TREK
WATERLOO, WISCONSIN | SINCE 1976

2026 RETAILER PLAYBOOK

THE BEST BIKE SHOPS DON'T HAPPEN BY ACCIDENT



TREK
WATERLOO, WISCONSIN | SINCE 1976

THIS IS WHAT MAKES US A DIFFERENT KIND OF BIKE COMPANY

Our goal is to be the easiest brand to do business with

In 2025, Trek was named the #1 supplier overall in the SAZBike Retailer Survey, a major industry ranking in Germany — one of the most competitive bike retail markets in the world.

But we're not here to celebrate. We don't see this as a trophy, we see it as a challenge. Just last year, we were ranked #4, and staying at the top means constantly improving. We're up for it.

More importantly, this isn't just about one market. Trek is a global company, and our goal is simple: to be the best partner for every retailer, everywhere.

We're more committed than ever to making it easier, more profitable, and more rewarding to do business with Trek. That's good news for you — because when we get better, your business benefits.

SAZBike Retailer Survey rating criteria

1. Internal customer service
2. External customer service
3. Assembly quality
4. Training programs
5. Digital services
6. Order offering
7. Spare parts availability
8. Collaboration and relationship management
9. Overall brand support for retailers

GESAMT-RANKING

Lieferant	Note 2024	Vorjahr	Lieferant	Note 2024	Vorjahr	Lieferant	Note 2024	Vorjahr
1. Trek	1,97	2,22	15. Centurion	2,50	2,40	29. Grofa	2,79	
2. Moustache	2,02	1,98	16. Stevens	2,56	2,67	30. BBF	2,80	3,12
3. Velo de Ville	2,04	2,14	16. Van Raam	2,56		31. Cannondale	2,83	3,01
4. Campus	2,08	2,07	18. Simplon	2,57	2,78	32. Kettler	2,87	
5. Feldmeier	2,26		19. Merida	2,58	2,70	33. Hercules	3,01	3,04
5. Scott	2,26	2,18	20. Conway	2,60	2,73	34. Specialized	3,02	
7. Riese & Müller	2,27	2,04	21. Hartje	2,61	2,61	35. Haibike/Winora	3,05	3,10
8. Bergamont	2,28	2,60	22. Woom	2,63	2,44	36. Flyer	3,10	2,84
9. Orbea	2,32	2,30	23. KTM	2,65	2,71	37. Urban Arrow	3,17	
10. Kellys	2,39		24. Isy	2,66	2,97	38. Advanced Ebike	3,24	2,77
11. Böttcher	2,42	2,40	25. Puky	2,70	2,83	39. Cube	3,28	3,30
12. Giant	2,45	2,58	26. Raymon Bicycles	2,73		40. Corratec	3,39	
13. Kalkhoff	2,46	2,90	27. Focus	2,77		41. Hoheacht	4,03	3,54
14. Gazelle	2,48		28. Ghost	2,78	2,98	42. Babboe	4,33	

Gesamtdurchschnittsnote 2024 der 42 Lieferanten: 2,70 (2023: 2,70)

The code of Trek culture

The best organizations — like the best partnerships — stand on shared values, a commitment to growth, and a drive to do things the right way. These are the principles that guide how we work, show up, and make a difference for our partners.

1
Live the mission
We build only products we love, provide incredible hospitality to our customers, and change the world by getting more people on bikes.

2
Knock down walls
Challenges come with the territory — and we have the sheer will to overcome them fast. Good things come to those who don't wait.

3
Make some damn friends
The more you care for your relationships, the more successful you'll be. Show up for others, and they'll show up for you.

4
Do the right thing
When in doubt, do what's right. It's as simple as that. We're honest, we're fair, and we never compromise on integrity.

5
Get better every day
Stay coachable, accept feedback. That's the formula for humility, and following it is the fastest way we improve and become masters of our craft.

6
Protect our planet
We have one planet, and we fight for it. We make real changes that matter, sharing what we learn to multiply change throughout the world.

What I know about the world's best bike shops

A letter from John Burke



One day, I was meeting with Paul Moran, Trek's VP of North American Sales. We were in my office, and we were talking about the most successful retailers over the last 20 years.

Our conversation inevitably made its way to the whiteboard. We started listing out the all-time greats, and by the end of the meeting we had a healthy list of around 15 truly great retailers.

We looked for a pattern, a common thread, and an explanation for the success. It wasn't circumstance. It wasn't location. It wasn't even product.

