



Bicycle is Our Middle Name

**Media Information
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QBP

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New Publication from QBP Helps Dealers Stay Ahead

Quality Bicycle Products is proud to announce Call Up, a new dealer-focused periodical. Call Up will provide retailers valuable, timely insight into new products, emerging categories, and technical information. The magazine, which is produced in-house at QBP, replaces QBP's Hot Sheet.

"Call Up includes products like the Hot Sheet did, but it goes much deeper," says Ryan Johnson, QBP marketing manager and part of the Call Up core production team. "It's packed with in-depth information timed to coincide with seasonal planning."

Where the Hot Sheet was simply a way to put new or sale products in front of people, Call Up promises much more. "We're pushing the envelope with this magazine," says Johnson. "Our goal is to provide our dealers with a range of information, from product to tech to business, to help them understand and plan in a fast-paced business environment. We've built an internal team made up of marketing professionals, sales people, and buyers to make sure we're offering interesting, valuable content to our dealers."

The first issue of Call Up is dedicated to mountain bikes, and it establishes the standard dealers can expect in future issues, with rich, inspiring photography, engaging design, and lots of information about a range of products and topics important to keeping retailers educated and excited. The first issue includes an overview of tubeless tire technology, an interview with long-time QBP buyer Dave Larson about his 25 years in the industry, and an article about enduro designed to help dealers understand and profit from the fast growing and technologically significant category. Additionally, the issue highlights a variety of mountain bike related products, from shoes and helmets to forks and dropper posts, with essential information about each.

"We pushed ourselves," says QBP marketing director Jason Gaikowski. "We set out to make something so good that people would want to keep it. The fact that it's made in-house is significant. It's well beyond what any other distributor is doing, and it represents a level of professional capability and support for our partners that frankly no one else is meeting."

The first issue of Call Up mails to QBP dealers January 31, 2014, and new issues will arrive in dealer mailboxes monthly. Call Up will also be available to dealers online on QBP.com.



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About QBP

QBP is committed to the idea that bicycles make life better. Bicycles are an effective, fun solution to many challenges facing people every day by reducing pollution and traffic congestion, and contributing to personal health and strong communities. We are committed to getting more butts on bikes in everything we do, and to this end we strive to lead and serve a network of vendors and local specialty retailers nationwide and beyond. For more information about QBP, please contact Director of Marketing Jason Gaikowski at 952-941-9391, ext. 1533 or jgaikows@qbp.com.
www.qbp.com.

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