



Bicycle is Our Middle Name

**Media Information  
FOR IMMEDIATE RELEASE**

**February 23, 2015**

**QBP**

6400 West 105<sup>th</sup> Street  
Bloomington, MN 55438

[www.qbp.com](http://www.qbp.com)

Contact: Ryan Johnson, Director of Marketing

[rjohnson@qbp.com](mailto:rjohnson@qbp.com)

1-800-346-0004, Ext. 1236

---

## DT Swiss Named QBP Vendor of the Year

DT Swiss received Quality Bicycle Products' Vendor of the Year award at Frostbike, QBP's annual open house and tradeshow held annually at its headquarters in Bloomington, MN. The Biel, Switzerland-based wheel and wheel components brand was recognized for continually pushing the industry with its high quality and innovative products—designing, engineering, and manufacturing all of its own products.

QBP's DT Swiss buyer Dave Larson nominated the brand for the award. "DT Swiss hubs are some of the best in the industry and the same can be said about its spokes," says Larson. "The brand is also beginning to grow some of its emerging categories like rims and wheels, modernizing them with the specifications needed to be successful amidst today's quickly changing marketplace."

While DT Swiss works more closely with distributors than directly with bike shops, it works in collaboration with QBP to provide an extremely high level of customer service and technical service to dealers as well as consumers. Outside of its day-to-day operations, DT Swiss is represented on the Bicycle Committee of the World Federation of the Sporting Goods Industry (WFSGI), and is doing its part to work towards a more collaborative view amongst industry related organizations such as the Union Cycliste International (UCI) and the European Committee for Standardization (CEN). Additionally, the brand dedicates time and funds to support various advocacy organizations including the International Mountain Biking Association (IMBA), People For Bikes, and the Cuyuna Lakes mountain bike trails.

Marco Zingg—Owner, President, and CEO DT Swiss Global—was on hand at Frostbike and accepted the award on behalf of the brand.

\* \* \* \* \*

### *About QBP*

*Quality Bicycle Products is an international wholesale distributor of bicycles, components, and outdoor gear. With distribution centers in Minnesota, Utah, and Pennsylvania, QBP serves a network of more than 5,000 independent retailers. QBP owns and manages a diverse collection of innovative bicycle brands including Surly, Salsa, All-City, 45North, Foundry, Cogburn Outdoors, Civia Cycles, and more. We strive to be an extraordinary business to partner with and to work for, and we have made good on that goal for more than 30 years. From our extensive advocacy efforts to our energy efficient facilities everything we do is aimed at making the world a better place and getting more butts on bikes. For more information about QBP, [visit our website](http://www.qbp.com) or contact Director of Marketing Ryan Johnson at 952-941-9391, ext. 1236 or [rjohnson@qbp.com](mailto:rjohnson@qbp.com).*

\* \* \* \* \*