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'Tis the season to get muddy.
Tra-la-la-la-la you need new tyres!

[VIEW ITEMS ➔](#)

Featured products:

See the light:
Get yourself seen as the nights draw in.

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Fresh in:
2013 bikes from Ritte Racing.

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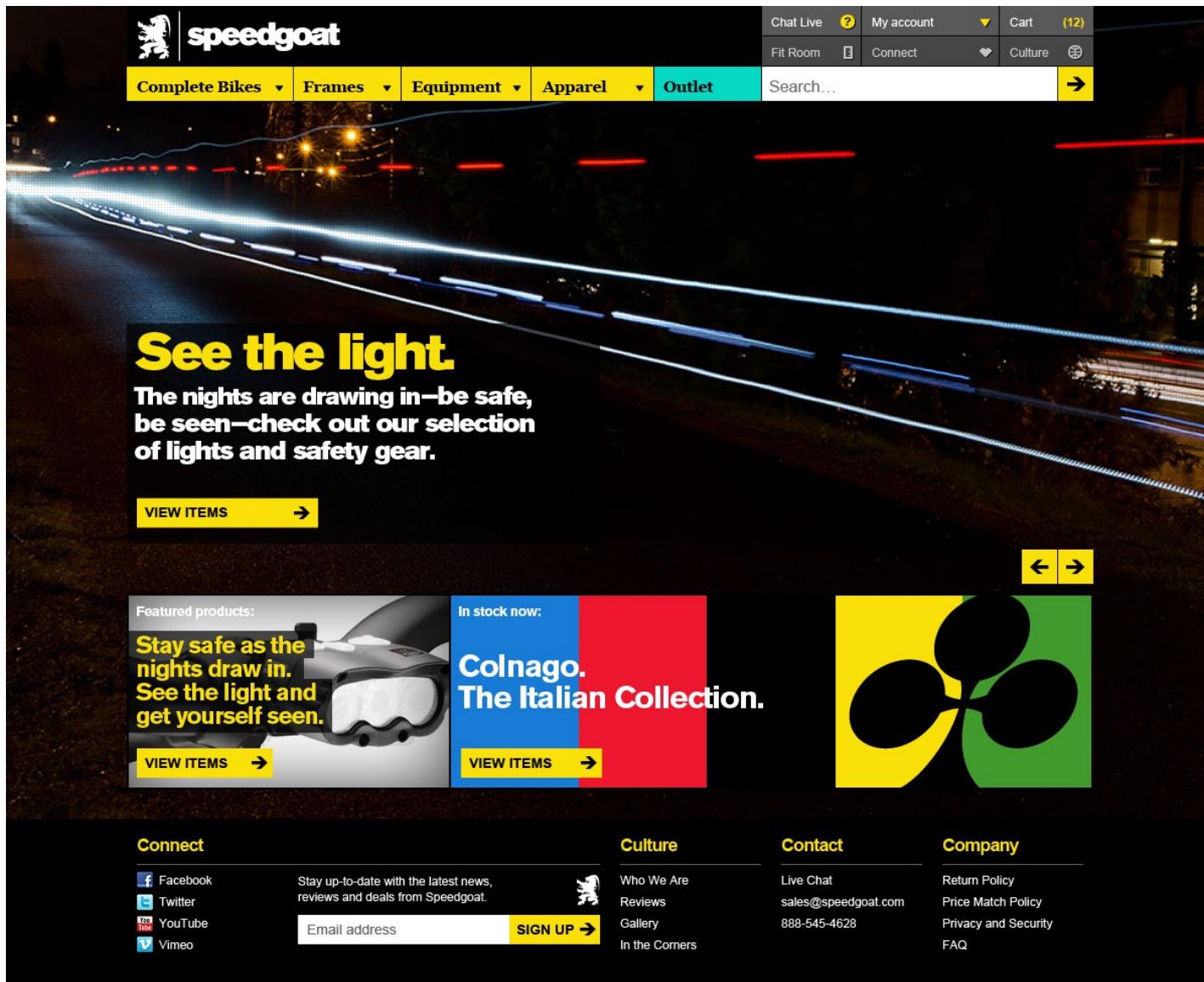
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All-New
Speedgoat.com
October 2012

Contemporary Content Rich

It's high time Speedgoat step into the 21st century.

