiency benefits of SPD, with unique features that eliminate the fear, and reduce the learning curve of traditional clipless pedals. Click'R footwear is also designed for those seeking all-day comfort and walkability. Shimano Click'R shoes and pedals. Walk with comfort, ride with confidence.



THE PERFECT PAIR
SHIMANO



Snap the tag
to see Click'R
in action.

Technical apparel: an opportunity to up-sell, boost profit

Since 1973, Bellwether has been selling the highest-quality technical cycling apparel to all types of cyclists. With a full line of all-season clothing, we stock everything, from gloves to caps to booties and everything in between that your customers need to stay comfortable and protected—and to have a fun and enjoyable cycling experience. We support our dealers with great terms, margins and fill rates. Our preseason programs offer big discounts and free freight on qualifying orders. In addition, Bellwether also has a MAP policy to ensure

our retail partners can take advantage of our great margins, no matter where they sell. Our products are available dealer direct and through Quality Bicycle Products (QBP).

Our satisfaction guarantee: We stand behind our products. And we want you to be 100 percent satisfied with your Bellwether experience. If our products do not meet your customers' expectations, they may return them for up to 30 days from date of purchase.

Staying comfortable and having an enjoyable cycling experience means having the right gear. This fact makes cycling apparel the perfect up-sell for any bike shop. With higher margins and more frequent turnover than many other categories, apparel can be a major profit driver. From head to toe, and every point in between, Bellwether has all-season technical apparel for every cycling application.

TIPS FOR SELLING TECHNICAL CYCLING APPAREL

- Know your customer and establish rapport. Ask the customer what type of riding they do. How long have they been a cyclist? Use this information to direct them to the appropriate category and level of clothing.
- Explain the technical features of clothing. Moisture wicking and breathability are expected, but the customer may not know about multi-density chamois, compression technology and cooling properties of fabrics
- Talk about the various fits of clothing. Bellwether Jerseys come in four fits to match the cut with the shape and preference of the customers.
 - **Aero fit:** Second-skin fit reduces wind drag and supports muscles.
 - **Fitted:** Form fit prevents wind flap.
 - **Semi-fitted:** Tailored, yet offer more freedom of movement.
 - **Relaxed fit:** Cut loose for off-road, commuting and casual style.
- Brick-and-mortar stores have the advantage of allowing customers to try before they buy. Encourage customers to try on several types and styles of clothing in your clean, well-lit, mirrored dressing room.
- Be sure to explain the importance of layering and how garments are designed to work together. For example: base layer, jersey, shorts/bibs, warmers, vest or jacket, gloves and socks should be a part of every rider's gear bag.
- Keep the apparel section well positioned in your store, toward the front, and be sure it's clean and organized.
- Use vendor-supplied POP fixtures, posters and point-of-sale tools. Don't overfill racks. Give the apparel area room for customers to browse and access the clothing.



WILD COLORS, GRATUITOUS LOGOS AND
OUTSTANDING TECHNICAL PERFORMANCE

WITHOUT

ALL THE DAMN WILD COLORS
AND GRATUITOUS LOGOS

Wind, hills, heat and yeah, throw a little freezing rain in. For over 40 years our clothing has been designed with technology and quality seamlessly integrated—battling mother nature and bringing you high-performance essentials. Live the ride.

EST. **73**

 **bellwether**

BELLWETHERCLOTHING.COM

Want to build customer loyalty?

Get them plugged into Garmin Connect™.

With nearly 3 billion miles of activities from users around the world, the Garmin Connect online community is the place for your customers to plan, store and share their sweat equity — for free. What's that mean for you? For one thing, it turns customers into advocates who want to ride, relive and share their activities. In turn, their sharing builds brand awareness and just might bring more customers in your door. Here's an overview of what's new at Garmin Connect, along with a preview of an exciting offering that will help your customers get tuned up for the season.

Training plans help users gear up for specific goals

Coming soon to Garmin Connect: pre-built training plans that customers can import, schedule and send to compatible Garmin devices like the Edge 500 and 800. The training plans, which are designed for various fitness levels and goals, were created by Team Garmin coaches. The plans are free to all Garmin Connect account holders.

Personal Records		
Cycling		
40 km	1:34:47	2012
Farthest	133.38 mi	2012
Elevation Gain	10,141 ft	2012

Personal records let users try to better their best

Garmin Connect now highlights users' personal records for cycling and running and displays these badges of honor on the user's dashboard and profile pages. Cycling PRs include fastest 40k time, farthest ride and most elevation gain.

Garmin Connect gets social

Last summer, Garmin Connect added social profiles, allowing users to showcase their activities, photos and personal information like goals, location and age group. Users control what information is displayed and who sees it. They can find a friend or foe on Garmin Connect and invite them to connect. Once connected, they can view each others' activities and comment on them. Users can easily share their activities on social networking sites and they can also follow pro athletes, like Team Garmin cyclists.





kevin.shaffer 2 days ago
Quick Lunch Ride
🚴 10.80 mi | 30:39 @ 21.15 mph
Went out with Rocky and DaShaun. Didn't have much time so I turned this into a hammer ride. Had some nice stats on this one.

