



Every Butt on a Bike

Media Information 15 August 2011 QBP

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MEDIA RELEASE

QBP Hires New Brand Manager for Ridley

Dana Carson has joined QBP as its new brand manager for Ridley in North America. QBP is the exclusive distributor for Ridley road and cyclocross bikes in the United States and Canada.

Carson, who most recently served as international sales and brand manager for Reynolds Composites, will focus on growing Ridley's presence in bike shops across the U.S. and broadening the brand's market share.

"With QBP's distribution muscle and outstanding technical support through services like Bike Builder, it's easier than ever for bike dealers to step up to an elite brand like Ridley," Carson said. "We offer more complete bike options than any other European brand—especially in cyclocross."

Carson brings deep bike industry experience to his post for Ridley. Prior to his position at Reynolds, he served as managing director for Hutchinson Tire North America, and earlier as an independent sales rep for Ridley and other brands. Additionally, he spent ten years as a full and part-time road, track and mountain bike racer.

"Dana has exceptional bike industry experience and a love of Ridley as a brand," said Tim Gallant, QBP product manager. "I expect that he will bring 'new guy energy' to Ridley and continue to build on the success that the Ridley team has achieved so far."

"I'm extremely passionate about Belgian cycling and the whole culture surrounding it," Carson said. "Flanders is the heart and soul of cycling. I am excited about bringing that spirit to more riders in the U.S. through Ridley."

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 1,700-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 two LEED-certified, Gold-level distribution centers and office complexes in Bloomington, Minnesota and Ogden, Utah. For more information, please contact Jason Gaikowski, director of brand and marketing at 952-941-9391, ext. 1533 or visit: www.qbp.com.