



Interview Opportunity

Canada's bike industry is growing despite economic turmoil

The Canadian cycling industry, like every other sector, has been impacted by the global economic crises.

Numbers recently collected from Canadian specialty bike retailers and suppliers, however, suggest that businesses north of the border are faring far better than their American colleagues, or other Canadian retail sectors.

Rob Jones, Director of Data Capture for the Bicycle Trade Association of Canada, has been analyzing the latest information and will be available to discuss how 2009 has been in comparison to 2008:

- For Q4 2008 sales grew 2%, while the U.S. industry declined 13%
- Annually, in 2008 Canadian sales grew 9.3%
- Sales Year-Over-Year have increased 18% in the first six months of 2009
- Which sectors of the bike industry are doing particularly well and why

To arrange an interview with Mr. Jones, please contact:

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More information on BTAC is available at www.btac.org.

*The **Bicycle Trade Association of Canada's** (www.btac.org) mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada. A not-for-profit trade association whose members come from the retail and supplier sectors of Canada's bicycle industry BTAC is the national voice for cycling BTAC actively advocates on critical issues with government at all levels and builds partnerships throughout the cycling community in Canada. BTAC programs include Market Research, Cycling Advocacy, ExpoCycle (Canada's Bike Trade Show) and many cost saving benefits to members.*