What we realized first was that these retailers were obsessed with providing great customer experiences (as measured by NPS), they managed their inventory well (as measured by days in stock), and they managed their payroll well (as measured by sales per hour worked).

But even these things didn't quite explain their success. Great day-to-day operations is the buy-in. There was something else, too. After all, there are plenty of shops out there, big shops even, that do these things well but still don't make it to the top.

All at once, the X-factor emerged, suddenly and clearly. Leadership. The best bike shops in history all had awesome, committed leaders at the helm who possessed a founder's mentality and vision.

These shops weren't lucky. They were built by people who showed up every day, committed to knocking down walls to meet their goals.

They were built by owners and managers who embraced simplicity, focused on what matters, and made decisions that always have the customer in mind.

They didn't sell just bikes. They created experiences, built relationships, and turned first-time riders into lifelong customers.

They put the best team on the field, obsessed over the details, and committed to getting better every single damn day. And they never left success to chance. They measured, adapted, and refined.

Our goal is simple: we want independent Trek retailers to be the best bike shops in the world. That's a big statement, but why not you? Success isn't reserved for someone else. It's built through the right commitment and the right habits, repeated day in and day out.

That's what the 2026 Retailer Playbook is all about. It's not a rulebook, and it's not a shortcut. It's a collection of the habits of the world's most successful retailers, the Trek tools you can use to build them, and proof of how serious we are about helping you succeed. Because while success isn't luck or magic, having the right partner makes all the difference.



IN THIS BOOK

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The seven habits of highly profitable bike retailers

The best bike retailers have a few things in common — we call them the seven habits of highly profitable bike retailers. We've got the tools to help you master each one so you can build a stronger, more successful business and keep growing your bottom line.

1. Be a great leader
2. Simplify your business
3. Put the best team on the field
4. Use data and know the score
5. Obsess over customer experience
6. Have a great digital strategy
7. Get better every day

1 BE A GREAT LEADER

What is a leader? It’s not just the person with the title. A true leader thinks and acts like the business is their own, whether they started it from scratch or stepped into the role years down the line.

Leadership isn’t about hierarchy. It’s about taking ownership of the business’s success, tearing down barriers to get there, and making decisions with a long-term lens. Great leaders sweat the details. They don’t sit back and wait. They show up, step in, and move things forward. They take smart risks, chase growth, and raise the bar for their teams.

Many of you reading this are leaders in every sense of the word. You’ve built something from the ground up or taken the reins with purpose — and you understand the weight of that responsibility.

We see the grit it takes. We respect the drive. And we’re here to help you squeeze every ounce of potential out of your position, because what we’ve learned is that businesses with bold leaders are the ones that thrive. And we can help.

Whether you founded the company or are leading it into its next chapter, embracing this mindset is what sets great shops apart.

> “THE MOST SUCCESSFUL BIKE SHOPS ALWAYS HAVE A LEADER WITH THE MENTALITY OF A FOUNDER AND THE SHEER WILL TO KNOCK DOWN WALLS.”
>
> **John Burke**
> President of
> Trek Bicycle

From founder to flounder — and back again

How I built my own successful shops, lost my way, and reclaimed my founder's mentality

In Q4 of 2024, they surpassed their previous COVID sales peak — working fewer hours and delivering a higher Net Promoter Score. They proved that when you prioritize the right things, success follows.



BY GEORGE BUNT

My name is George Bunt, and I've been with Trek for eight years, now serving as the Asia Pacific Retail Director. But before that, I was a store owner — a founder — running two bike shops in Canberra, Australia, with the goal of making them the best in the city. I was fully invested in every detail, making decisions that ensured the business thrived, not just for my customers but for my family as well.

That founder's mentality is what built my business. It was successful. But in 2017, I sold my two stores to Trek and took over management of nine Trek-owned shops — including the two I'd previously owned. That's where my mindset changed.

Without realizing it, over time I stopped thinking like a founder and started acting like an employee. The stores suffered for this.

Then, in 2024, JB came to visit us in Canberra. He saw the potential in our shops but told me straight: they were no longer on track to becoming the best in the world. And if I wanted to change that, I had to step back into the role of a founder — leading with urgency, cutting through the bureaucracy, and setting a new standard.

That conversation was the turning point.

The power of a decision

The first step in rebuilding our stores was making a clear, unwavering decision: we were going to build the best bike shops in the world. I sat down with each store manager and asked them the same thing JB had asked me: Are you in? Every single one of them said yes.

