



We Provide the Ride

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MEDIA RELEASE

Ridley Names QBP as Exclusive US Distributor

Beginning June 1, 2009, QBP will be the exclusive US distributor for Ridley Bikes, Belgian manufacturer of elite road, track, and cyclocross bikes.

“America has the potential to be our No. 1 market, and as such we need to have a wider distribution network in place,” said Ridley director Jochim Aerts. “QBP’s impressive logistics structure and business acumen will take us closer to achieving our goals.”

QBP President Steve Flagg says the new relationship with Ridley is part of the company’s ongoing commitment to provide dealers with best of breed choices in bicycles and other products.

“As a renowned leader in bike design and technology, Ridley fits perfectly with our family of high performance brands serving specialized market segments,” said Flagg. “We are excited about introducing Ridley to our customers and helping them expand their presence in the United States”

John Lindstrom, a five-year veteran of QBP sales, has been named brand manager for Ridley at QBP. Ridley will inaugurate the partnership by unveiling its 2010 cyclocross models in February at Frostbike, the annual industry event and educational forum hosted by QBP. The cross models and Ridley’s full line of bikes will be available from QBP in June.

About Ridley Bikes

Jochim Aerts, a highly skilled frame builder and painter, started Ridley Bicycles in 1996. Jochim's partnerships with racing clubs and eye for advanced racing technology created Ridley's early success. In a few short years, Ridley became Belgium’s market leader for racing bikes. In 1997 Ridley signed its first professional team, Spar, and went on to work with Palmans-Colstrop in 1999. After much race testing, Ridley released the first full-carbon version of the now famous Damocles. Visit www.ridley-bikes.com to learn more.

About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. QBP offers domestic and international retailers a wide array of products and services including a 1,500-page catalog, a robust online ordering system, a renowned custom wheel service, a specialty bike-building program and more. QBP continues to be a vigorous advocate for the cycling industry. For more information, please contact Jo Wright, director of marketing at 952 -941-9391, or visit: www.qbp.com.