Course and workout creator are easy and efficient

Cycling's a social sport, and Garmin Connect makes it easy for users to create courses of a favorite or new route, which can be shared with others and uploaded to compatible devices. On Edge devices with built-in mapping, using courses provides navigation guidance and on all devices, it offers real-time pacing. Users can also create custom workouts with targets based on power zone, heart rate zone, speed or cadence, and upload to compatible Garmin devices.

See what's new at Garmin Connect, and make sure your customers are getting plugged in too. **GarminConnect.com**

▼ 🚴 Cycling ❤️

Intermediate 12 weeks

Enter only one date. For example, to be ready for a particular race, enter the race day as the End Date and the Start Date will be calculated for you.

Start Date: 02/15/13 End Date: 5/15/13 Add to Calendar

✔ The training plan was added to your calendar.

Weeks 1 2 3 4 5 6 7 8 9 10 11 12

Week 1

Day 1	Fitness Test	Warm up, 20 minutes. Do a few short sprint efforts to prepare for the test. Ride, time trial speed, 10 minutes. This should be as hard as you can ride. Ride, time trial speed, 20 minutes. Cool down, 15 to 20 minutes. Pedal at a high cadence but low intensity. This effort should be done on consistent terrain (preferably flat) or an indoor trainer. You need to wear a heart rate monitor. You will use your average heart rate for the last 20 minutes of the test as the estimate of your lactate threshold.
Day 2	Recovery Ride	Ride, 50-65% of lactate threshold, 30 minutes.
Day 3	Aerobic Base	Ride, 65-75% of lactate threshold, 45 minutes.

It happens in Vegas,
but won't stay in Vegas.



CONSUMER ELECTRONICS SHOW

01.07.13

Garmin.com/edge

GARMIN.

Not all ‘system’ wheels need factory service

Servicing/repairing wheels brings customers to your bike shop.

Wheels are some of the most complicated items on the modern bicycle. With so many individual components—not to mention bearings and drive mechanisms—constituting a wheel, it’s only natural for things to wear out over time.

When a customer brings a wheel in for service, it’s important to consider if the repairs can be done efficiently at the shop or whether it’s prudent to send the wheel in for factory service.



EASY REPAIRS AT THE SHOP

Hubs: Easton wheels use standard-sized bearings that can be easily replaced. Use a Woodruff (half-moon key) and a punch to tap bearings out, and use a bearing press (drift kit) to press bearings back in. Bearings and tools can be ordered through Easton-Bell Sports; however, these are standard-sized bearings that can be found through any major distributor.

Tip: Check hub play with the wheels in the bike. Always confirm that the quick releases (or through-axles) are clamped tightly before addressing lateral play.

Tip: Side-to-side slop can also be attributed to worn-out pivot bearings on suspension bikes. Isolate the hub bearings by pinching the axle with one hand while rocking the wheel back and forth.

Tip: Cartridge bearings removed from a press-fit hub should never be reused.

Tip: Keep hubs in tune longer by adding a light thread-locking compound (like Loctite 222) to the preload adjuster’s threads. Just be sure to keep the thread-locking compound off the bearings.

Truing: Despite all the technology packed into Easton wheels, they can be trued like traditional wheels and do not need proprietary tools. Easton uses tone in the build process (along with tensiometers) to ensure accurate and even spoke tension, but traditional wheel truing methods still apply.

Spoke replacement: Most Easton wheels use straight-pull spokes from Sapim. These are conventional spokes in standard sizes; there’s a good chance you already have the appropriate spoke in stock. If not, spokes can be ordered in small quantities through Easton-Bell Sports or any major distributor.

REASONS TO SEND THE WHEEL BACK FOR SERVICE

Warranty: All Easton wheels have a two-year warranty against manufacturer defects. Repairs made at the Easton Wheel Service Center also carry a two-year warranty.

Spoke replacement on the drive side, rear wheel: Easton wheels are built with higher-than-average spoke tension, especially on the drive side of the rear wheel. This high tension improves the ride quality and keeps the wheels spinning true for longer. This is achieved by tensioning the drive side before the non-drive side. This “pull-over” building method requires a greater degree of care when replacing a spoke on the drive side of the rear wheel.

Rim replacement: This involves a fair bit of labor, and chances are you don’t have a replacement rim in stock anyway. Rims can be purchased for in-the-field replacement, but Easton Wheel Service techs are experts at rebuilding wheels—it’s all they do! They can rebuild the wheel to factory standards and the work carries a two-year warranty, just like a brand-new wheel.

Easton Cycling’s Wheel Service Center in Scotts Valley, California, offers five-day turnaround for warranty repairs and 10-day turnaround for non-warranty service (average times). Small parts and how-to videos are available at Eastoncycling.com.



THE BEST OF BOTH WHEELS.

