



We Provide the Ride

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MEDIA RELEASE

SRAM Receives First Annual QBP Vendor of the Year Award

QBP presented its first annual Vendor of the Year Award to SRAM at Frostbike 2010 on February 20. The company was selected for its long-term partnership with QBP, best-in-class products and services, and active embrace of values around advocacy and the environment. Stan Day, president of SRAM, accepted the award.

“We created this award to publically acknowledge our best vendors,” said Steve Flagg, president of QBP. “SRAM is an outstanding example of a company that meets our high standards for partnership while continually innovating products that excite dealers and their customers. They offer superior customer service to bike dealers and share our commitment to community and advocacy, particularly with programs like World Bicycle Relief. We are very proud to honor Stan Day and the entire team at SRAM.”

During an informal poll of bike dealers posted on the QBP Facebook page, the majority of respondents cited SRAM as a vendor that “greatly exceeded their expectations.” In addition to such popular recognition, nominees for the QBP Vendor of the Year Award were chosen for their ability to work adaptively, flexibly and cooperatively with QBP. Other criteria include sustainable profitability, innovative product development, effective branding and marketing, and outstanding dealer and consumer support. They also must demonstrate a commitment to independent bike dealers, environmental initiatives and community activism.

About SRAM

Bike components are all we do—which is why we do them so mind-bendingly well. SRAM Corporation began with the goal of creating the absolute best shifting system and changed the cycling world forever with the introduction of Grip Shift. To support the innovation, we invested in Sachs Bicycle Company and built a state of the art manufacturing facility in Schweinfurt Germany. We had the vision and desire to expand our presence in the industry so we found the best suspension company, RockShox, joined forces with them, creating huge excitement in the global cycling community. Not content to stop there, we knew expanding our line with the best brakes, bottom brackets and cranksets would fine-tune the ride even more. So we teamed up with Avid and Truvativ. Now that we have achieved total drive train nirvana, we will continue to seek and deploy technological and engineering advancements, as we compulsively refine and redefine the pinnacle of the ultimate ride. Learn more by visiting www.sram.com.



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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 1,600-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 four bike brands including All City, Civia, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian 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 and is building another LEED Gold facility in Ogden, Utah. For more information, please contact Jo Wright, director of marketing at 952 -941-9391, or visit: www.qbp.com.