



We Provide the Ride

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MEDIA RELEASE

QBP Launches Freeride Initiative

QBP is piloting a new initiative focused on supplying bike dealers with freeride components, accessories and apparel for skilled mountain biking. The category includes downhill, slopestyle, dirt jumping, and street riding. Initially, the lineup will feature a wider variety of cranks, wheels, bars, stems, tires and other components. Brands newly featured in the freeride initiative include Atomlab, Spank, Sunline, POC, Straitline, and Nema. By mid-year 2010, QBP anticipates adding freeride frames to its product line.

“We see a real opportunity in this segment and believe the growing interest in freeride will stimulate sales of all mountain bikes,” said Joshua Abrahamson, QBP’s freeride-downhill category sales manager. “We’ve got an exciting line of brands backed by account executives and customer service agents who are passionate about the sport and extremely knowledgeable about the products. We’ve also got the most accurate ordering and rapid delivery in the industry. Whether you’re a dedicated downhill shop or just getting into it, it’s a real value proposition for dealers.”

Although the traditional mountain-biking segment has been soft in recent years, freeride and related styles that incorporate speed, technical skill and gravity-defying jumps and stunts are capturing the popular imagination. Venues like Crankworx at Whistler Mountain Park in British Columbia, Canada are drawing thousands to nine days of freeride events. Major manufacturers are rushing freeride models to market, and websites are building a thriving business providing hard-core mountain bikers news, advice and videos.

“The freeride initiative is very much in line with our mission to expand the bike industry by serving niches with high potential,” said Steve Flagg, president of QBP. “In addition to an excellent suite of downhill-related products, we provide dealers with the programs and services they need to support their businesses and thrive.”



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About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. Carrying more than 30,000 SKUs from 400 vendors, QBP offers domestic and international retailers a wide array of products and services including a 1,700-page catalog; an online ordering system; a merchandising and store-design program; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All City, Civia, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgium manufacturer of road, mountain and cyclocross bikes. Through its Q-Active division, the company distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates from a Gold-level LEED-certified distribution center and office complex. For more information, please contact Jo Wright, director of marketing at 952 - 941-9391, or visit: www.QBP.com.

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