SUPERB AERODYNAMICS WITH NO-FUSS BRAKING

PRECISION HAND BUILT • ACOUSTICALLY TUNED • AERODYNAMIC 42mm RIM DEPTH
STRUCTURAL EC70 CARBON FIBER CO-MOLDED TO EA90 ALUMINUM MACHINED BRAKING SURFACE
RECESSED SPOKE NIPPLES • DEPENDABLE CONSISTENT BRAKING • 1,660g PER SET
SHIMANO 11, SRAM OR CAMPAGNOLO CASSETTE BODIES AVAILABLE

AVAILABLE NOW

HAND BUILT FROM START TO FINISH

EASTONCYCLING.COM

EASTON

Gates Carbon Drive: Join the belt drive revolution

Carbon Drive technology

You've heard the buzz. Now it's time to experience the Gates Carbon Drive System, a revolutionary drivetrain that elevates convenience and performance. Belt-driven bikes offer many advantages over chains, providing remarkable strength, ease of maintenance and cleanliness.

How to sell bikes with the Carbon Drive system

Gates Carbon Drive is an innovation that can get more people riding. Carbon Drive offers benefits to a wide range of cyclists—from single-speed racers and bike messengers to commuters. It makes bicycling easier and more fun because it eliminates the maintenance necessary with chains and derailleurs. More than 80 brands offer Gates belt drives on over 200 different models. Here are some of the main points to share with customers:



Clean

No more dirty hands and greasy pants. The cleanliness of Carbon Drive makes it perfect for commuters who pedal to work in nice clothes. For off-road riding, the Carbon Drive belt and sprockets shed dirt and grime better than a chain. If it gets dirty just hose it off; no lube required. Never lubing or degreasing a bike saves time. Just get on it and ride!

Long-lasting

Field tests show that Gates belts typically last two to three times longer than chains. This longevity means that cyclists spend less time in the repair shop and more in the saddle.

Light

Carbon Drive is super-light. The belt and sprockets weigh about 240 grams. A chain alone can weigh 300 grams; a complete chain drive much more. Lighter means faster, and faster means cyclists travel farther with less effort. For commuters, it means getting to work on time. For racers, that means podium finishes.

Smooth ride

Mash up the steepest hills, feeling the power transfer from legs to wheels. Riders describe the feeling as smooth and strong. People who ride the Carbon Drive system for the first time say the feel is unlike anything they've experienced.

Proven technology from a trusted source

Gates Corp. is a global leader in automotive and industrial belts, and Gates belts power many of the world's best motorcycles. If your customers have ridden a Harley, they have felt the power of Gates belts.

Who is it for?

Carbon Drive is the answer for time-strapped customers who want to get on their bike and go. Paired with an internally geared hub, Gates Carbon Drive is the future of no-fuss commuter bikes. Single-speeders seeking a drive that is lighter, cleaner and lasts longer than a chain are perfect for Carbon Drive. A growing number of cyclocross and mountain bike racers are choosing Carbon Drive—and getting onto the podium.

'Get on it'

If your customers ride it, they will want it. Get them on a bike and let them experience the Carbon Drive revolution. They really do have to ride it to believe it.



The CenterTrack system provides maximum drive performance for all environments and bike types.



"None of my commuter bikes sell well over \$1,000, except for the Gates Carbon Drive-equipped bikes that can sell for \$2,000. It's the belt that makes the sale possible and the customer happy."
Kaj Gronholm, Full Cycle Bicycle Dealership, Boulder, Colorado

Proper setup is key

It is important that Carbon Drive bikes are set up properly once you receive them from the factory. To ensure best performance, simply remember T.A.T. and double-check:

- Tension
- Alignment
- Tracking

Go to www.gatescarbondrive.com for detailed information on proper bike setup in the "Tech Info" tab. Click on the "Training" tab to watch the CarbonDriveU instructional videos, including "How to Install."



Belt tension: The belt must be tensioned adequately for best performance. This is easy with the Gates Carbon Drive iPhone app (available for free download in the iTunes App store) or Carbon Drive Krikit Gauge. Unusually low tension can cause the belt to skip and result in damage, leading to decreased performance. And don't over-tension the belt, because this will cause drag and unnecessary wear.



Belt alignment: Alignment is critical, and depending on the particular bike and setup, spacers may be used to ensure proper alignment. Sprockets that are out of alignment can cause noise, wear or belt walk-off.



Belt tracking: Check that the belt tracks properly when pedaling forward and backward in the stand. Adjust the wheel in the dropout as needed if the belt is not tracking in a straight line.



Belt handling: Gates Carbon Drive belts are extremely durable and offer long life when properly handled. However, caution must be used before and during installation to avoid damaging the carbon tensile cords. Excessive bending and twisting creates invisible crimps, which can lead to belt breakage.

Questions & support For more details, consult the Gates Carbon Drive System technical manual and the Frequently Asked Questions at www.gatescarbondrive.com. Or contact us with your specific questions at carbondrive@gates.com or (720) 524-7206. We're here to help!

Free shop kit Request your free Shop Kit with additional Carbon Drive training and promotional tools today at www.gatescarbondrive.com/freetkit.

CARBON DRIVE™

**I NEED
A BELT.**



Clean, Quiet, Light, Strong

Experience the clean revolution.
GatesCarbonDrive.com

YOUR CUSTOMERS SEE THEIR IPHONE AS A POWERFUL BIKE COMPUTER

YOU SHOULD SEE THIS AS THE PERFECT SALES OPPORTUNITY

iPhone POWERED CYCLING

LET'S GET REAL. Cyclists have embraced smart phones as part of their cycling experience.

