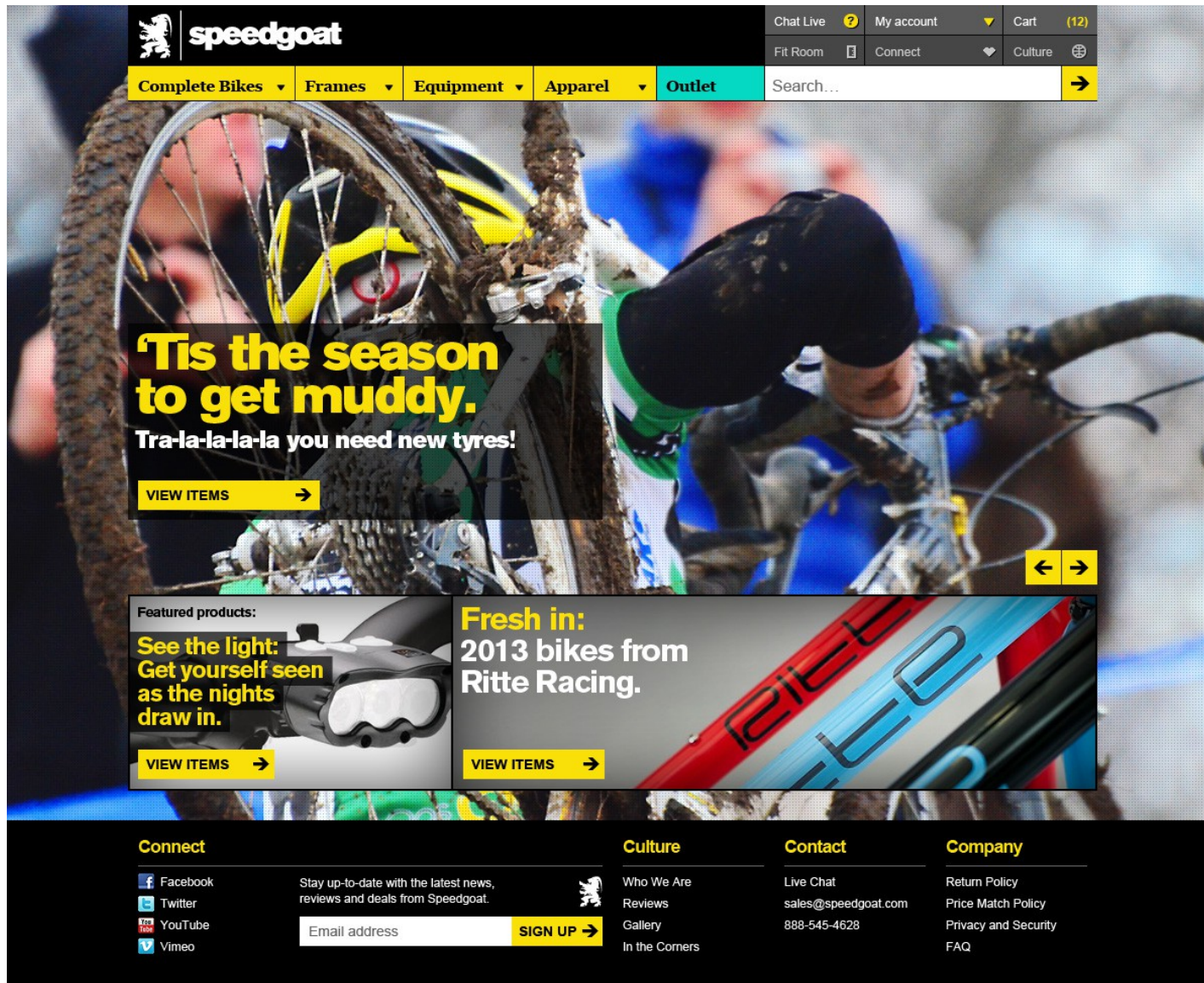




speedgoat

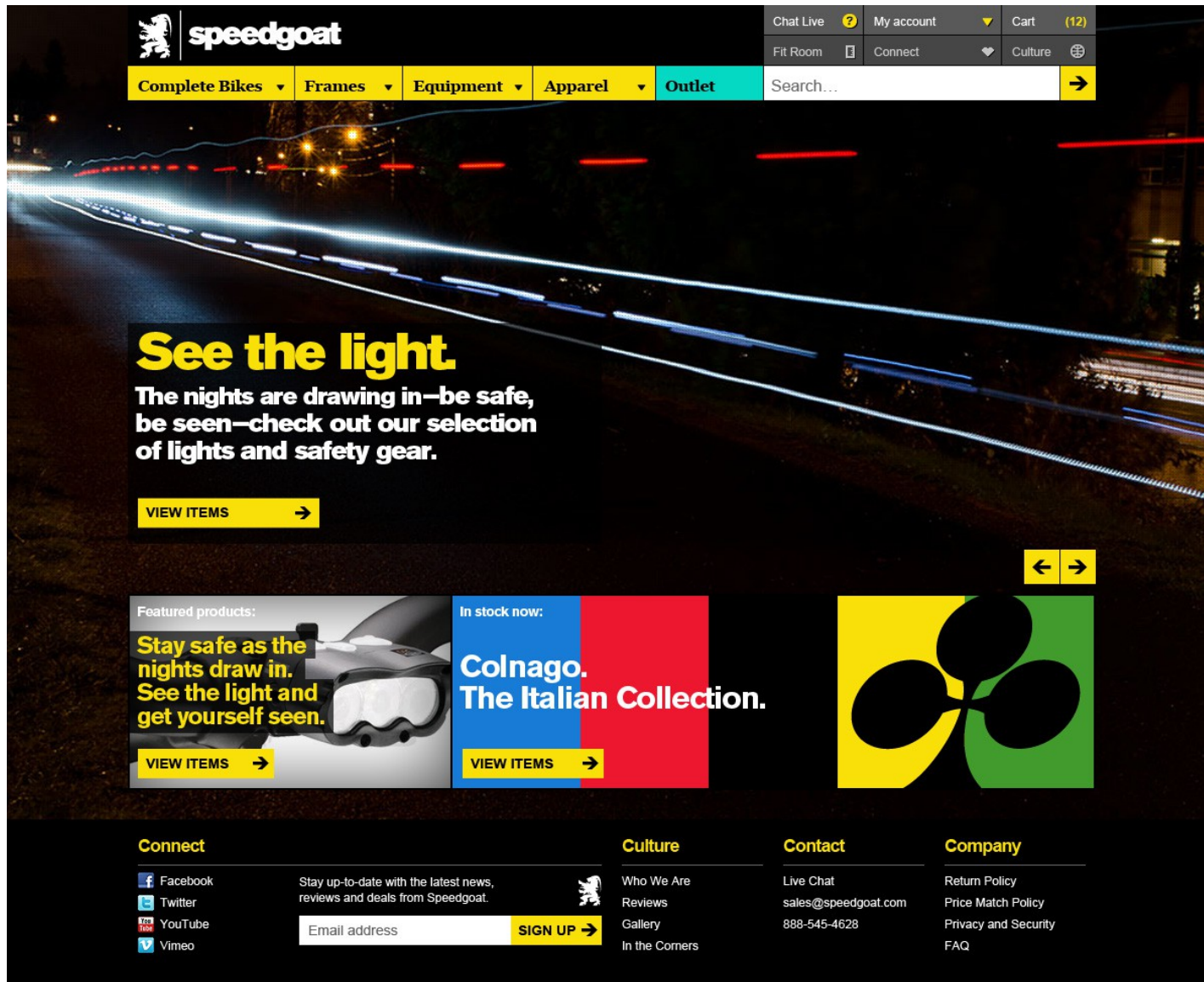


All-New Speedgoat.com October 2012

Contemporary Content Rich