We extended that same challenge to our teams. Most of them embraced it. Some realized it wasn't for them. To reach our goal, we needed people who were fully committed.

Thinking like a founder

The biggest shift came in how we thought about leadership. I realized I couldn't dictate success from above. I had to empower my team to think and act like founders themselves. That meant moving from a top-down approach to a culture of ownership.

I encouraged our managers to make decisions, solve problems, and take full responsibility for their stores. The difference was immediate. Instead of waiting for direction, they started taking initiative, identifying areas for improvement, and driving real change. With that shift in mindset, we turned our focus to continuous improvement. We scrutinized every detail — bike handovers, back-of-house organization, customer interactions — and asked, How can we make this better?

From grocery store to car dealership

As we dug deeper into how our stores operated, one thing became clear: we had fallen into a passive mindset. Too much of our time was spent on tasks that didn't directly drive sales, and we were waiting for customers to come to us rather than actively seeking out opportunities by being present in the community. In fact, we discovered 70% of our time was spent on operations and processes, while only 30% was dedicated to revenue-generating activities. That had to be reversed. Fast.

We needed to stop thinking like a grocery store — where customers simply come in, browse, and check out — and start operating like a car dealership, where every interaction is an opportunity to engage, sell, and build lasting relationships. That meant taking a hard look at every task and asking, Does this help us sell more and serve customers better, or is it just a distraction? We streamlined our focus, cutting out unnecessary steps and reinforcing a culture where selling wasn't just one part of the job — it was the job.

The results and the road ahead

By refocusing on what truly matters, our Canberra stores achieved something incredible. In Q4 of 2024, they surpassed their previous COVID sales peak — working fewer hours and delivering a higher Net Promoter Score. They proved that when you prioritize the right things, success follows.

But this isn't just about Canberra. This is about every store, every leader, every retailer who wants to build something great. The opportunity is in front of you.

Make the decision, set the standard, be prepared to work hard. The rewards will be worth it.

You have the chance and the ability to build a business that thrives, a team that excels, and a store that truly stands out. The only question left is — are you in?

WORLD-CLASS COACHING. JUST FOR TREK RETAILERS.

What do athletes and great business leaders have in common? They're not just running the play — they're always listening, adapting, and pushing to improve. But something most business leaders don't have is great coaching to challenge them and help them succeed.

With Trek, you get full access to the professional coaching of leaders — including retailers who've been in your shoes, know the game, and want you to succeed.

It's called the Level 5 Leadership Library, and it distills lessons from powerful leaders in the bike industry and beyond, offering valuable, practical knowledge and a straightforward gameplan for improving the quality of leadership at your shop. The best part? It's all available in Trek U Pro, and it's always changing to stay on top of trends. Your leadership growth is a journey, and we're here for you every step of the way.

THE EASIEST WAY TO IMPROVE YOUR BUSINESS IS TO IMPROVE YOURSELF.



Will Guidara
Make It Nice Hospitality Group



Dan Bane
Chairman and CEO of Trader Joe's



Jesse Cole
Founder of Fans First Entertainment and owner of Savannah Bananas



Donald Miller
CEO of StoryBrand



Chris Zook
Author of
The Founder's Mentality



Dan Pink
Author of *To Sell is Human*



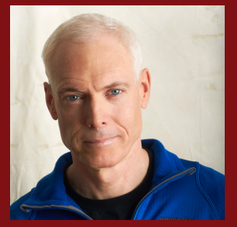
Nick Saban
Former Alabama football Head Coach



General Colin Powell
American diplomat and former U.S. Secretary of State



Jill Ellis
Former head coach of U.S. Women's National Soccer Team



Jim Collins
Award-winning researcher and author of *Good to Great*



Danny Meyer
Founder and Exec. Chairman of Union Square Hospitality Group



Angela Ahrendts
Former CEO of Burberry and SVP of Apple Retail

THE BENEFITS OF THE LEVEL 5 LEADERSHIP LIBRARY

- Up-close access to hundreds of hours of lessons from extraordinary business leaders
- Relevant, real-world takeaways that can have an immediate impact on your store
- Opportunities to discuss content alongside your staff
- A practical gameplan for improving leadership at all levels of your business

The pillars of Level 5 Leadership

HUMILITY
Nobody is perfect, and Level 5 Leaders embrace that fact. They recognize their own weaknesses, applaud other people's strengths, and take both aspects into account to help accomplish a shared goal. Leaders with humility don't work hard to get credit, they work hard because they care.