Downloads of cycling Apps outnumber GPS bike computer sales by 10 times. The phone is a ubiquitous item in most jersey pockets. Post ride brags are more fun when your data and your segments are immediately available on your phone.

As a retailer, don't you want to help your customers and sell more products? Of course you do. The Wahoo Fitness line of iPhone-powered cycling accessories puts the iPhone at the center of the cycling experience.

WHY IS THE IPHONE BETTER?



BETTER FUNCTIONALITY

- There is an App for almost every cycling moment and Wahoo Fitness products work with all of the most popular cycling Apps on the market. Race your friends on certain segments. Download turn-by-turn directions. Pump your ride progress to friends via Facebook and Twitter. Analyze your power output in real time. Let's see a GPS bike computer do all that.

SUPER ACCURATE

- My GPS computer is super accurate. Maybe, but your phone is as good or better. Don't you hate it when you lose GPS on your computer, ruining your data? It's not going to happen with your Smartphone. In addition to having a GPS chip, your cell phone uses cell towers to keep its GPS signal.



CONNECTS TO SENSORS

- All of Wahoo Fitness's new sensors are Bluetooth 4.0, the wireless standard in today's iPhones. You can now connect your cycling accessories directly to a Smartphone. No wires, no dongles, no mess. More of an ANT+ fan? We've got a full line of those, too.



IN YOUR JERSEY

- Wahoo's complete line of iPhone accessories for cyclists lets customers choose. Our iPhone bike mounts are sleek and look great on today's high-end bikes. The Wahoo RFLKT (Reflect) bike computer uses the power of your iPhone to provide a better GPS-enabled riding experience at a fraction of the cost.

GREAT DISPLAY

Screen size? The iPhone can't be beat. The best available screen size for a bike computer is 160 x 240. Most smart phones are 640 x 1136. Need to see your numbers without your glasses? Want detailed maps? Size does matter.



INDOORS OR OUT

- The Wahoo KICKR Power Trainer lets your iPhone control your indoor workout. Now your customers have an interactive workout using technology they already own. And they can easily capture their ride data and upload it to their favorite training platform. No computer engineering degree needed.

iPhone POWERED CYCLING

**THERE'S A GOOD
CHANCE THE MOST
POWERFUL CYCLING
COMPUTER ON
THE MARKET IS
SITTING IN YOUR
CUSTOMER'S
POCKET.**



At Wahoo Fitness, our focus is to leverage the popularity and incredible power of the iPhone to make every cyclist's experience better—whether on the road or indoors. Combined with the iPhone, our products utilize the most popular cycling Apps to transform the way cyclists ride and train. From capturing, displaying and sharing critical cycling data to using the iPhone to drive your indoor training, the Wahoo team stands at the forefront of unlocking the potential of the iPhone to improve every ride.

WE RESPECT THE RIGHT TO CHOOSE

Because every rider trains different, Wahoo designs solutions to work with the most popular cycling Apps.



INTRODUCING OUR LATEST IPHONE POWERED INNOVATIONS



KICKR-THE WORLD'S FIRST IPHONE POWERED TRAINER

- Controlled resistance and/or power threshold
- Ultra-realistic road feel
- Direct power measurement at the hub
- Adjustable and portable
- Whisper quiet even at high RPM's



RFLKT-IPHONE POWER STREAMLINED FOR YOUR BARS

- Wirelessly receives speed, cadence, power, GPS and other data from your favorite App
- Keep your phone safely in your jersey pocket
- No charging- replaceable battery lasts 2 years
- Control your App from your bars

BECOME A DEALER TODAY!

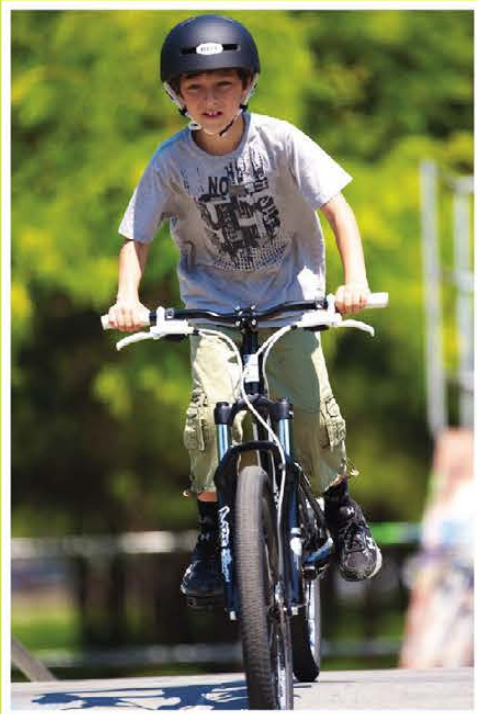
Great margins, low order sizes,
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wahoo

FITNESS

See our complete line of
iPhone cases, heart rate
monitors and accessories at
wahoofitness.com/dealer

Opus Bikes: Technologically advanced, environmentally aware and poised for growth



Established in 2000, Opus began by introducing five road models in 2001. We began developing bicycles for the urban market in 2003 and added a full line of mountain bikes in 2007. By 2010, Opus designers had launched a complete kids' collection.

