



ECLYPSE



LEAVE YOUR MARK

Philosophy

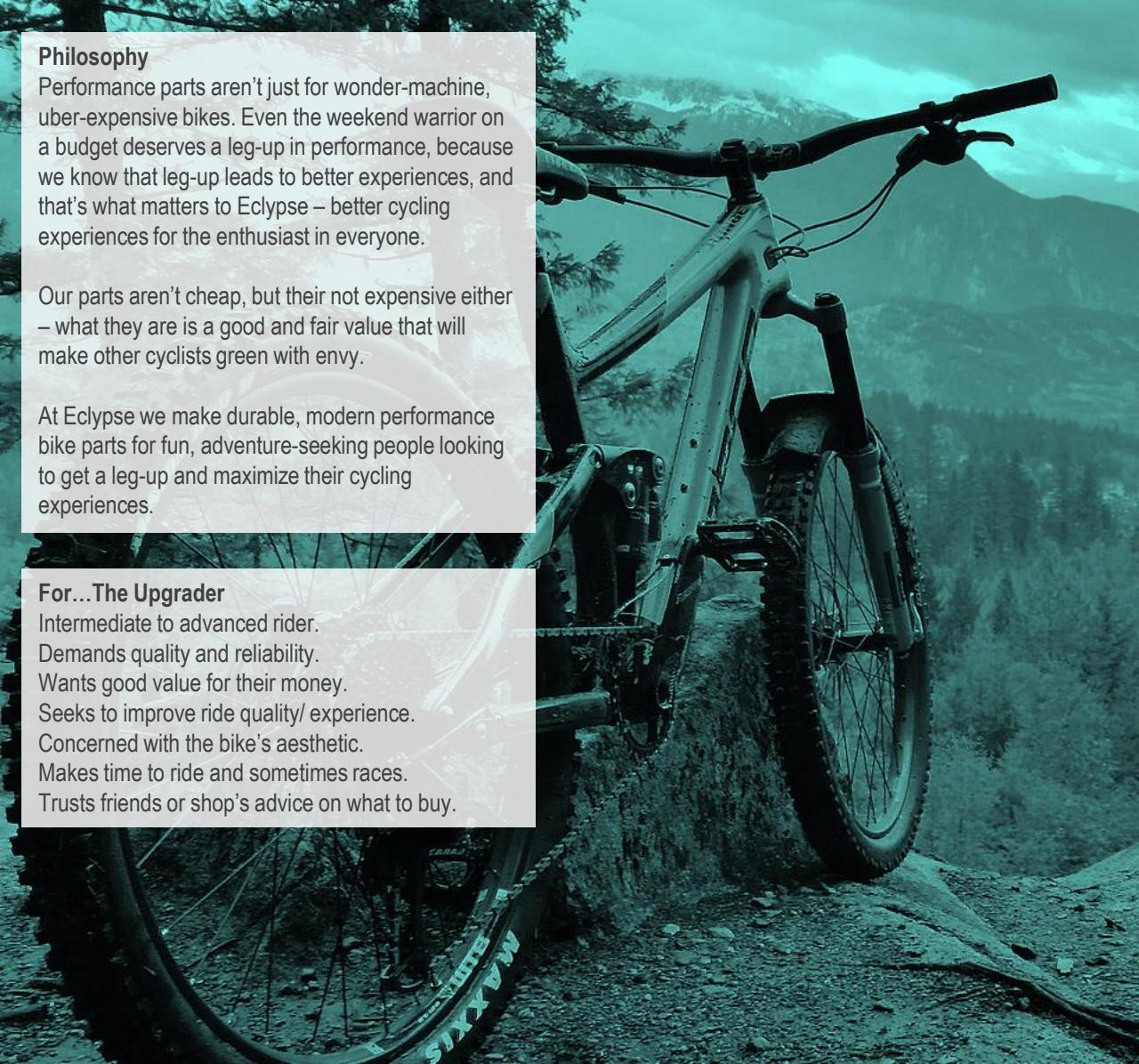
Performance parts aren't just for wonder-machine, uber-expensive bikes. Even the weekend warrior on a budget deserves a leg-up in performance, because we know that leg-up leads to better experiences, and that's what matters to Eclypse – better cycling experiences for the enthusiast in everyone.

Our parts aren't cheap, but they're not expensive either – what they are is a good and fair value that will make other cyclists green with envy.

