



Every Butt on a Bike

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MEDIA RELEASE

Fat Bike Summit Explores Winter Cycling on Public Lands

The first Fat Bike Summit, held January 21 – 22 in West Yellowstone, WY, was a success despite lower than expected attendance due to unusually snowy conditions. The Summit gathered land-use planners, rangers, and representatives from Quality Bicycle Products (QBP) and the bike industry to discuss fat bikes, and assess their potential impact on public lands and local economy. Educating attendees about the importance of planning for fat bike use on public lands was a key focus of the Summit.

Due to the large size and low pressure of their tires, fat bikes 'float' over the ground surface and maintain greater traction on rough, wet, and slippery terrain compared to other bikes. Their increased traction and floatation allow fat bikes to ride places that are either difficult or impossible on traditional bikes. Planning for this potential was at the heart of the Summit.

"Our intent was to get in a room with land managers and rangers to share success stories of where fat bikes are being used, and to begin discussions of how fat bike use can add to economic success of trail systems, including snow-machine trails and Nordic ski trails," said Summit organizer Scott Fitzgerald, owner of Fitzgerald's Bicycles in Victor, ID.

Joe Meiser, product design manager for QBP, attended the event representing its brands 45North, Salsa Cycles, and Surly Bikes, all of which offer fat bikes or fat bike parts and accessories. "Fat bikes are a relatively new thing," said Meiser. "We felt it was important to familiarize the folks who make public land use decisions with the unique qualities of these bikes, and with the user groups riding them. We wanted the attendees to understand that we, as manufacturers and riders of these bikes, want to be good stewards of the trails and recreational areas where fat bikes are being ridden."

Also in attendance was Gary Sjoquist, QBP's director of Advocacy. Sjoquist spoke about the positive economic impact of including fat bike riders in land use plans. He also emphasized QBP's support, and announced plans to support similar summits in each of the primary territories in the U.S. where fat bikes are sold: Alaska, the Rocky Mountain states, the upper Midwest, and the Northeast.

QBP's annual Frostbike open house will include a Fat Bike seminar very similar in format to the Fat Bike Summit. The seminar will be Saturday, February 18 at 10 am. Bike dealers and media representatives interested in attending should visit Frostbike.com for details.



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About QBP

QBP is a leading distributor to the cycling and outdoor industries. Dedicated to high performance and outstanding results, the company is committed to being in the top 1% of all distributors. 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 1,700-page catalog; an online ordering system; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All-City, Civia, Foundry, Salsa Cycles, and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian manufacturer of road, mountain and cyclocross bikes, and Lazer Helmets. Additionally, QBP owns 45 North, Whisky Parts Co., Dimension, and Problem Solvers. Through its Q-Outdoor division, QBP distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates a LEED-certified, Gold-level distribution center and office complex in Bloomington, Minnesota and has applied for LEED-certified, Platinum-level certification for its complex in Ogden, Utah. A third warehouse in Middletown, PA completes the distribution triangle, allowing QBP to reach 95% of its customers by ground shipping in one to two days. For more information, please contact Jason Gaikowski, director of sales and marketing at 952-941-9391, ext. 1533 or visit: www.qbp.com.

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