WILL
Great leaders are driven by desire and determination, and they don't let obstacles stand in the way of their team's success. They're passionate, persistent, and always ready to roll up their sleeves and put in the work needed to achieve exemplary results.

BEST TEAM ON THE FIELD
When we put the best team on the field, we create the best products, offer the best service, and foster the best environment. Hire people with contagious positive energy, who show up every day with empathy, kindness, and care.

VISION
Nobody remembers the people who play it safe. Iconic leaders aren't satisfied with the status quo. They're constantly looking for bigger, better, and bolder ways to do things. How can you come up with something dramatically different?

NAME	DEPARTMENT	DATE

HUMILITY

CARES MORE ABOUT THE NAME ON THE FRONT OF THE JERSEY	
DOES NOT CARE WHO GETS THE CREDIT	
LEARN-IT-ALL VS. KNOW-IT-ALL	
ASKS QUESTIONS; GREAT LISTENER	
HUMILITY SCORE (MAX 5)	

NOTES

WILL

GETS STUFF DONE FAST; ACTS QUICKLY	
DEALS WITH REALITY; GREAT AT PLAN B	
TAKES PERSONAL RESPONSIBILITY; DOES NOT BLAME OTHERS	
TACKLES THE HARD THINGS; WILL KNOCK DOWN WALLS TO DELIVER RESULTS	
WILL SCORE (MAX 5)	

NOTES

BEST TEAM ON THE FIELD

LIVES THE MCRAVEN DOCTRINE; SETS HIGH STANDARDS AND ACCOUNTABILITIES	
MAKES GREAT HIRING DECISIONS	
COACHES CONTINUOUSLY UP OR OUT; MOVES PEOPLE OFF THE BUS QUICKLY	
HAS GREAT ENERGY AND COMMITMENT TO GPTW	
TEAM SCORE (MAX 5)	

NOTES

VISION

OPEN TO NEW IDEAS; COMMITMENT TO CONTINUOUS IMPROVEMENT	
SEES SOMETHING BIGGER THAN THE BARN	
THINKS GLOBALLY	
FIRES BULLETS BEFORE CANNONBALLS	
VISION SCORE (MAX 5)	

NOTES

LEVEL 5 LEADERSHIP SCORE	

2 SIMPLIFY YOUR BUSINESS

Bicycle retail comes with its own set of challenges — seasonal demand, weather impacts, and inventory that takes up serious space. But we've seen firsthand that the best way to navigate these challenges is through simplicity.

The success of a streamlined approach is proven. And as you'll see in this book, we're all-in on simplicity because we know it pays. By reducing complexity, we're making it easier to stock, sell, and get more riders on the right bikes — without the extra hassle.

> "COMPLEXITY IS THE SILENT KILLER OF PROFITABLE GROWTH."
>
> – CHRIS ZOOK, *THE FOUNDER'S MENTALITY*



MORE ISN'T ALWAYS BETTER. BETTER IS BETTER.

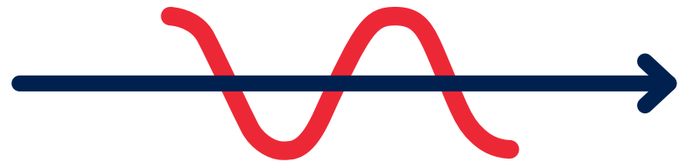
At one time, Apple stores displayed over 300 different iPhone cases. Hard to imagine, isn't it? When Angela Ahrendts, former leader of Apple retail, studied the numbers, she learned only a small handful of the cases were really selling. The rest were just taking up space and bringing in less than 1% of the category's business.

Apple decided to eliminate the noise and focus on color options of the models that were selling. You can guess what happened: the iPhone case business took off.

What does that mean for bike retail? Stocking every possible option from many suppliers may seem like the key to serving more customers, but too much choice creates confusion, slows decision-making, and ties up valuable inventory dollars.

THE TAKEAWAY?

Simplification pays. The best retailers focus on what sells, curating their selection to highlight the right products instead of overwhelming customers with endless options. We can help you with that.