At Eclypse we make durable, modern performance bike parts for fun, adventure-seeking people looking to get a leg-up and maximize their cycling experiences.

For...The Upgrader

Intermediate to advanced rider.
Demands quality and reliability.
Wants good value for their money.
Seeks to improve ride quality/ experience.
Concerned with the bike's aesthetic.
Makes time to ride and sometimes races.
Trusts friends or shop's advice on what to buy.



Mission

To build fast, fun, durable and exciting performance parts – parts even the most hardened cyclists will use and trust.

Values

Integrity
Performance
Confidence
Durability
Fun

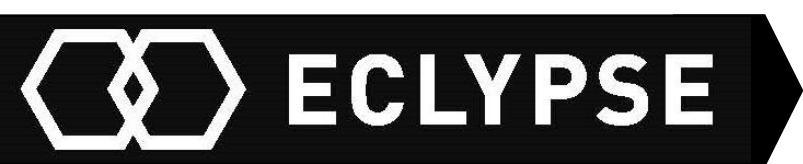
Image

Modern
Approachable
Exciting
Inspiring

Voice

Tech-Savvy
Confident
Happy
Casual



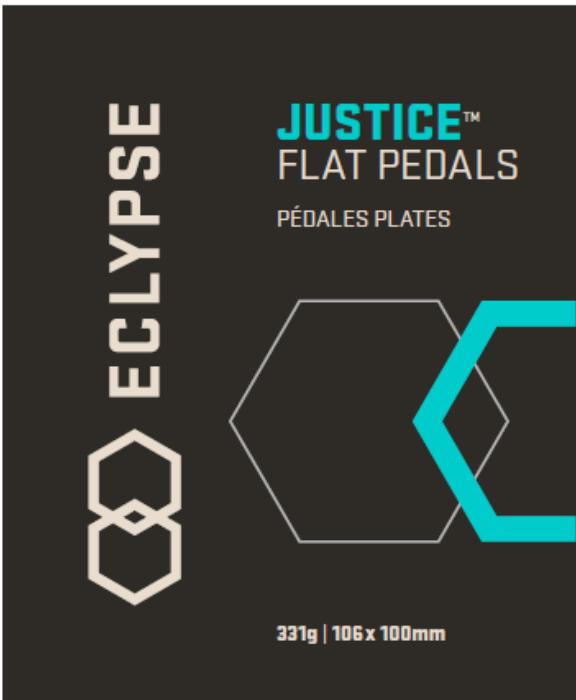


Packaging

Modern
Inviting
Eye-Catching
Eco-Friendly
Merchandisable

Designed with the environmentally-conscious customer in mind, Eclypse packaging is inherently eco-friendly and is designed to use soy ink and no bleaches.

For retail, the packaging is appropriately sized to minimize wall or shelf space while retaining impactful branding and messaging needed to capture the consumers attention. The thoughtful placement of product information makes it easy for both sales people and consumers to understand the product and its key features.