Contemporary in its design, function and branding, the all-new Speedgoat.com is rich with content designed to speak to cyclists of all ages, abilities and incomes in a fresh welcoming tone.



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See the light.

The nights are drawing in—be safe, be seen—check out our selection of lights and safety gear.

[VIEW ITEMS →](#)

Featured products:

Stay safe as the nights draw in. See the light and get yourself seen.

[VIEW ITEMS →](#)

In stock now:

Colnago. The Italian Collection.

[VIEW ITEMS →](#)

← →

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Bold Design Inspiring Images

Bold design, vibrant colors and inspiring imagery are set upon a backdrop of well written original copy and video content. It's all designed to empower customers with the information they require to make informed purchasing decisions.

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Colnago.
We tried to come up with a clever headline, but figured we don't really need one. In stock now.

VIEW ITEMS →

Featured products:
Stick in the mud. CX season is upon us, are your tyres up to it?

VIEW ITEMS →

In stock now:
Colnago. The Italian Collection.

VIEW ITEMS →

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Insightful Focused

We don't serve every cyclist, but we know who we are and who it is we seek to serve. Speedgoat is focused and that's a very good thing.

Speedgoat is known for cross-country and trail mountain bikes. And soon it will be equally as well known for high-performance road bikes.

Anchor Brands

What exactly is an anchor brand?

An anchor brand is akin to an anchor store in your local shopping mall. For Speedgoat, they are the brands that anchor its business. They are the brands Speedgoat invests in the most. They are the brands who we are partnered with most closely.

Speedgoat and its Anchor Brands communicate frequently and work together to maximize marketing plans. By working together, they amplify the message and create successful outcomes for the brand, Speedgoat and their mutual customers.

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Home / Learn about the brands / ENVE Composites

ENVE Composites

Morbi eu ante nisl, vel pellentesque nulla. Nam nibh sem, malesuada a pulvinar non, rutrum sit amet nisl. In velit turpis, mattis ac vehicula at, auctor eu felis. Ut a lacus metus. Nunc quis ante metus. Nullam vel eros nec arcu pretium pharetra. Curabitur sed est diam, ac placerat ante. Suspendisse porta ultrices mattis.

Brand overview [Heritage](#) [Gallery](#)

Products from ENVE

ENVE Composites SMART System 6.7 Wheelset [ENVE Composites 25 Wheelset](#) [ENVE Composites 65 Wheelset](#) [ENVE Composites 45 Wheelset](#)

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ENVE Composites

Morbi eu ante nisl, vel pellentesque nulla. Nam nibh sem, malesuada a pulvinar non, rutrum sit amet nisl. In velit turpis, mattis ac vehicula at, auctor eu felis. Ut a lacus metus. Nunc quis ante metus. Nullam vel eros nec arcu pretium pharetra. Curabitur sed est diam, ac placerat ante. Suspendisse porta ultrices mattis.

Brand overview [Heritage](#) [Gallery](#)

Products from ENVE

ENVE Composites SMART System 6.7 Wheelset [ENVE Composites 25 Wheelset](#) [ENVE Composites 65 Wheelset](#) [ENVE Composites 45 Wheelset](#)

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Anchor Brand Pages

Anchor brand pages include a Speedgoat produced video overview, detailed brand heritage and a gallery of select featured products. The pages afford customers the opportunity to better understand and know the brand from a Speedgoat perspective.


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Reviews

Filter reviews:

Type

- Video reviews
- Text reviews
- All reviews

Product

- Bikes
- Components
- Accessories
- Apparel



Speedgoat Reviews the Orbea Alma Carbon 29er



Speedgoat Bicycles Reviews the Parlee Z5 SL



Honey Stinger Bee Kits Up for Speedgoat



Formula Di2 Levers at Sea Otter 2012



More Fun at the Fox booth



Fox CTD in action, Part two



Speedgoat Reviews the Orbea Alma Carbon 29er



Speedgoat Bicycles Reviews the Parlee Z5 SL



Honey Stinger Bee Kits Up for Speedgoat



Formula Di2 Levers at Sea Otter 2012



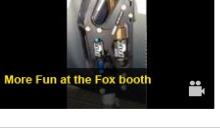
More Fun at the Fox booth



Fox CTD in action, Part two



Speedgoat Reviews the Orbea Alma Carbon 29er



More Fun at the Fox booth



Fox CTD in action, Part two

1 2 3 4 5 of 16

Reviews

You've seen him in hundreds of video reviews before. He's helped customers understand how a bike feels and performs. He's described the features and benefits of everything from shorts to nutritional supplements. He's Andy Clark and he's the man behind Speedgoat's video reviews.

