



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 Eclipse – better cycling experiences for the enthusiast in everyone.

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

At Eclipse 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.





Packaging

Modern
Inviting
Eye-Catching
Eco-Friendly
Merchandisable

Designed with the environmentally-conscious customer in mind, Eclipse 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

Eclipse...Durability

Eclipse...Adaptability

Eclipse...Compatibility

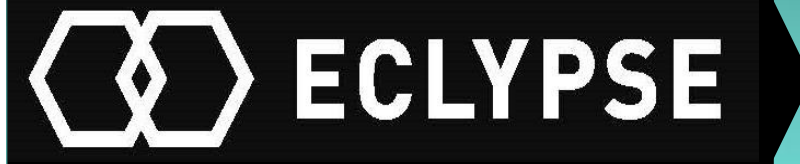
Eclipse...Accessibility

Eclipse...Perfomability

Retailer

Eclipse...Profitability

Eclipse...Merchantability



PERFORMABILITY

To begin and carry through to completion.



ENGAGE™

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

eclipsebike.com



Why Eclipse...

3

COMPELLING

Eclipse 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, Eclipse speaks to customers on both the practical performance level, while also not taking itself too seriously.

2

COMPETITIVE

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

1

CONDITION

A well-curated line, Eclipse 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

Target Customer

Price Point

E3

Top level components featuring premium materials and manufacturing techniques.

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.

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E2

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

The Upgrader: Is knowledgeable about cycling and product. When replacing components seeks an upgrade to achieve a performance gain or reduction in weight. Is a dedicated weekend warrior and sometimes races.

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E1

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

The Replacer: Somewhat knowledgeable about cycling, but is more concerned with price when replacing broken parts or trying to achieve a more comfortable ride. Owns a quality bike, but does not view themselves as an avid rider.

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Level Categories

E3

Wheels
Tires
Seatposts
Forks
Cages
Grips/Tape

E2

Wheels
Tires
Pedals
Handlebars
Seatposts
Clamps
Cages
Grips/Tape
Cable Kits
Stems
Forks

E1

Pedals
Handlebars
Stems
Clamps
Forks
Grips/Tape
Cable Kits

WHEELS

E3	Carbon Road Gravel Mountain	Line Notes <ul style="list-style-type: none">Adaptable to QR/Thru AxleBoost HubsRoad Disc	MSRP / Retailer Margin <ul style="list-style-type: none">\$1400 – \$1600 MSRP40% Margin	SKU Count <ul style="list-style-type: none">6-7 Wheelsets
E2	Aluminum Road Gravel Mountain	Line Notes <ul style="list-style-type: none">Adaptable to QR/Thru AxleBoost HubsRoad Disc	MSRP / Retailer Margin <ul style="list-style-type: none">\$800 - \$1000 MSRP40% Margin	SKU Count <ul style="list-style-type: none">4-5 Wheelsets
E1	No Current Plans			



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

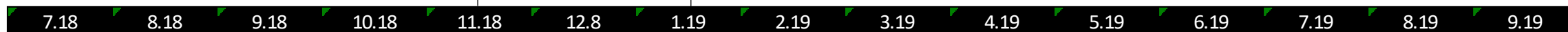
No Current Plans



MACADAM™

E3
Road
Gravel
Mountain

E2
Road
Gravel
Mountain



Product Introduction Timeline

PEDALS

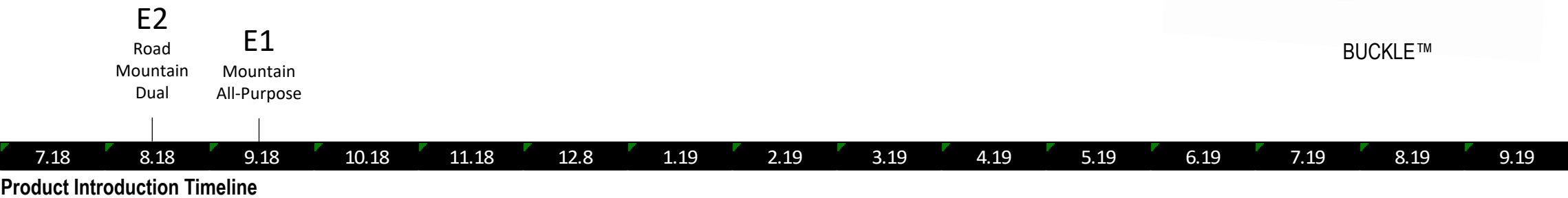
E3	Alloy Mountain	Line Notes <ul style="list-style-type: none">High Level Platform	MSRP / Retailer Margin <ul style="list-style-type: none">\$100+ MSRP40-45% Margin	SKU Count <ul style="list-style-type: none">1+ Pedals
E2	Alloy / Composite Road Mountain Dual	Line Notes <ul style="list-style-type: none">Higher Level PlatformClipless Mountain & RoadSH51 & Look Compatible	MSRP / Retailer Margin <ul style="list-style-type: none">\$40 – \$85 MSRP40-45% 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 MSRP50% Margin	SKU Count <ul style="list-style-type: none">6 Pedals