Marketing Positioning / Campaign

Consumer / Retailer

Eclypse...Durability

Eclypse...Adaptability

Eclypse...Compatibility

Eclypse...Accessibility

Eclypse...Perfomability

Retailer

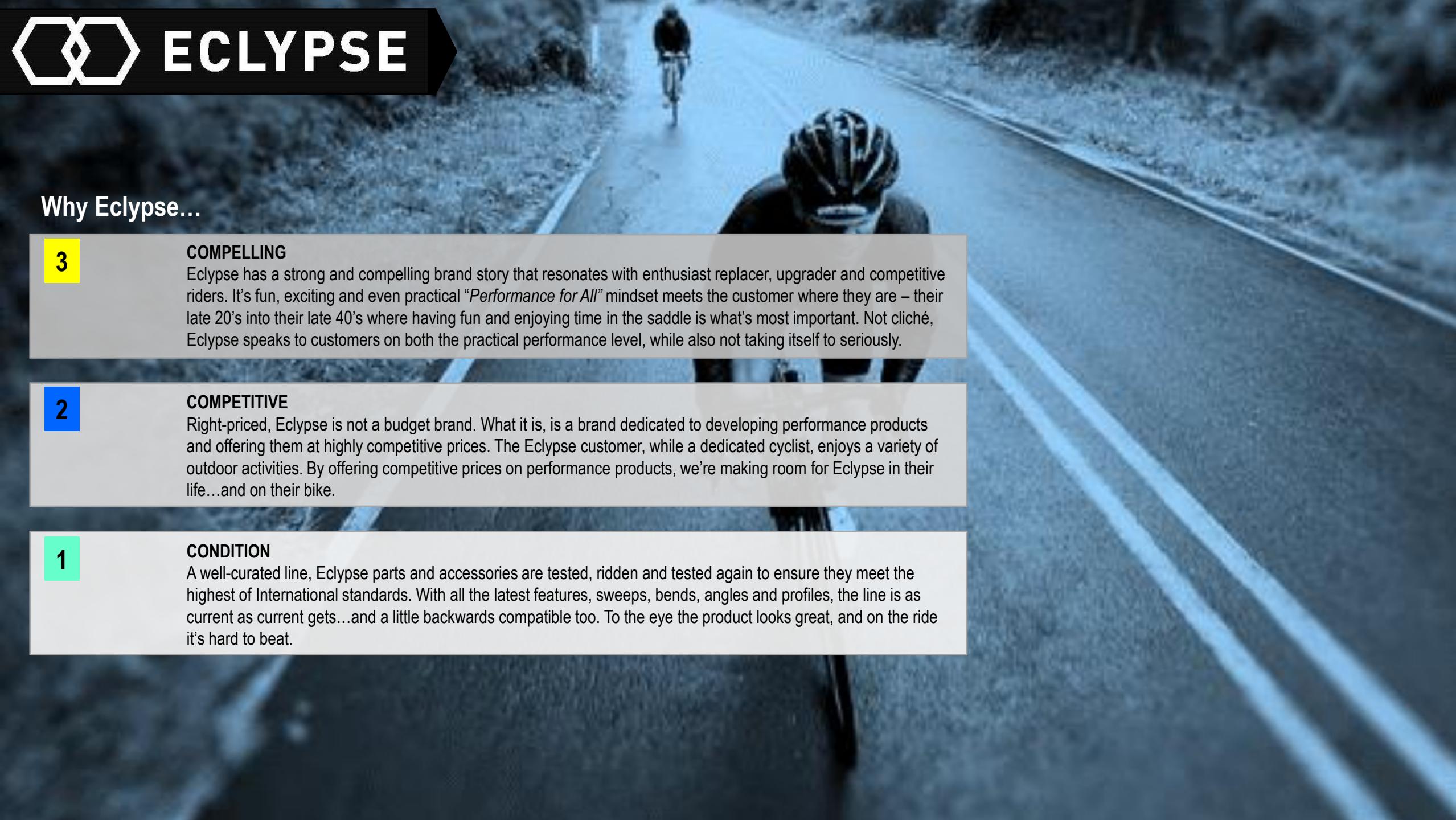
Eclypse...Profitability

Eclypse...Merchantability

PERFORMABILITY
To begin and carry through to completion.

ENGAGE™
Clipless pedals to carry you through – to push your limits – to complete the summit

eclypsebike.com



Why Eclypse...

3

COMPELLING

Eclypse has a strong and compelling brand story that resonates with enthusiast replacer, upgrader and competitive riders. It's fun, exciting and even practical "*Performance for All*" mindset meets the customer where they are – their late 20's into their late 40's where having fun and enjoying time in the saddle is what's most important. Not cliché, Eclypse speaks to customers on both the practical performance level, while also not taking itself to seriously.

2

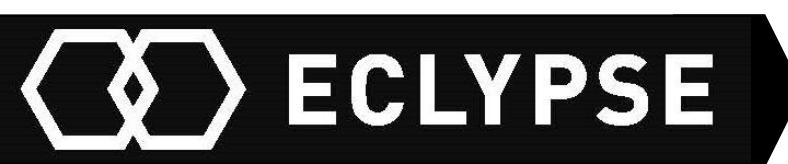
COMPETITIVE

Right-priced, Eclypse is not a budget brand. What it is, is a brand dedicated to developing performance products and offering them at highly competitive prices. The Eclypse customer, while a dedicated cyclist, enjoys a variety of outdoor activities. By offering competitive prices on performance products, we're making room for Eclypse in their life...and on their bike.

1

CONDITION

A well-curated line, Eclypse parts and accessories are tested, ridden and tested again to ensure they meet the highest of International standards. With all the latest features, sweeps, bends, angles and profiles, the line is as current as current gets...and a little backwards compatible too. To the eye the product looks great, and on the ride it's hard to beat.



Line Levels Quality

E3

Top level components featuring premium materials and manufacturing techniques.

