

**RACKS:  
YOUR CUSTOMER'S  
GATEWAY TO**  
*Adventure*



MADE IN THE USA



LIFETIME WARRANTY

# Why Saris?



*"We care about doing business the right way. We pride ourselves on being honest, ethical people to work with. If there's a problem, we fix it, period."*

Chris Fortune. Saris Cycling Group President

## LEAD WITH GREAT PRODUCT

Saris products have been on the market since 1976 and are built to last. We promise best-in-class products that deliver best-in-class experience for our customers.

100  
MILLION  
MILES  
TESTED

## CULTURE OF INNOVATION

Saris History of First to Market Products

1974

1st US Roof Rack 2 and 4 Bike –  
Bike Porter

1976

1st Strap On Trunk Rack –  
Adjust-A-Porter

1978

1st Car Rack Manufacturer to  
Offer Vehicle Fit Guides

1985

1st Hitch Mounted Rack –  
Hitch Hiker

1986

1st Tray Mount Rack 2 Bike –  
Tailgator

1991

1st Spare Tire Rack 2 Bike –  
Spare Tire Rack

1993

1st Shaker Rack Testing

1994

1st Self-Centering Load Bar Technology  
for Roof Racks – Saris Roof Rack

1996

1st Car Rack Manufacturer to Use  
Gas-Assist Injection Molding for Racks

2000

1st Car Rack Manufacturer to  
Offer Lifetime Warranty

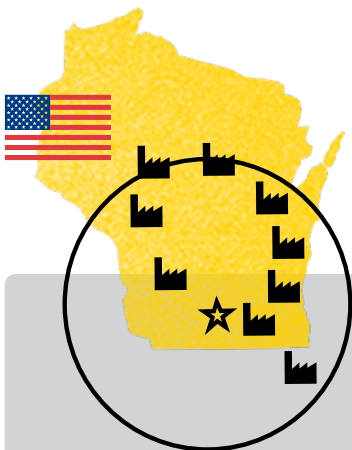
2003

1st Tray Racks not Touching Bike Frames  
& 1st One Bike Trunk Rack – Solo

2014

1st Product in Bike Industry to Receive  
Trademark Configuration Patent -- Bones

## MADE IN THE USA; COMMITTED TO THE LOCAL ECONOMY



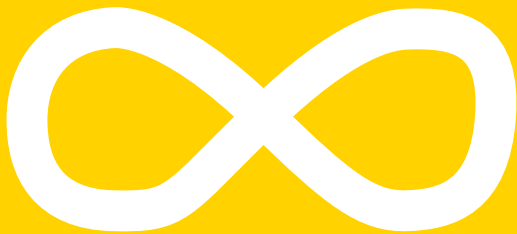
- 92% of our suppliers are within 120 miles of Saris
- 200 jobs at Saris Cycling Group
- Supporting thousands of jobs in Madison, Wisconsin, region

*"For many, many years Saris has been Race Pace Bicycles's primary rack supplier. As a company we strive to provide value and quality in every product category- Saris delivers for us. Year after year US made quality with great margins and a relationship built on a commitment to the IBD. Saris racks work for us."*

Alex Obricht. Race Pace Bicycles



**MADE BY US AND BACKED BY US, all for you.**



## 1<sup>ST</sup> RACK MANUFACTURER TO OFFER LIFETIME WARRANTY

Even before 2000, we had been providing customers a lifetime warranty. It's part of our business philosophy. It's who we are.



### THREE WAYS SARIS SUPPORTS THE IBD

The Saris business is built on the pillar of the bike industry – the independent bike dealer.

1. Support dealers with training and dealer exclusive programs
2. MAP policy keeps price integrity throughout the marketplace
3. Advocacy efforts at local, state, and national level to get more people on bikes



peopleforbikes™



WISCONSIN BIKE FED



WORLD BICYCLE RELIEF®



# Racks: THE GATEWAY TO ADVENTURE

According to an industry expert an average bike shop does 7% of total sales through car racks. **A best-in-class dealer does 15% of total sales in racks.**

7% → 15%

Dealer	Annual Gross Sales	Average	Profit	Best in Class	Profit	Profit Diff.
A	\$500,000	\$35,000	\$14,700	\$75,000	\$31,500	+\$16,800
B	\$900,000	\$63,000	\$26,460	\$135,000	\$56,700	+\$30,240
C	\$1,400,000	\$98,000	\$41,160	\$210,000	\$88,200	+\$47,040

(ALL THE TIME 42% AVERAGE MARGIN)

## TURNING BUYERS INTO CYCLISTS



Car Racks



More engaged cyclists



More demand for wider variety of cycling products

The stats just scratch the surface of telling this story, because the impact on your business is far greater than just the bike rack category. Your business, with this renewed focus, will also enjoy:

- More committed customers who are more engaged cyclists
- More loyalty to your shop
- More riding and better use of existing purchases
- More future purchases as they advance as a cyclist

## Why Choose Saris: YOUR GATEWAY TO MORE PROFIT

**Gain Margin. Less inventory. Better turns.**

- Multiple national distributors with many locations means getting product 1-2 days away
- Same low level stocking with high actual sell through margin throughout the whole year. No preseason stocking order required
- Merchandizing support and training

Saris Exclusive – 5% margin increase all the time. Zero stock commitment.

(INCREASE PROFIT DOLLARS WITH ADDITIONAL SARIS EXCLUSIVE MARGIN)

5% more margin on all product

Dealer	Annual Gross Sales	Best in Class Rack Sales	Profit -- Standard Saris Margin	Profit -- Saris Exclusive Margin	Profit diff.
A	\$500,000	\$75,000	\$31,500	\$33,750	+\$2,250
B	\$900,000	\$135,000	\$56,700	\$60,750	+\$4,050
C	\$1,400,000	\$210,000	\$88,200	\$94,500	+\$6,300

REAL LIFE EXAMPLE –

### ATLANTA CYCLING (SARIS EXCLUSIVE)

Trunk

Saris Exclusive: 46.98%

Previous: 40.9%

**MARGIN  
+6.08%**

Hitch

Saris Exclusive: 41.41%

Previous: 34.07%

**MARGIN  
+7.34%**

*"Saris racks are the easiest to use and put on the car, most secure and some of the lightest racks we have sold. These racks are an easy sell for our sales staff. Our customers love Saris."*



MADE IN THE USA | LIFETIME WARRANTY