



Every Butt on a Bike

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MEDIA RELEASE

New Brand 45North Offers Unparalleled Cold Weather Performance

QBP announced the creation of 45North, a brand delivering unparalleled performance in cold-weather conditions. The initial product mix will feature a line of tires developed for use on snow and ice, including one 26-inch and one 700c studded model, and the Husker Dü, a proprietary fat tire for all-terrain bikes. Prototypes will be available for viewing at Interbike. The studded tires will be in stock at QBP and available to bike retailers in October, with the Husker Dü following in November.

According to David Gabrys, brand manager: "Our team lives, works and rides in the winter-biking capital of North America, with five months of winter conditions. We have more people riding more miles in more cold than anyone else. We know what it takes to stay warm and dry and comfortable in the cold, and that expertise will be reflected in our products."

After rolling out winter tires in 2011, 45North will begin developing other product categories. A winter cycling boot designed in partnership with leading insulation manufacturers is on the slate for the 2013 riding season.

"45North will specialize in products tailored to the winter cycling experience. Our products are bicycle-specific; we design products from the ground up to meet the specific demands of winter cycling," Gabrys said.

Target markets for 45North include the Northeast, upper Midwest, Rocky Mountains, Pacific Northwest and Alaska. "Generally, any region that gets a snow-freeze-thaw pattern in the winter will find a ready audience for our products," Gabrys said.

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.