TEN THINGS YOU DON'T NEED:

More inventory
More invoices
More sales reps
More phone calls
More brands
More deliveries
More B2B sites
More emails
More drop-ins
More meetings

ONE THING YOU DO NEED:

A short list of vendors that are committed to your success

The benefits of a one-stop supplier

- Simplifies your business
- Lets you spend your resources on suppliers that add value and get rid of the rest
- Simplifies the story for your employees
- Simplifies the selection for your customers
- Simplifies support (Sales, product, business, Ascend, financing, marketing tools, and experts are all here)
- Focuses your energy

3 PUT THE BEST TEAM ON THE FIELD

The success of your business depends on the quality of your team. A knowledgeable, motivated team delivers great service, builds loyalty, and drives repeat business. But your team isn't just your staff — it's also the partners you trust. The right team brings the products, support, and insights that help your business thrive.

The Trek toolkit for helping you build your best team

The all-new Trek U Pro

Retail Training Centers and RTC Express

Win the Season: Founders Edition

The Great Place to Work Survey

A partner with the right commitment

TREK U PRO

Trek University is all-new!

A smarter way to train, a stronger business for you

Trek University has been completely reimagined to help your business grow, your staff excel, and your profits increase. We've moved to a new, more powerful learning platform designed to make retail education more engaging, effective, and easier to access than ever before.



Sales Academy

Teaching the basics for a new-hire through marketing, visual standards, inventory, and sales management.



Service Academy

Teaching everything from basic bike assembly through advanced repairs, service advising, and management.



Manager Academy

Teaching the technical and people skills required to manage a bike shop.



Level 5 Leadership Library

Leadership lessons from iconic leaders in and out of the industry.



Win the Season 365 Library

Business advice and inspiration, with new content added throughout the year to keep you and your staff engaged.

"[POORLY TRAINED EMPLOYEES] SHOULDN'T BE THERE BECAUSE THEY'RE GOING TO JEOPARDIZE THE PROFITABILITY OF YOUR BUSINESS.

– ANGELA AHRENDTS, FORMER SVP OF APPLE RETAIL AND CEO OF BURBERRY

TREK U PRO MAKES TRAINING YOUR STAFF SIMPLE, EFFECTIVE, AND PROFITABLE

Moving from training to learning

The next evolution of Trek U:

The next evolution of Trek University includes new tools, better integration, and more impactful learning designed specifically for retailers. This is Trek University built for today's retail environment — smarter, more seamless, and designed to help your business thrive. And it's only available to Trek retailers. Log in now and experience the new Trek U.

Interactive learning
New role-playing scenarios, click-by-click tutorials, and hands-on activities make training stick and help employees apply their knowledge on the sales floor.

Learn your way, in your language
Trek U now supports 13 languages and a variety of learning formats — so every employee can train how they learn best, in the language they're most comfortable with.

Mobile-friendly training
Your team can train anytime, anywhere — on desktop, laptop, phone, or tablet.

More manager control
Assign courses to your staff using the new "enrollment" feature in the dashboard. Track completion and message your employees directly in Trek U to ensure they know your expectations.

AND EVEN MORE — ONLY ON TREK U PRO

Customized development paths
The new Trek U groups modules into curricula, helping employees find the education they need for their job role and take courses in the right order for them.

New Service advising curriculum
Now live for Trek U Pro subscribers: How to inspect bikes in for service; How to sell service labor, parts, and add-ons; and How to use Ascend to manage your workflow more efficiently.

New part-time quick-start curriculum
Teach a brand-new hire how to add value in your store in under three hours.

EMPLOYEES WHO ARE INVESTED IN LEARNING ARE PROVEN TO EARN MORE FOR YOUR BUSINESS AND ADD TO A HAPPIER WORKPLACE FOR ALL.

Retail Training Centers

“How do you do it at Trek stores?” Come find out.

Our Retail Training Centers (RTC) give you an inside look at how we run our stores — no secrets, no filters. Our doors are open to you. Whether you visit for two hours or three immersive days, you’ll walk away with practical, tailored lessons you can use right away.

RTC EXPRESS
Same expertise, shorter visit. RTC Express gives you focused support on a specific challenge or goal — closer to home and led by a Trek expert who knows your world. With more certified RTC Express locations popping up nationwide, it’s easier than ever to connect and learn what’s working. Our doors are open to you. So, let’s get together for a visit.

Two ways to train:

RTC VISIT
Multi-day, immersive experience at one of 14 certified centers in North America

RTC EXPRESS
Targeted 2–4 hour session at a shop near you

“Spending two days at Trek Vienna was an eye-opening experience for our team at Steiner’s Sports. Josh and his team were incredibly welcoming, and seeing their commitment to the Guide Sales Process and customer experience firsthand was invaluable. We left with a clearer understanding of how to implement best practices in our own stores, and the hands-on learning environment made a lasting impact on our staff. If you’re serious about elevating your retail experience, an immersion like this is well worth the time.”