E2

Higher-end components and accessories featuring top-quality materials and manufacturing techniques.

E1

Quality components and accessories featuring high-quality materials and standard manufacturing techniques.

Target Customer

The Elite Rider: Is technically knowledgeable and is willing to pay for premium materials to achieve premium performance and weight-reduction benefits. Is a passionate cyclist that rides frequently.

Price Point

\$\$\$\$

\$\$\$

\$\$

Level Categories

E3

Wheels
Tires
Seatposts
Forks
Cages
Grips/Tape

E2

Wheels
Tires
Pedals
Handlebars
Seatposts
Clamps

E1

Cages
Grips/Tape
Cable Kits
Handlebars
Stems
Clamps
Forks
Grips/Tape



WHEELS

E3

Carbon
Road
Gravel
Mountain

Line Notes
• Adaptable to QR/Thru Axle
• Boost Hubs
• Road Disc

MSRP / Retailer Margin
• \$1400 – \$1600 MSRP
• 40% Margin

SKU Count
• 6-7 Wheelsets

E2

Aluminum
Road
Gravel
Mountain

Line Notes
• Adaptable to QR/Thru Axle
• Boost Hubs
• Road Disc

MSRP / Retailer Margin
• \$800 - \$1000 MSRP
• 40% Margin

SKU Count
• 4-5 Wheelsets

E1

No Current Plans

E3

Road
Gravel
Mountain

E2

Road
Gravel
Mountain

7.18 8.18 9.18 10.18 11.18 12.18 1.19 2.19 3.19 4.19 5.19 6.19 7.19 8.19 9.19

Product Introduction Timeline



HUSTLE™



TIRES

E3

Folding
Road
Gravel
Mountain

Line Notes
• Soft Durometer
• Road Tubeless

MSRP / Retailer Margin
• \$50 - \$60 MSRP
• 50% Margin

SKU Count
• 8-10 Tires

E2

Folding
Road
Gravel
Mountain

Line Notes
• Medium Durometer
• Tubeless w/ Sealant
• Tubeless Compatible

MSRP / Retailer Margin
• \$35 – \$40 MSRP
• 50% Margin

SKU Count
• 12 Tires

E1

No Current Plans



E3

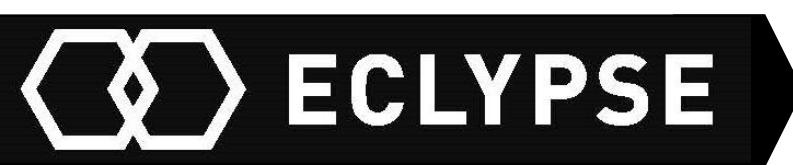
Road
Gravel
Mountain

E2

Road
Gravel
Mountain

7.18 8.18 9.18 10.18 11.18 12.8 1.19 2.19 3.19 4.19 5.19 6.19 7.19 8.19 9.19

Product Introduction Timeline



PEDALS

E3	Alloy Mountain	Line Notes <ul style="list-style-type: none">• High Level Platform	MSRP / Retailer Margin <ul style="list-style-type: none">• \$100+ MSRP• 40-45% Margin	SKU Count <ul style="list-style-type: none">• 1+ Pedals
E2	Alloy / Composite Road Mountain Dual	Line Notes <ul style="list-style-type: none">• Higher Level Platform• Clipless Mountain & Road• SH51 & Look Compatible	MSRP / Retailer Margin <ul style="list-style-type: none">• \$40 – \$85 MSRP• 40-45% Margin	SKU Count <ul style="list-style-type: none">• 10 Pedals
E1	Plastic / Composite Mountain All-Purpose	Line Notes <ul style="list-style-type: none">• Level Up from Basic Repair	MSRP / Retailer Margin <ul style="list-style-type: none">• \$15 – \$25 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 6 Pedals



JUSTICE™



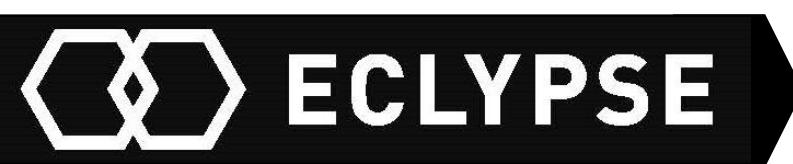
BUCKLE™

E2
Road
Mountain
Dual

E1
Mountain
All-Purpose



Product Introduction Timeline



HANDLEBARS

E3

For Future Development
Carbon – 2019

E2

Light Aluminum
Road
Mountain

Line Notes
• Compact Reach / Drop
• 800mm MTB w/ Cut Lines
• Think Zipp “Service Course”