JUSTICE™



BUCKLE™



HANDLEBARS

E3	For Future Development Carbon – 2019			
E2	Light Aluminum Road Mountain	Line Notes <ul style="list-style-type: none">• Compact Reach / Drop• 800mm MTB w/ Cut Lines• Think Zipp “Service Course”	MSRP / Retailer Margin <ul style="list-style-type: none">• \$60 - \$80 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 8 Bars
E1	Standard Aluminum Road Mountain	Line Notes <ul style="list-style-type: none">• Standard Bends & Drops• 620-720mm MTB	MSRP / Retailer Margin <ul style="list-style-type: none">• \$30 - \$40 MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 8 Bars



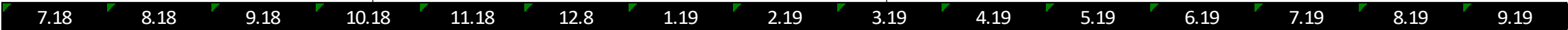
ROAD SODA™



MUD DUCK™ FLYWEIGHT

E2
Road
Mountain

E1
Road
Mountain



Product Introduction Timeline

STEMS

E3	No Current Plans			
E2	Light Aluminum Road Mountain	Line Notes <ul style="list-style-type: none">Sub 120gGarmin Compatible FaceplateColor Matched Spacers	MSRP / Retailer Margin <ul style="list-style-type: none">\$60 - \$80 MSRP50% Margin	SKU Count <ul style="list-style-type: none">6 Stems
E1	Standard Aluminum Universal	Line Notes <ul style="list-style-type: none">Sub 150gNice Finish	MSRP / Retailer Margin <ul style="list-style-type: none">\$30 - \$40 MSRP50% Margin	SKU Count <ul style="list-style-type: none">6 Stems



SWOOM™ FLYWEIGHT

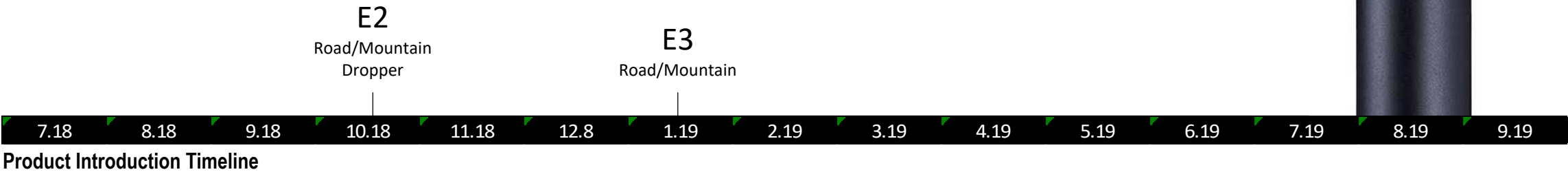


SEATPOSTS

E3	Carbon Road/Mountain	Line Notes <ul style="list-style-type: none">0 & 20mm Offsets	MSRP / Retailer Margin <ul style="list-style-type: none">\$100 - \$120 MSRP50% Margin	SKU Count <ul style="list-style-type: none">6 Posts
E2	Light Aluminum: Road/Mountain Gravel Dropper	Line Notes <ul style="list-style-type: none">0 & 20mm Offsets27.2mm Gravel Dropper	MSRP / Retailer Margin <ul style="list-style-type: none">\$80 - \$120 MSRP50% Margin	SKU Count <ul style="list-style-type: none">6 Regular Posts1 Dropper Post
E1	For Future Development Standard Aluminum – 2019/2020			



FLAGPOLE™



SEATPOST CLAMPS

E3	No Current Plans			
E2	Aluminum: w/ Guard For Carbon For Steel/Aluminum	Line Notes <ul style="list-style-type: none">Multiple Colors	MSRP / Retailer Margin <ul style="list-style-type: none">\$12 - \$15 MSRP50% Margin	SKU Count <ul style="list-style-type: none">10 Clamps
E1	Aluminum QR For Steel/Aluminum	Line Notes <ul style="list-style-type: none">Standard Sizes	MSRP / Retailer Margin <ul style="list-style-type: none">\$6 - \$10 MSRP50% Margin	SKU Count <ul style="list-style-type: none">4 Clamps