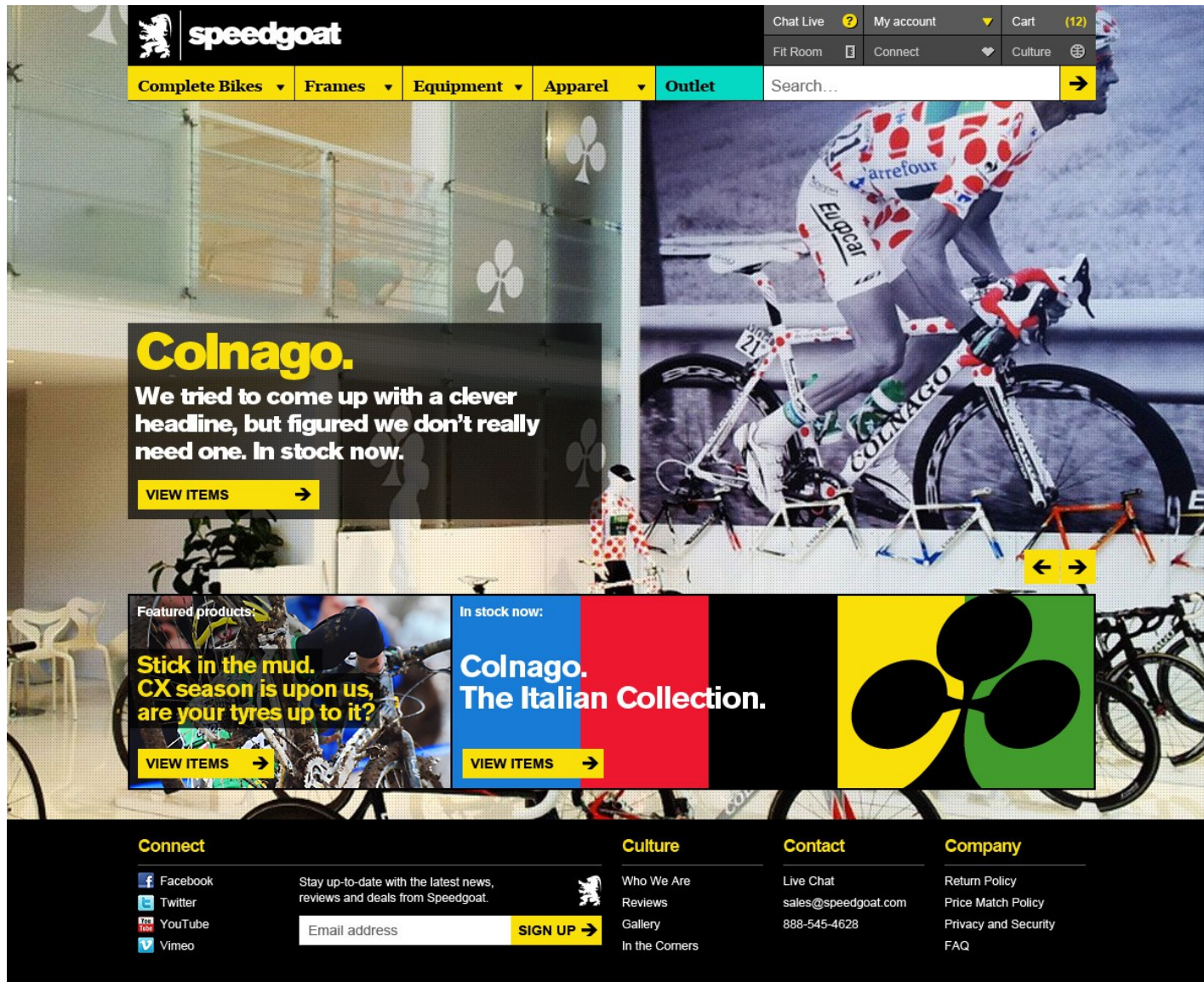
It's high time Speedgoat step into the 21st century.

Contemporary in it's desgin, 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.



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.



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.