Today, we have more than 86 models in our line, including competitive road, sport, touring, cyclocross, dual-suspension and hardtail mountain bikes, 29ers, urbanista, urban performance, hybrids and kids' bikes.

However, road cycling was our first passion and it remains an essential part of our DNA. With 25 models to choose from, we offer every type of riding experience from competitive and performance road through cyclocross to touring.

Opus's mountain bike designers are avid enthusiasts with miles of riding experience

on all types of trails and terrain. We've put together a program that features the best technologies available for our frames and components. And we've never forgotten that the most important part of mountain biking is the sheer fun and excitement of the sport.

Urban cycling has become a special mission for us. The environmental, health and social benefits of moving people from motorized vehicles to bikes is clear. We've designed a wide range of models with different styles and options so that every cyclist can find a bike ideally suited to their requirements and tastes.

And our passion for cycling is evident in our Opus Kids' collection. It begins with the BeeBike, the perfect first-bike introduction for our youngest riders, and goes all the way up to our 24-inch performance bikes for young racers who are not quite ready for a larger size.



Technological leader

As technology has evolved in frame materials, componentry and assembly techniques, we've acquired the tools to design better-riding bikes than ever before. Our frames are made from the latest materials and our components are carefully selected to create the utmost riding experience for every model.

Environmentally aware

A leader in energy and environmental design, Opus supports green living with our LEED Silver-certified headquarters. Opus is also proud to have won the Hydro Quebec Excellence Award for high performance in energy efficiency and the ecoEnergy Award for saving energy and reducing greenhouse gas emissions. And Opus bikes are Canadian designed and most are assembled at our headquarters in Ville St. Laurent, Montreal, Quebec.

Future is bright

As we look back on the past decade, the excitement that cycling is generating is thrilling for us to see. There are more and more bikes on streets and trails. Our bike paths are filled with cyclists; membership in cycling groups and clubs is exploding; ski resorts have transformed themselves into summer bike parks for thousands of enthusiasts; and even winter's arrival fails to deter many cyclists.

Go out and ride!

At Opus, our goal is simple: To design and build first-class bicycles for riders at every level. We want to share our passion for the very best in cycling. Whether you cycle for competition, recreation, pleasure or simply to get to and from work or school, we have a bike that will delight, transform and transport you wherever you choose to ride.



For U.S. dealer inquiries please contact Chris Dimmick, Director of International Sales, at +1 (847) 525-7360 or via email at info@opusbike.com.





FAST, SMOOTH, VERSATILE.
REGARDLESS OF THE TRAIL,
OPUS MOUNTAIN DELIVERS THE RIDE.

Carbon 29er hardtails, Dual Suspension XC 29er's, Marathon 26" Dual Suspension, and a variety of models for every level rider, **OPUS** offers the finest in off road technology, performance, and value in every bike.

U.S. dealer enquiries welcome.
Contact us at info@opusbike.com



opusbike.com

FINISH LINE™

LEADING THE BIKE LUBE CATEGORY SINCE 1988!

*Finish Line is the industry's
original "Bike Care" brand.*

- Great selling products
- Leaders in quality & innovation
- High margins
- A full category solution
- 25 years of IBD support

Our guiding principal:
***Develop performance-enhancing
bicycle lubricants. Formulate them
with ingredients that respect the
environment. Market them honestly.
Price them fairly.***

MERCHANDISING TOOLS THAT MAXIMIZE SALES

Care Center Display:

Proven to dramatically
increase sales!
New all metal header.
Revolving footprint
is only 14" x 11".
This display says you're
a serious and committed
Finish Line Dealer.



Wall Mount Display:

Great for smaller spaces.
Mounts on any wall type.

*"Lube is such an impulse buy
item. We make sure there is a
display at or near every register
in all of our stores. We sell a lot
of lube that way."*

Pat Devries, JAX Bicycles



Counter Top Display:

An open design that fits anywhere in the store. Makes add-on and impulse sales easy. Made from durable corrugated propylene.



Impulse Trays:

Organize and professionalize your lube presentation.

"Every morning I refill our front counter Impulse Tray. Two, three, sometimes 6 bottles! It adds up fast."

Beth Ann-Lovering, B&L Bikes



Gravity Feed Display:

A small, but powerful footprint that reminds and stimulates. Place next to a register, or hang on slat wall (hooks included).

Pop-Up 12 Packs:

Pack them out with an assortment that works for you! Available through QBP and other Finish Line distributors.



Pro-Quality Aprons:

Promote and support your decision to use and sell premium quality bicycle-specific Finish Line products. Features: back support strapping, magnetized chest pocket, 3 waist-level pockets, adjusts to 3 different lengths.



Maintenance Guides:

Educate and stimulate customers. Staple to tune-up & bike purchase receipts! They're free from QBP and other Finish Line distributors.

New Bike Buckets:

Bike Buckets now feature safety tips, cycling

gear checklist and maintenance tips – information that is sure to stimulate return visits to the store. Available empty (sleeves of 6 with Child resistant lids) for use as swag, custom pre-loading or use as in-store shopping baskets. Also available pre-loaded from Finish Line distributors.



Counter Top Mat:

As customers check out, this mat will stimulate last minute sales. They work, and they're free – just ask your distributor.