MSRP / Retailer Margin
• \$60 - \$80 MSRP
• 50% Margin

SKU Count
• 8 Bars

E1

Standard Aluminum
Road
Mountain

Line Notes
• Standard Bends & Drops
• 620-720mm MTB

MSRP / Retailer Margin
• \$30 - \$40 MSRP
• 50% Margin

SKU Count
• 8 Bars



MUD DUCK™ FLYWEIGHT

E2

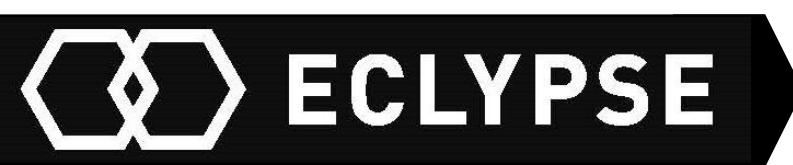
Road
Mountain

E1

Road
Mountain

7.18 8.18 9.18 10.18 11.18 12.8 1.19 2.19 3.19 4.19 5.19 6.19 7.19 8.19 9.19

Product Introduction Timeline



STEMS

E3

No Current Plans

E2

Light Aluminum
Road
Mountain

Line Notes
• Sub 120g
• Garmin Compatible Faceplate
• Color Matched Spacers

MSRP / Retailer Margin
• \$60 - \$80 MSRP
• 50% Margin

SKU Count
• 6 Stems

E1

Standard Aluminum
Universal

Line Notes
• Sub 150g
• Nice Finish

MSRP / Retailer Margin
• \$30 - \$40 MSRP
• 50% Margin

SKU Count
• 6 Stems



SWOOM™ FLYWEIGHT

E2

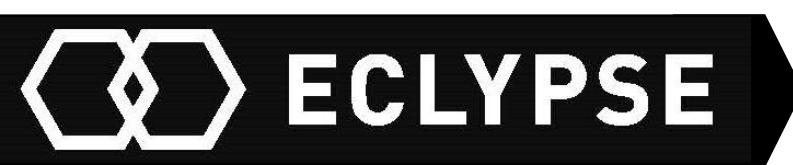
Road
Mountain

E1

Universal

7.18 8.18 9.18 10.18 11.18 12.8 1.19 2.19 3.19 4.19 5.19 6.19 7.19 8.19 9.19

Product Introduction Timeline



SEATPOSTS

E3

Carbon
Road/Mountain

Line Notes
• 0 & 20mm Offsets

MSRP / Retailer Margin
• \$100 - \$120 MSRP
• 50% Margin

SKU Count
• 6 Posts

E2

Light Aluminum:
Road/Mountain
Gravel Dropper

Line Notes
• 0 & 20mm Offsets
• 27.2mm Gravel Dropper

MSRP / Retailer Margin
• \$80 - \$120 MSRP
• 50% Margin

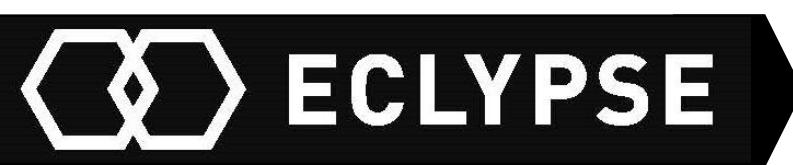
SKU Count
• 6 Regular Posts
• 1 Dropper Post

E1

For Future Development
Standard Aluminum – 2019/2020



Product Introduction Timeline



SEATPOST CLAMPS

E3

No Current Plans

E2

Aluminum: w/ Guard
For Carbon
For Steel/Aluminum

Line Notes
• Multiple Colors

MSRP / Retailer Margin
• \$12 - \$15 MSRP
• 50% Margin

SKU Count
• 10 Clamps

E1

Aluminum QR
For Steel/Aluminum

Line Notes
• Standard Sizes

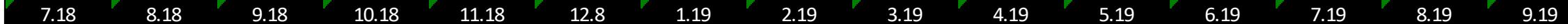
MSRP / Retailer Margin
• \$6 - \$10 MSRP
• 50% Margin