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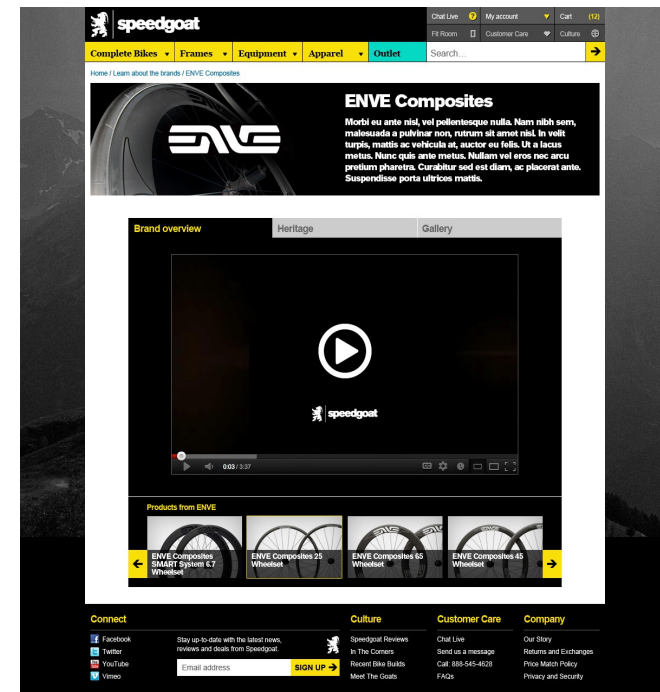
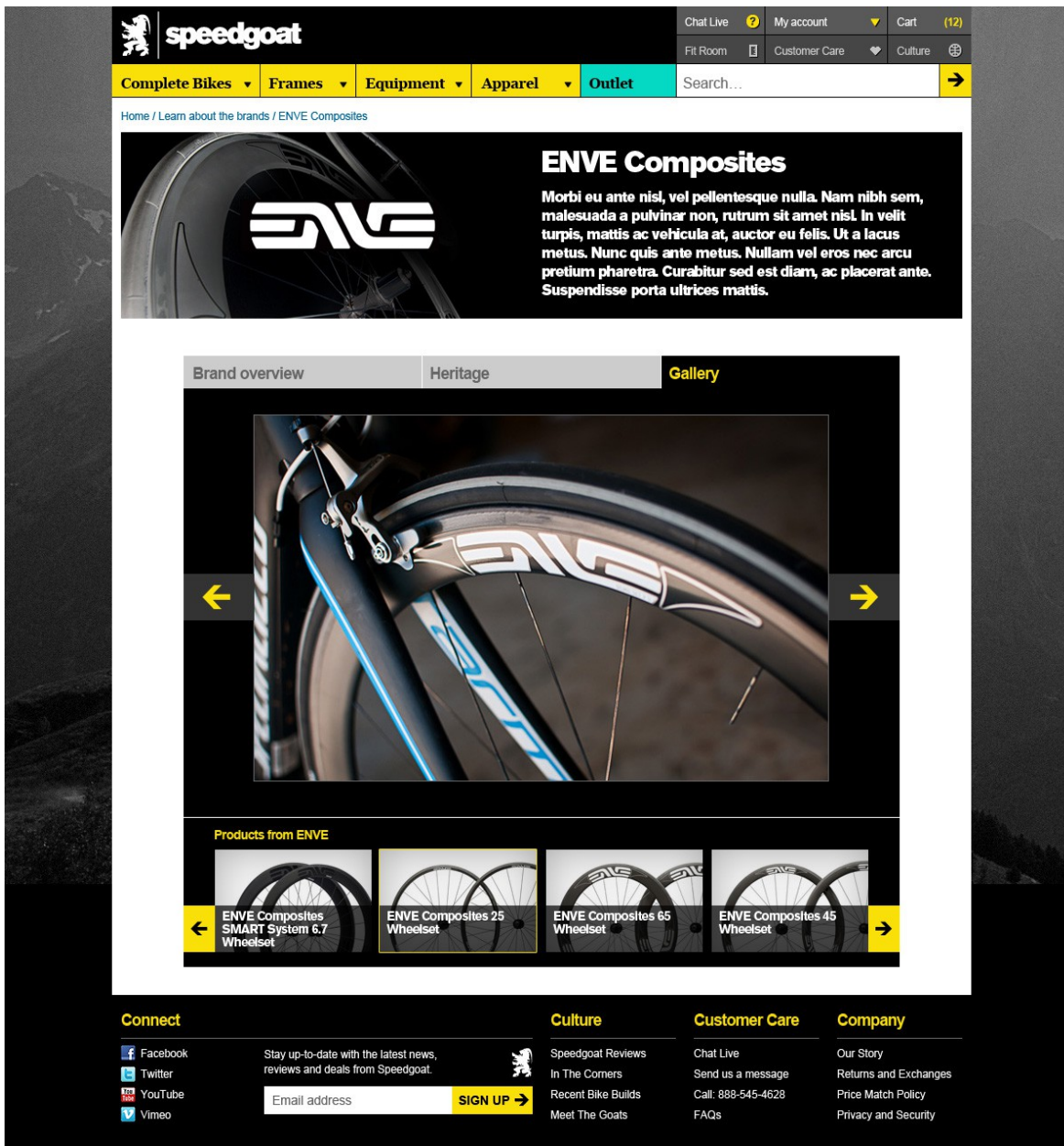
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Anchor Brands

What exactly is an anchor brand?