The all-new Speedgoat.com features a video review section that has a variety of search and sorting options. All products will be rated on a 5 Goats rating system. Consumers can log-in and rate products as well using the same 5 Goats system.

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Home / Apparel / Jackets & Vests

Shop by: Jackets & Vests

Gender: Mens (42) Womens (26)

Type: Jackets (60) Vests (8)

Brand: Craft (14) DeMarchi (6) Endura (12) For Clothing (20) Mt. Borah (8) Pearl Izumi (8)

Price: \$10 - \$25 \$25 - \$50 \$50 - \$75 \$75 - \$100 \$100 - \$200 \$200+

Jackets & Vests

Sort by: 1 2 3 4 5 of 16

Craft Bike Rain Jacket ★★★★ (12 user reviews) \$133.85 \$58.05 \$155.54 \$158.06

Craft Flex Hood Full Zip Jacket ★★★★★ (Write the first review) \$158.05 \$118.18 \$149.95

Craft Performance Bike Stretch Jacket ★★★★★ (2 user reviews) \$158.05 \$89.95

DeMarchi Contour Light Shell Jacket ★★★★★ (Write the first review) \$129.99 \$89.99

DeMarchi Pure Classic Gilet ★★★★★ (2 user reviews) \$129.99 \$89.99

DeMarchi Fyde Jacket ★★★★★ (2 user reviews) \$155.54 \$158.06

Endura Convert Waterproof Jacket ★★★★★ (12 user reviews) \$158.05 \$118.18 \$149.95

Endura FS260-Pro Jetstream Waterproof Jacket 2012 Special Limited Edition ★★★★★ (Write the first review) \$129.99 \$89.99

Endura Fyde Jacket ★★★★★ (2 user reviews) \$129.99 \$89.99

DeMarchi Contour Light Shell Jacket ★★★★★ (Write the first review) \$158.05 \$118.18 \$149.95

DeMarchi Pure Classic Gilet ★★★★★ (2 user reviews) \$158.05 \$89.95

Endura Convert Waterproof Jacket ★★★★★ (12 user reviews) \$129.99 \$89.99

Endura FS260-Pro Jetstream Waterproof Jacket 2012 Special Limited Edition ★★★★★ (Write the first review) \$129.99 \$89.99

Endura Fyde Jacket ★★★★★ (2 user reviews) \$155.54 \$158.06

1 2 3 4 5 of 16

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Endura FS260-Pro Jetstream Waterproof Jacket 2012 Special Limited Edition

★★★★★ 12 user reviews Write a review Item #: 123456

from \$89.99 \$130.00

23 See more Add to cart Instant price match

Colors / Styles: Black Size: Size chart

1 Quantity ADD TO CART SELECT SIZE

Like Tweet Share Email

The Goat Review

The bottom line: Integer ac vehicula eros. Proin premium libero in ante dictum pharetra. Nam blandit sollicitudin orci sit amet accumsan. Suspensisse potenti item dolor metu fido amet blandit orci sollicitudin venet hamidi romano.

Description Specifications Measurements User reviews (12)

John Wayne Aug 14, 2012 ★★★★★

This is a great jacket at an amazing price. Cras facilis, pellentesque ligula. Curabitur dolor nulla, congue gravida adipiscing ut, tempus a enim. Donec non nisi, placerat id dignissim et, vestibulum id est. Suspendisse dolor augue, aliquet at aliquam enim, scelerisque eu diam. Morbi auctor est auctor felius semper ac volupat justo fermentum. Sed pulvinar mollis nunc, quis dapibus duis consetetur eu. Phasellus id maurs nisi, mattis tricidunt erat.

