



Every Butt on a Bike

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MEDIA RELEASE

QBP Shock Treatment Center Wins X-Fusion Service Agreement

The QBP Shock Treatment Center (STC) has achieved certification as an official X-Fusion authorized service center for forks, rear shocks and adjustable seat posts. STC is the only X-Fusion distributor service center in North America authorized to repair the manufacturer's products.

"Our team is fully trained and up to speed on all X-Fusion products," said Don Amundson, STC technical and customer service lead. He noted that the additional service capacity comes at a good time for independent bike dealers. "A whole generation of rear shocks that X-Fusion produced for OE spec in 2009 and older is now out of warranty," he said. "STC is well equipped to meet the growing demand for servicing these shocks."

Founded in 1999, X-Fusion has built OE suspension products for Fox, Cannondale, Specialized, Ibis, Jamis, GT and others. The company has experienced steady growth over the past three years and continues to gain recognition for its proprietary forks, shocks and hydraulic seat posts.

"We are very excited to partner with QBP's Shock Treatment Center," said John Valera, X-Fusion USA sales and service manager. "With the knowledge and training that Don has received through X-Fusion USA, we can honestly say that any service needed on any X-Fusion product in the U.S. will be addressed and handled in a very timely fashion."

Most repairs on X-Fusion products can be turned around in 48 hours, Amundson stated.



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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. For more information, please contact Jason Gaikowski, director of brand and marketing at 952-941-9391, ext. 1533 or visit: www.qbp.com.

About X-Fusion

X-Fusion builds high quality, all-metal suspension systems that provide a higher level of performance and durability. The X-Fusion brand was started in 1999, but the company manufactured suspension products for at least 10 years prior to that. With a 20-year history in suspension, it's no surprise the level of attention provided to every detail. In the past five years, we have greatly expanded our product line, established a global support network and made huge gains in overall market share. Just ask companies like Cannondale, Specialized, Ibis, Jamis, GT and others. These brands rely on X-Fusion to provide the highest levels of performance possible.

Recent changes within X-Fusion include the move of our US R&D office to Santa Cruz, CA. Besides being in the new mecca of mountain biking, the area provides the ultimate testing grounds for new products. The ability for concepts and ideas to hit the trail the same day they are conceived translates into products to you, the consumer, that lead the industry in quality, performance and durability. Learn more by visiting www.xfusionshox.com.

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