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TREK BICYCLE OPENS MEXICAN SUBSIDIARY OFFICE /

Trek México latest subsidiary addition
to growing global network

(Waterloo, WI) - Trek Bicycle has announced that it will begin selling and servicing directly to retailers in Mexico beginning with the 2012 lines of Trek and Bontrager products.

The move from distribution to subsidiary allows Trek to take full advantage of its global retail support infrastructure and give Mexican customers access to a wide range of value-added services as well as a full line of best-in-class cycling products. Mexican retailers can now communicate directly with one of their largest suppliers while Trek can share and apply its many years of success in the bicycle industry to one of the most important markets in the western hemisphere.

"The Mexican market offers great opportunity for Trek and our retailers," said Trek Director of International Sales Maureen Muldoon. "Trek's success rests upon the success of our customers. Being able to work directly with our retail partners opens up a whole range of exciting new possibilities and we look forward to helping our Mexican retailers find greater success."

Headed by 15-year cycling industry veteran Luis Navarro, the office's dedicated sales and service staff will support Mexican retailers with everything from in-language marketing materials to business-to-business communications tools. Trek and Bontrager products began shipping directly to Mexican retailers in September. Trek Mexico is the latest addition to Trek's network of nineteen international subsidiary markets.

/ ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trekbikes.com.