John Doe Aug 12, 2012 ★★★★★

I like it! Morbi auctor est auctor felius semper ac volupat justo fermentum. Sed pulvinar mollis nunc, quis dapibus duis consetetur eu. Phasellus id maurs nisi, mattis tricidunt erat.

Write a review... Your name: Email address: Send me news, reviews and deals from Speedgoat! Your rating: Click to rate product: Enter a title for your review: Your review... SEND REVIEW

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Product

The products customers want are easier than ever to find. Sort and search options are paired with large thumbnail images making it easy to “see” what they’re looking for and maybe something that just catches their eye.

Robust product detail pages include as much available information as possible. In some cases a video review produced by Speedgoat or a linked vendor video will be included.

On the product detail page is where any registered Speedgoat customer can tell other shoppers what they think about a product they’ve used. They can give a product 1-5 Goats and leave their comments.


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Fit Room

Your personal profile for a perfectly fitted bike

Computers are great, but there are some things they just can't do. One of them is properly fitting a bicycle, we've found no automated system that can replace a fellow cyclist who's fit many hundreds of bicycles to riders all around the world.

More than just numbers:

Far more than just a "fit" — your Fit Room profile considers you as a cyclist — your key body measurements, where and how you ride, your strengths, weaknesses, goals, mechanical ability, past experiences, and specific needs.

Our recommendations are based on our fit expertise and our experience building, maintaining and riding thousands of bicycle frames and components. Most importantly, your personalized response will tell you not only which frame and component sizes are optimal for you, but why.

What you'll need

- a tape measure (inches or centimeters)
- a firm, level surface to stand on
- 2 hardback books with a binding thickness of approx. 1" (25.4mm)
- a pencil
- an assistant to help you record your measurements
- a current or previous bicycle

[PDF](#) [Printable worksheet](#)

Our fit guarantee

Our work is guaranteed. If you've completed a Fit Room Rider Profile with us and aren't satisfied with how your new bike fits, we'll exchange it for you at our expense. Even the frame.

What terrain will you be riding?

 MOUNTAIN  ROAD

Your gender...

 MALE  FEMALE

How old are you? Enter:

Fit Room

Proper bike fit matters.

The Speedgoat Fit Room is one of the most comprehensive online fit calculators. The customer is asked to log several key measurements that sales staff use to map out a perfectly fitted bike, customized to their specific needs and riding style.

Complete bikes are shipped fully adjusted and include simple step-by-step assembly instructions.



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Brand Building

Speedgoat understands who its customers are and how to speak to them in ways many retailers don't. Speedgoat is approachable, easy to work with, professional, helpful and inclusive.

It's not about how much a customer spends, what they ride or where they ride it. It's about people riding bikes, building a bike with their own hands, upgrading parts on their existing bike and the desire to own their dream bike.

From advertising to social media, event sponsorship to in-field bike demos, grass-roots advocacy support to athlete sponsorship, major giveaways to mass mailings Speedgoat will be there building a strong and successful brand.



2012 - 2013

Advertising

DirtRagMag.com
BicycleTimes.com
PezCyclingNews.com
CyclingNews.com
BikeRadar.com
MTBR.com
BikeRumor.com
XXCMag.com
Facebook.com

Dirt Rag
Bicycle Times
XXC
Road
Velo
Road Bike Action
Mountain Bike Action
Mountain Flyer

Social

Facebook
Twitter
Instagram*
Pinterest*

Events

Cross Worlds
Dirt Fest
Tour of Utah
Tour of Colorado
Tour of Elk Grove
Nature Valley Grand Prix
Southeast Bike Expo
More TBD

Sponsorship

Grass Roots Mountain
Grass Roots Urban
Road Team Sponsorship*

Email Communication

Whole List Distribution 2x Weekly
Targeted Segments as Needed

Coordination!

The 2012-2013 Speedgoat marketing plan will be coordinated with the plans of our Anchor Brands whenever and wherever possible.

Together we will amplify your brand.

On-Site Demo Events

Orbea
Devinci
Colnago
Focus
Niner
Santa Cruz
Ritte Racing

*In development

Thank you.

Andy Clark
Director of Operations
E: Andy@Speedgoat.com

Jason Grantz
Director of Marketing
E: Jason@Speedgoat.com

Bruce Schuster
Product Manager
E: Bruce@Speedgoat.com