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Distributors Dip Into Complete Bike Business

BY MATT WIEBE

SANTA FE, NM—BTI, which started as a distributor for hard-to-find suspension parts, will begin assembling Cinelli and Commencal bikes at its Santa Fe, New Mexico, facility this month.

J&B Importers, which already sells tens of thousands of Sun Bicycles to dealers, is stepping up its assembled offerings of Origin 8 fixie and urban bikes.

These distributors aren't expanding their complete bike business because their sights are set on being the next Trek or Specialized, but because their customers are pressuring them to change their business models.

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How to Fulfill? Brands Balance Cost vs. Control

BY JASON NORMAN

VISTA, CA—One of the toughest decisions manufacturers have to make is whether or not to manage their own supply chain functions. Do they farm it out to a third-party logistics provider (3PL) or control it themselves?

Most of the time the answer is determined by the sheer size of the company. Larger manufacturers look at it as more



Photo by Nicole Formosa

Taipei Cycle Show

ASI officials, vendors and partners break a sake barrel to celebrate Fuji's 111th year at a gala during Taipei Cycle.

International Brands Seek Out Distribution

BY NICOLE FORMOSA

TAIPEI, Taiwan—The Taipei Cycle Show remains a key venue as its international business grows, as companies wrap up final spec on 2011, and as manufacturers get feedback on next year's aftermarket products.

Exhibitors who packed the Nangang Exhibition Hall for four days said they were pleased with the show and touted

its continued importance for international customers.

"In general, the Taiwan show is more international and more successful," said Erik Kimble, general manager of Colmax International, a Taiwan distributor of high-value brands such as Campagnolo, Selle Italia, Finish Line and others.

"This year we had 15 international brands come to us, asking us to carry

their brands. That's never happened before," he said.

Portland Design Works, a new exhibitor and relatively new company that's just over a year old, was at the show to find new international distributors for its aftermarket line of commuter accessories, said co-founder Erik Olson.

The company has U.S. distributors

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Secretary Puts Bike Alongside Other Modes

BY MEGAN TOMPKINS

WASHINGTON, D.C.—The enthusiasm from the 10th annual National Bike Summit reached fever pitch three days after the annual lobbying event concluded when Secretary of Transportation Ray LaHood announced a "sea change" in transportation policy on the

portation at the expense of non-motorized," Secretary LaHood wrote.

Using language suggestive of advocates' sought-after Complete Streets policy, he revealed a policy revision for state DOTs and communities that includes a recommendation to treat walking and bicycling as equals with other

tor Tim Blumenthal said that pushback only underscores the magnitude of the policy change. "They recognized it as a change in core philosophy for the DOT," Blumenthal said. "It was more than a statement; it represents a policy shift."

LaHood's announcement came on the heels of his rousing speech to cap off the

Montague Introduces 700c Folding Bikes, Revamps MTB Line

BY JASON NORMAN

CAMBRIDGE, MA—Montague Corporation is going where no mainstream folding bike manufacturer has gone before—into the realm of 700c.

“We went back and forth on it,” said David Montague, founder and owner of Montague Corporation. But it came down to this simple thought, “What would be the folding bike that you would want to ride?”

The answer was 700c pavement bikes. Montague’s new line offers four models including the Crosstown, the Boston, the Navigator and the Fit. They retail between \$550 and \$2,400.



Montague Boston

“All of our new models offer a solid ride for all levels of riders,” said sales manager Jonathan Vandenberg. “Our engineers have incorporated all of our patented technologies across our complete line of bikes to provide the cyclist with improved performance, portability and safety. These bikes are perfect for cyclists who want high performance but also want the flexibility of folding for travel, commuting and storage.”

If that wasn’t enough to tackle in one year, Montague decided it was time to revamp its entire folding mountain bike line, dropping its existing models for a new set. “Our stuff was getting a bit dusty,” Montague said. “It was kind of getting stale.”

Its four new mountain bike models include the SwissBike X50, Paratrooper, SwissBike X70 and SwissBike XO. The launch of these new bikes coincides with Montague’s updated Web site that provides online visitors with new visual and navigation features, as well as options for customer interaction and accessibility.

As was the case for many mainstream folding bike manufacturers, 2009 was a good year for Montague. “We were up 18 percent,” Montague said. “It was a little bit of a surprise.”

With the release of all these new bikes, Montague hopes to see 25 percent growth this year. Montague sees folding bikes as a market that will continue to thrive well into the future. “Some of our competitors are doing nice product,” Montague said. “The quality has come way up.” **BRAIN**

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