



Every Butt on a Bike

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MEDIA RELEASE

QBP Adds More Zipp Inventory for 2012

Distributor Will Create Zipp Service Center and Expand Dealer Support

QBP announced it will dramatically increase its inventory of Zipp products in 2012. Additionally, the company will add more wheel models to its already robust offering, including the 303 CX wheelset, Super-9 Power-Tap wheels, Track 900 and other models. QBP currently carries 101, 202, 303, 404, 808 and Zipp Discs. To fully support Zipp retailers, QBP will roll out an authorized Zipp Service Center next year. The company will also offer special employee pricing to Zipp dealers.

“This will let dealers add a wider array of Zipp products with the added benefit of QBP’s logistical excellence, freight credits and applicable rebates,” said Neil Hailstone, multisport sales manager for QBP. “We make it easy for dealers to buy Zipp wheels, handlebars, stems, seatposts and other accessories as they need them without tying up a lot of money in inventory.” Hailstone added that QBP’s fill rate for Zipp product had been excellent in 2011, and he expected that to continue with the additional product offerings.

Rounding out its expanded selection and inventory, QBP is developing a dedicated service center for Zipp wheels that will open in 2012. Fully authorized by Zipp, the center will process warranties and service all Zipp products, with the exception of cranks, which will be handled directly by Zipp.

“We are very excited that QBP will be carrying more of our product line and offering an even greater level of service and support that will benefit our mutual customers,” said Steve Watkins, Zipp aftermarket sales manager.

On September 14, QBP began offering an Employee Purchase program that gives dealers and their staff 10% discounts on all Zipp wheels, tires, components, parts and accessories.



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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 Zipp

Zipp Speed Weaponry serves a select group of elite companies and athletes, globally located and committed to bicycle & wheelchair competition. Zipp meets customer's needs for the highest performance, superlative quality components through innovative design and manufacturing utilizing the best material and technology available.

Our company is built on mutual respect, delivery on promise and fastidious attention to manufacturing details. We do this by providing exceptional customer service and aggressive marketing, supporting distribution through dedicated dealers, distributors, OE's and direct sales. Market share growth is achieved through continuous product and process improvement, adding new products, additional categories and expanding the distribution channels.

We are a manufacturing company located in Indianapolis, Indiana, USA and part of the SRAM group.

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