"I believe lubes and bicycle care products are a small hinge that swing big doors. We focus on the category with great results."
Dave Hanson, Jax Bicycles



SINCE 1988

The Lube Experts

Offering a full range of premium quality and tour-tested bicycle care products

SR Suntour designs customer service into product



QSP stands for Quick Service Product. It's the design philosophy that governs many of our products. The overriding principle of QSP is to make products that not only have high performance but also feature easy servicing. When your customers see the QSP logo, they can be assured that the product is as easy to service as it is enjoyable to use.



A great example of the QSP philosophy is the cartridges used in our suspension forks. Our "cartridge science" not only aims to be technologically sophisticated but also to be user friendly and easy to service. Have an issue with the fork suspension function? The QSP cartridge is so easy that replacements do not even require complete fork disassembly. The fork's upper and lower cases remain assembled while the cartridge is removed and replaced.



Your customer is back on their bike in a fraction of the time, compared with traditional "open bath" systems on the market that require extensive rebuilding.

EMPHASIZE INNOVATIVE DESIGN THAT'S EASY TO USE:

- **Ease of maintenance.** Cartridges can be serviced or exchanged at store level rather than shipping to manufacturer's technicians.
- **Less downtime.** Customers can simply exchange the cartridge in just a few minutes and be back on the trail riding instead of waiting for their open-bath fork to be rebuilt.
- **Lightweight.** Self-contained cartridges carry less weight than traditional "open bath" systems.
- **Reliability.** QSP cartridges remain better sealed and have longer service intervals than traditional forks because damping oil is kept separate from lubrication elements. This means more time riding and less time working on your suspension fork.
- **Innovation.** SR Suntour is the pioneer of cartridge-based suspension forks. We have been developing integrated damping, lockout and travel-adjust features for almost a decade.
- **Value-to-price ratio.** SR Suntour forks give your customers more performance and adjustability for their dollar spent.
- **Performance.** We make a wide variety of cartridges to suit all levels of riding, from weekend warrior to seasoned pro. Our highest-level cartridges are built to take the demanding abuse and high performance needs of pro riders yet kept simple and affordable for your customers.

SPONSORED ATHLETES INCLUDE:

Julie Bresset - Gold Medal Winner London 2K12, UCI XC Women World Champion 2012, World Cup Overall Champion 2012, French National Champion 2012

Roger Rinderknecht - UCI 4X World Champion 2012, Swiss BMX National Coach

Anika Langvad - World Champion Women's Marathon XC 2012, Danish Champion MTB XC 2012

Maxime Marotte - Silver Medal Winner mixed relay Saalfelden-Leogang 2012

James Doerfling & Garrett Buehler - This duo is the next generation of big-mountain freeriders.

Brett Tippie - A legend. One of the freeride godfathers. Without him, Garrett and James would have had to reinvent freeriding.

Bobby McMullen - As our Enduro Ambassador, Bobby is admired and respected within the sport. Legally blind, Bobby rides by feel alone, following a lead rider who calls out each bump and turn ahead.

SR Suntour Teams - Our long-term commitment and relationship with our teams has fostered top results at the World Cups and the World Championships.

BH SRSUNTOUR XC
TEAM TURBO MEXICO XC
GIANT SWISS SRSUNTOUR XC
FUJI ROCKETS XC
GATES NICOLAI TEAM DH 4X
WERX GERMANY ENDURO
DURO PRO TEAM DJ

For fast support of any SR Suntour product, simply pick up the phone or drop us an email and our professional staff will expedite the parts you need to get your customer back on the trail.



SR SUNTOUR

Serious about Service

Visit our new Service & Warranty website & Dealer login area at: www.srsuntourna.com
View our entire product line and international rider news at: www.srsuntour-cycling.com

SR Suntour North America

Sales & Support: **360.737.6450**

Email: ssna@srsuntourna.com

SR Suntour products are available from the following distributors:

QBP • BTI • Seattle Bike Supply • Lexco
DownEast • KHS • Norco • J&B Importers

Rider Garrett Buehler
Photo John Gibson
Location Barnhartvale - BC, Canada

Key questions to ask in selecting a bike trailer

The bicycle trailer retail space continues to expand as more and more families want to explore the world on their bikes. One misconception with bicycle trailers is that they are a children's product. While children do use bicycle trailers, they are a product for the parents. The bicycle trailer allows adults to get back on their bikes and hit the road again. A great bicycle trailer allows children to experience the adult's style of riding. Helping your customers pick out the correct trailer will make for happy riders and repeat business. Some bicycle trailers are better at meeting a customer's needs and generating sales than others. Here are some questions to think about to help your customers and yourself pick out the best bicycle trailer.



What floor space does the trailer need? Every square foot counts when you are in the business of selling. Make sure you have the space to present the product in the most advantageous manner. Being able to hang trailers on the wall or turn them vertical can save precious space and increase those profits.

How many models do I need to stock of a particular brand to be effective? Having to stock multiple trailers in multiple colors can be difficult and expensive. Looking for the best combination decreases your ordering time and logistical hassles.

What are the point-of-purchase display options? Moving products and helping customers is the bottom line. Make sure you can display your products so they show the best.

What accessories does the trailer have? Accessories can make a good trailer even better and give your shop another source of income.