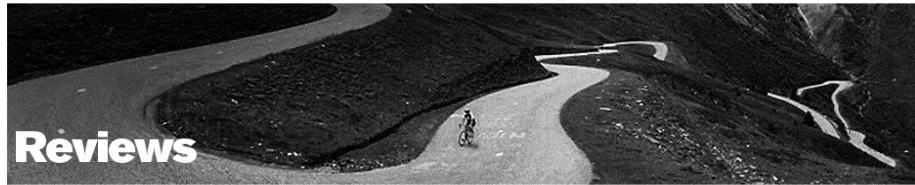
An anchor brand is akin to an anchor store in your local shopping mall. For Speedgoat, they are the brands that anchor its business. They are the brands Speedgoat invests in the most. They are the brands who we are partnered with most closely.

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.



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.



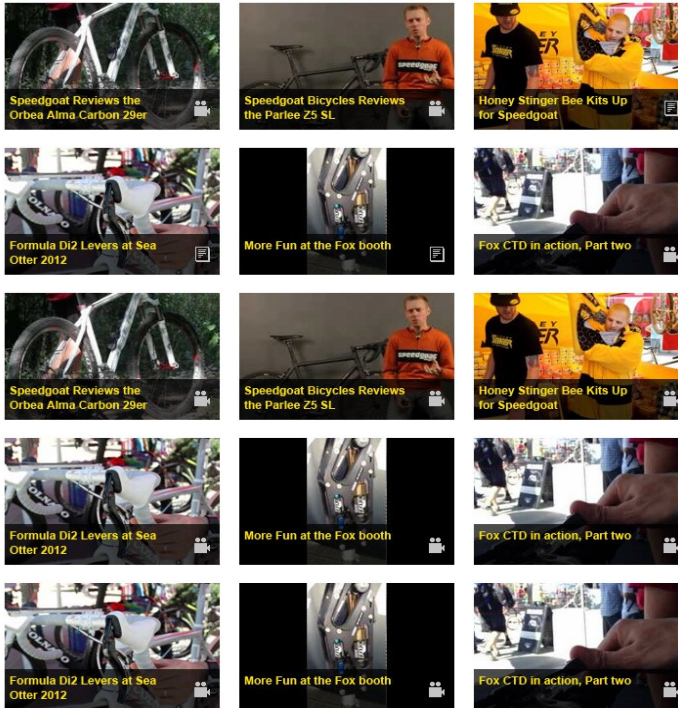
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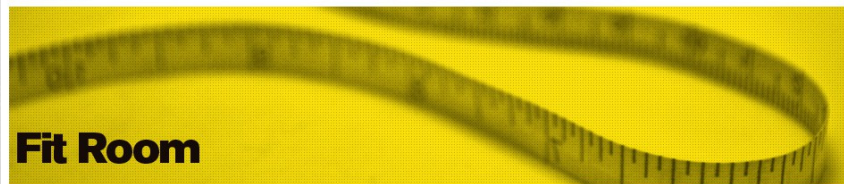
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Reviews

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.

[Home / Fit Room](#)


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


[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:

[START MY PROFILE](#)

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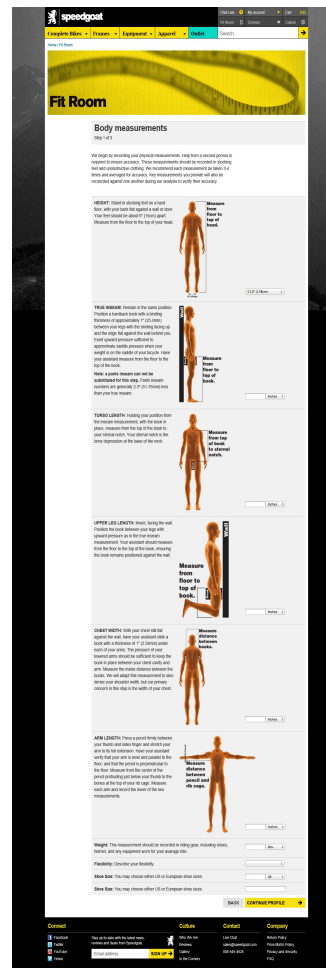
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Fit Room

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.



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

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

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

Contests

6 Road Bikes Total
4 Mountain Bikes Total
Wheels, Drivetrain Parts, Clothing

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