



Every Butt on a Bike

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6400 West 105th Street
Bloomington, MN 55438
www.qbp.com

Contact: Jason Gaikowski, Marketing Director
jgaikows@qbp.com
1-800-346-0004, Ext. 1533

MEDIA RELEASE

Frostbike 2011 Fills in Record Time

Interest in Event Signals Confidence in the Economy and Coming Season

Registration for Frostbike 2011 has closed due to overwhelming demand. QBP offered 800 individual slots to bike dealers for its annual industry gathering in Bloomington, MN, which begins on February 18. Event planners opened an additional 75 spaces on Thursday. Most of these were gone by Friday morning.

“This kind of response is unprecedented in the history of our event,” said Steve Flagg, president of QBP. “We believe this level of interest among bike dealers indicates the health and vitality of our industry. Increased sales here at QBP suggest that bike dealers have growing confidence in the economy.”

Due to strained capacity, walk-in registration will not be offered during this year’s event. Commenting on the growing popularity of Frostbike, QBP Marketing Director Jason Gaikowski observed: “Dealers have made Frostbike a priority because it generates tremendous value for their businesses. Our event provides a unique mix of education, personal connection and more than a little bit of fun. Combine those factors with a reviving economy, and you’ve got the makings of a big celebration.”

Recognizing Frostbike’s increasing importance to dealers, Flagg said QBP will host an additional event this summer at its new facility in Ogden, Utah. Slated just before Dealer Camp—July 23 – 25—the forum will give select dealers an opportunity to demo the 2012 offerings from QBP’s bike brands.

“We think this will offer tremendous business value to dealers,” said Flagg. “They’ll be able to review many more brands and get a lot more actual riding time during a single trip. Going forward, we will continue developing events that create value and opportunities for our customers.”

About QBP

QBP is a leading distributor to the cycling industry. Carrying more than 36,000 products from 450 vendors, the company offers domestic and international retailers a wide array of products and services including a 1,720-page catalog; an online ordering system; a renowned custom-wheel service; a specialty bike-building program and more. The company owns four bike brands including All-City, Civia, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian manufacturer of road, mountain and cyclocross bikes. Through its Q-Outdoor division, QBP distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates two LEED-certified, Gold-level distribution centers and office complexes in Bloomington, Minnesota and Ogden, Utah. For more information, please contact Jason Gaikowski, marketing director at 952-941-9391, ext. 1533 or visit: www.qbp.com.