What kind of customer service and warranty does the trailer company offer? Time is money, and if you are wasting time on the phone with a company that does not support you then it is costing you money. Make sure you carry trailers that are durable and have world-class customer service. Ensure the trailer companies you use are protecting the Minimum Advertised Purchase Price (MAPP) and not moving products to discount retailers as these actions will erode your profits.

What kind of safety standards does the trailer meet? Lead, poor durability, choking hazards and more are all serious risks. Make sure your trailers meet all the required standards, such as those put out by the CPSC, ASTM and the EN.

How many passengers does the customer want to carry? Will the customer need to carry two children now or in the future, or is room for only one child enough? Pedal trailers are a blast with one child, but models with room for two give you the option to bring a sibling or haul more gear. Keep in mind that pulling two non-pedaling children can be difficult for the average adult.

What style of riding will the customer be doing? Style of riding is a key question. Pedal trailers, buggies and trailer bikes serve different styles. Pedal trailers are the most versatile by far as they can go on road or off road, and can go for the long haul without missing a beat. Buggies are better for shorter excursions while hauling more stuff, but children can get restless in the enclosed space and cornering too fast can cause the buggies to tip, so caution your customers of that risk. Trailer bikes give the child an open experience, but the child must stay focused as they are not harnessed in.

What is the customer's budget? Money makes the world go 'round. Obviously your customer's budget will impact what you can sell them. Consider the trailer's lifespan and how long the customer can use the trailer. If the child can use the trailer for a wide age range and/or the customer can use the trailer for cargo hauling after the child has outgrown it, then maybe spending more becomes an option. Also consider the resale value of the trailer as the customer may be able to better recoup their money if they spend more.

What is the age and skill set of the child who will be using the trailer? Ensure the child that will be using the trailer has the ability to safely use the product. Trailer bikes require focus as the child cannot fall asleep or they will fall off and get seriously hurt. Stability is another concern with trailer bikes and can alter the parent's riding experience.

What is the lifespan of the trailer? By far, pedal trailers offer the widest age range for all bicycle trailers.

How versatile is the trailer for bicycling? Trailers with the ability to perform multiple tasks on the same chassis give the customer more useful options. Being able to haul a child and cargo or turn a buggy into a stroller are a couple examples. However, sometimes multiple uses are not so great if the product is average at a number of things and great at nothing. Using the buggy trailer as a stroller is fine, but they are so big it is difficult to get them through some doorways. Depending on the customer, you may be better off selling them a stroller and a trailer.

What storage options does the trailer have? Kids have a lot of stuff, so a trailer that has plenty of storage is the best option.



i•GO AND i•GO 2 THE NEW BENCHMARK IN BICYCLE TRAILERS.

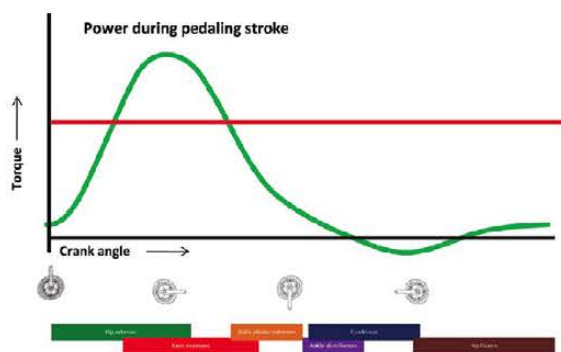
- ▶ **ENGAGING:** The unique, active experience of **WEEHOO i•GO** bicycle trailers makes for meltdown-free rides. Finally, parents can take their children on their style of ride without stopping every five minutes to tend to bored, unhappy children. Go for just one mile or for 2,000 miles, like one happy West Coast family did last summer. Either way, the kids will be able to eat, sleep, pedal, or just sit back and enjoy the ride.
- ▶ **SAFETY:** The three-point seat harness and straps on the pedals keep kids secure. The i•GO and i•GO 2 exceed CPSC, ASTM, and EN standards.
- ▶ **EASY TO CONTROL:** Riding is easy with the patented, self-aligning hitch and single-wheel design. There's no risk of the trailer tipping over or the child slipping off while riding.
- ▶ **EXERCISE:** The i•GO pedal trailer is the only trailer that allows children to be safely harnessed in the seat while getting great exercise. A child can independently propel an adult and give them a chance to rest.
- ▶ **ACCESSORIES:** The optional canopy allows the child to be enclosed like a buggy trailer while still enjoying the freedom of the i•GO. The optional cargo basket makes the i•GO even more versatile and allows the owner to keep using it for years to come.
- ▶ **STORAGE:** Two large panniers offer plenty of storage space and ensure no little hands can reach back to the wheel. Additionally, there's a large mesh pocket on the seatback and two smaller mesh pockets on the sides of the seat designed to hold a water bottle and snacks.
- ▶ **AGE RANGE:** The age range for the i•GO and i•GO 2 is 2-9 years old.
- ▶ **DURABILITY:** The patented trailer is built to last. On the road or off, the i•GO won't let you down.
- ▶ **ASSEMBLY:** With just 15 minutes, and a couple of wrenches, the i•GO can be fully assembled. Simple as that.
- ▶ **POINT OF PURCHASE DISPLAY:** The biggest mistake a shop can make is not having these products where the customers can see them. Weehoo offers POP display stands to get your i•GO trailers on the floor and out the door in the hands of your happy customers.
- ▶ **CUSTOMER SERVICE:** Our first-class customer service ensures that your Weehoo experience is the very best. If you have any questions or find something less than perfect, give us a call—we'll take care of you and get you on the road. You'll like us so much that you'll call back just to chat.