SKU Count
• 4 Clamps



E1
For Steel/Aluminum

E2
For Carbon
For Steel/Aluminum



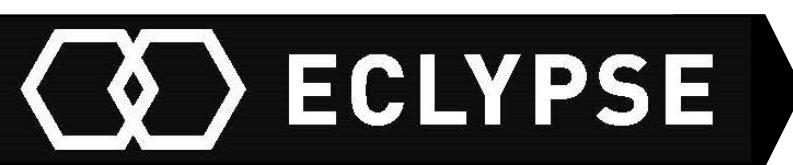
Product Introduction Timeline



FORKS

E3	Carbon Road Gravel Mountain	Line Notes <ul style="list-style-type: none">Road Disc & RimQR & Thru-AxleSuspension Corrected MTB	MSRP / Retailer Margin <ul style="list-style-type: none">\$200+ MSRP40% Margin	SKU Count <ul style="list-style-type: none">6-8 Forks
E2	Steel: Mountain Hybrid	Line Notes <ul style="list-style-type: none">OEM UpgradeDisc & V-Brake*Thru-Axle Corrected	MSRP / Retailer Margin <ul style="list-style-type: none">\$60 - \$80 MSRP50% Margin	SKU Count <ul style="list-style-type: none">4-5 Forks
E1	Steel: Mountain 26"	Line Notes <ul style="list-style-type: none">Basic ReplacementDisc/V-Brake	MSRP / Retailer Margin <ul style="list-style-type: none">\$40 - \$60 MSRP50% Margin	SKU Count <ul style="list-style-type: none">4-5 Forks





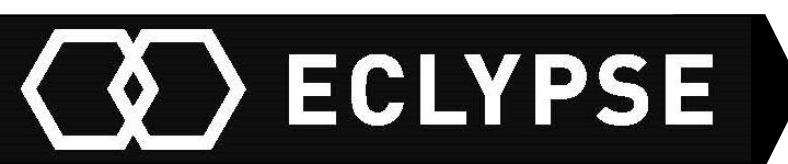
BOTTLE CAGES

E3	Carbon Standard Side Mount	Line Notes <ul style="list-style-type: none">• Sub 30g• Left & Right Side Mounts	MSRP / Retailer Margin <ul style="list-style-type: none">• \$50 - \$60 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 3 Cages
E2	Composite/Plastic Standard Side Mount	Line Notes <ul style="list-style-type: none">• Multiple Colors• Bolts Included	MSRP / Retailer Margin <ul style="list-style-type: none">• \$15 - \$20 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 6-8 Cages
E1	No Current Plans			



SWIG™





GRIPS/TAPE

E3	Rubber/Gel Road Mountain	Line Notes <ul style="list-style-type: none">• MTB Ergo Lock-On• Soft/Grip Tape (Lizard Skinz)• Fun Colors	MSRP / Retailer Margin <ul style="list-style-type: none">• \$30 - \$40MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 10-12 Grips/Tape
E2	Rubber/Gel Road Mountain	Line Notes <ul style="list-style-type: none">• Gel Cork Tape• MTB Lock-On• Standard Colors	MSRP / Retailer Margin <ul style="list-style-type: none">• \$20 - \$25 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 10-12 Grips/Tape
E1	Rubber/Foam Road Mountain	Line Notes <ul style="list-style-type: none">• Standard Replacement	MSRP / Retailer Margin <ul style="list-style-type: none">• \$8 - \$15 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 8-10 Grips/Tape



VIE™



GRAPPLE™



Product Introduction Timeline



CABLE KITS

E3

No Current Plans

E2

Alloy/Stainless
Road
Mountain

Line Notes

- Slick Stainless Wires
- Alloy End Caps
- Think Jagwire "Pro"

MSRP / Retailer Margin

- \$28 - \$30 MSRP
- 50% Margin

SKU Count

- 3-5 Cable Sets

E1

Plastic/Steel/Galvanized
Road/Mountain

Line Notes

- Slick Galvanized Wires
- Steel/Plastic End Caps
- Think Jagwire "Sport"

MSRP / Retailer Margin

- \$18 - \$20 MSRP
- 50% Margin

SKU Count

- 2 Cable Sets



CIRCUITS™

E1/E2

All Kits

7.18 8.18 9.18 10.18 11.18 12.8 1.19 2.19 3.19 4.19 5.19 6.19 7.19 8.19 9.19

Product Introduction Timeline



Accessories



Hats

T-Shirts

Bottles



Product Introduction Timeline