CALLAR™



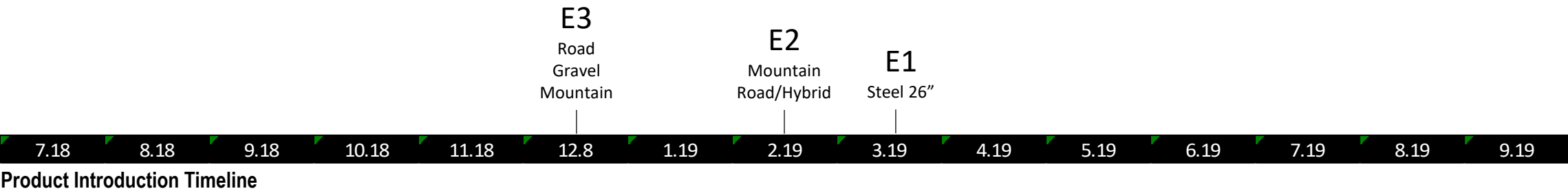
FORKS

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



DREG™

PROMPT™

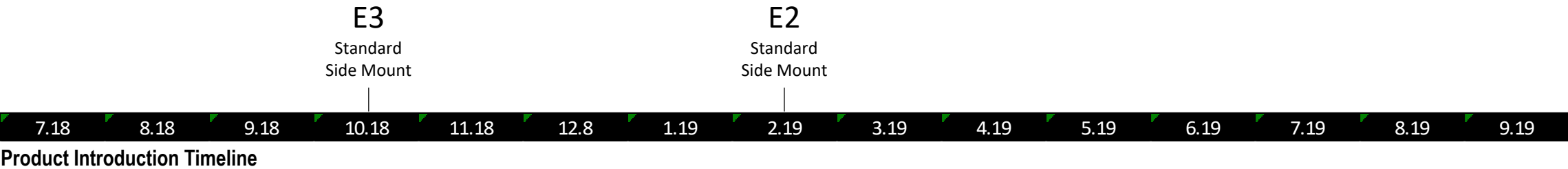


BOTTLE CAGES

E3	Carbon Standard Side Mount	Line Notes <ul style="list-style-type: none">Sub 30gLeft & Right Side Mounts	MSRP / Retailer Margin <ul style="list-style-type: none">\$50 - \$60 MSRP50% 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 ColorsBolts Included	MSRP / Retailer Margin <ul style="list-style-type: none">\$15 - \$20 MSRP50% Margin	SKU Count <ul style="list-style-type: none">6-8 Cages
E1	No Current Plans			



SWIG™



GRIPS/TAPE

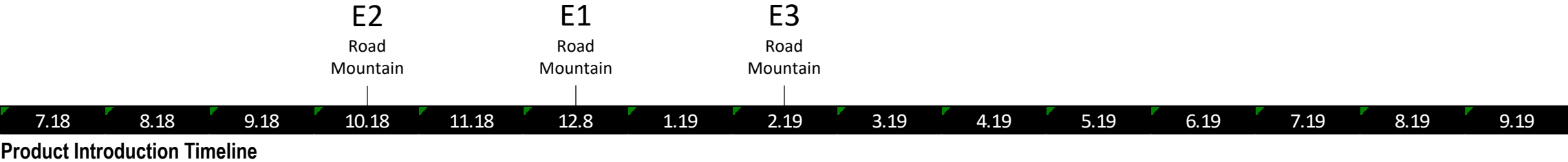
E3	Rubber/Gel Road Mountain	Line Notes <ul style="list-style-type: none">• MTB Ergo Lock-On• Soft/Grip Tape (Lizard Skinz)• Fun Colors	MSRP / Retailer Margin <ul style="list-style-type: none">• \$30 - \$40MSRP• 50% Margin	SKU Count <ul style="list-style-type: none">• 10-12 Grips/Tape
E2	Rubber/Gel Road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



CABLE KITS

E3	No Current Plans			
E2	Alloy/Stainless Road Mountain	Line Notes <ul style="list-style-type: none">Slick Stainless WiresAlloy End CapsThink Jagwire "Pro"	MSRP / Retailer Margin <ul style="list-style-type: none">\$28 - \$30 MSRP50% Margin	SKU Count <ul style="list-style-type: none">3-5 Cable Sets
E1	Plastic/Steel/Galvanized Road/Mountain	Line Notes <ul style="list-style-type: none">Slick Galvanized WiresSteel/Plastic End CapsThink Jagwire "Sport"	MSRP / Retailer Margin <ul style="list-style-type: none">\$18 - \$20 MSRP50% Margin	SKU Count <ul style="list-style-type: none">2 Cable Sets



CIRCUITS™



Accessories