Become the go-to expert on ROTOR Q-Rings

ROTOR Q-Rings are ovalized chainrings designed to reduce the negative effects of the “dead spots” during a rider’s pedal stroke. Because of the Q-Ring shape, a rider is maximizing their output over the larger size of the chainring and reducing energy used during the small portion of the chainring. Q-Rings maximize the use of your power and compensate for the least productive zones of your pedal stroke; they boost your capability, allowing your legs to generate smoother, more efficient propulsion with noticeable gains in endurance and performance.

Why are Q-Rings the solution?

A round chainring tries to make your leg deliver a linear power output, meaning that the legs have the same amount of resistance in the weak zones as they do in the power phase of the stroke, resulting in unhealthy joint strain, fatigue, lactic acid production and wasted energy. In addition, the round rings do not add resistance where you are able to produce more power. At the end of the day, round chainrings hinder cycling performance and generate unnecessary knee stress.



Pedaling power (green line) varies during the pedal stroke; the majority of power is delivered during the down stroke, with low to negative power during the rest of the stroke. The red line represents linear power output.

Q-Rings were designed to counter this imbalance.

When the power a cyclist generates is projected on a circular graph (commonly known as a “spin-scan”), we see clearly that every cyclist, recreational or professional, has a zone of distinct power deficit and a zone of clear power generation.

Q-Rings are designed on a firm base of consistent, reliable data and are intended to vary the resistance in the drivetrain in line with our legs’ ability (and inability) to deliver power; they make pedaling more effective, efficient and a more natural process.

Q-Rings: Upgrade yourself

Q-Rings don’t make your bike better; they make *you* better. By having the drivetrain maximize the use of your power and compensate for the least productive zones of your pedal stroke, they boost your capability—allowing your legs to generate smoother, more efficient propulsion with noticeable gains in endurance and performance.

Key features

Smaller diameter at the dead spots

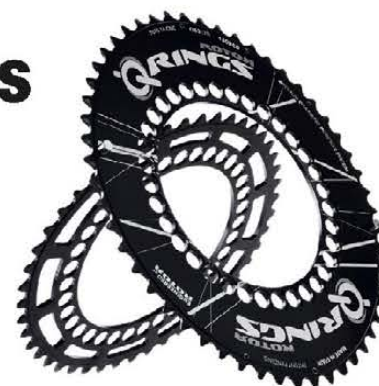
- More leverage to compensate for double weakness
- Less time spent in the dead spots due to faster passage
- Healthier muscle, tendon and joint loading
- Compensates for lack of torque in these zones, reducing power void

Inertially efficient ovalization

- 10 percent ovality: subtle but efficient
- Easy to adapt to: feels more natural than a round ring
- Optimum biomechanical/inertial balance

Large diameter at the power phase

- Allows legs to stay in the power zone longer, maximizing force production
- Power goes to propulsion, not inertial pulses



Biomechanically coherent variation

- Chainring size varies in line with legs immediate potential
- Smallest diameter at weakest point of spin-scan (start of thrust)
- Reduced knee stress when bent and vulnerable
- Maximum diameter at strongest point of spin-scan (maximum power transfer)
- Loading comes where knees are strain-resistant

Compatibility

- 110, 130, 135 and Campagnolo Compact BCD road cranks
- 104/64, 120/80 and 110/74 BCD MTB cranks
- Mechanical and electronic shift systems

What is the user experience?

Improved efficiency

- Lower oxygen consumption
- Optimized leg effort gives feeling of “power”
- Reduced strain, lactic acid production and heart rate
- Improved climbing
- Improved cruising
- Stronger sprints and acceleration (increased power output)

Benefits experienced

- Reduced fatigue and faster recovery
- Increased endurance
- Naturally smooth spin that doesn’t require concentration
- Reduced knee strain (lower gear at bent knee reduces loadings)

Bonus benefits

- Mountain and cyclocross riders have improved traction
- Triathletes optimize leg muscle build, improving bike and run split

OCP system: Optimum Chainring Positioning

What does the OCP system do?

- Adjusts the angle of the crank in 5-degree increments/declines (varying element) in relation to the chainring (stable element)
- Ensures perfect chainring orientation irrespective of variables: upper leg length, lower leg length, cadence, saddle position, frame size, seat tube angle, hip-spine curvature
- Customizes the chainring’s orientation to personal riding style

Why is the OCP system necessary?

- Varying position on the bike: 73-degree road bike versus 78-degree triathlon bike
- Varying pedaling style and athlete build change the angle of max power
- To ensure minimum diameter at start of pedal stroke and maximum diameter at peak power

Still not convinced?

Give ROTOR a call at (866) 391-0493 for a 30-day money-back guarantee on a set of Q-Rings so you can try them out for yourself.