GARRICK DARDANI,
STEINER’S SKI & BIKE

“Our time at Dublin was both helpful and motivating for our crew. Everyone came back excited and energized, and we have since implemented a number of ‘Inspired by Dublin’ systems and procedures that have significantly improved our efficiency and our communication. It is such a rare and valuable opportunity to get a behind-the-curtain peek at another shop’s operations, and we’re very glad we made the trip.”

MOLLY LEHMAN,
ERNIE’S BICYCLE SHOPS



WIN THE SEASON

Employee or Founder?

There are very few successful entrepreneurs who do not have a bias for action. How does a company maintain the bias for action and accountability as it expands beyond the founder? Author Chris Zook coined the term “The Founder’s Mentality” when writing about this dilemma that every growing business will face.

In 2024, Trek brought together all the Trek Store managers for a meeting we called the Founders Summit. The genesis of the summit was the realization that we have many good store managers who are waiting for direction, waiting for permission and waiting for customers to come through the door.

A Founder does not wait. A Founder controls their own direction. A Founder moves.

The summit gave the store managers the training, the permission, and the responsibility to own their business. They called it the most impactful event Trek has ever hosted. As our VP of North American Sales, Paul Moran, shared stories of the first-ever Founders Summit, he kept hearing the same thing from independent Trek retailers. “We want this too. I have the same problem.”

This fall, we’re bringing the best of the Founders Summit straight to you through a new, hands-on, experience that combines your Win the Season Event and Win the Season Show into a single customized event guided by your Territory Manager or Senior Trek Leadership. It’s called Win the Season: Founders Workshop.

WIN THE SEASON

INTRODUCING THE WIN THE SEASON FOUNDERS WORKSHOP

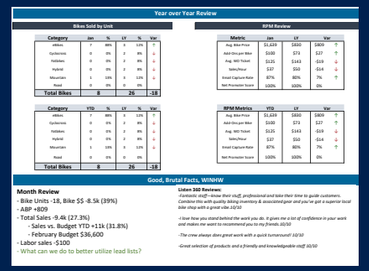
In the past, the Win the Season Event and Win the Season Show were two separate experiences. This year, we're bringing them together into one focused, hands-on workshop designed just for you. This new format has three distinct parts:

1. DEFINING THE OPPORTUNITIES

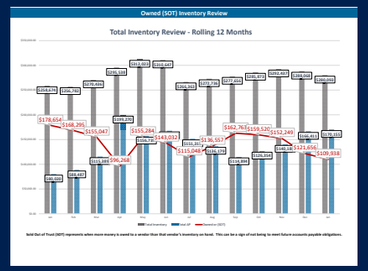
The process starts with a deep dive into your business performance, benchmarking you against other stores of a similar size. Trek handles the analysis — you just need to provide accurate, up-to-date data.

What: Review your business performance, see how you stack up against benchmarks, take in insights from Trek's financial analysts, and find your biggest opportunities for growth.

The outputs:
- Benchmark Report from Trek
- The Good / The Brutal Facts
- Trek Takeaways
- Benchmarking vs. competition







2. FOUNDERS TRAINING

What: The agenda will focus on your biggest opportunities identified in step #1 and the core traits top-performing retailers share.

What it means to be a Founder
Founders don't wait around. They work hard, put in the hours, and take ownership of outcomes.

Training topics:
- What all successful retailers have in common
- No avoiding hard work; sheer will
- Red zone, green zone, Saturdays
- Work when it matters

L5 leadership matters
The best leaders bring both grit and a high degree of humility. They have the sheer will to get the job done, and they never fall into a victim mindset.

Training topics:
- Humility & will
- Facilitating a great L5 discussion
- Resources: L5 Library

Putting the best team on the field
Great managers coach up. They constantly develop their people – and if someone isn't rising, they make a change.

Training topics:
- Hiring high-will people
- Making the Store Manager a coveted position
- Training
- Coaching
- Resources: Trek U Pro

Being customer-obsessed
Founders are relentless about doing right by their customers. They don't stop until they get to "yes."

Training topics:
- Net Promoter Score
- Trek Ride Club

Every hour matters
Founders keep their time focused and productive. They make every hour count and consistently drive up their sales per hour worked.

Training topics:
- Sales Per Hour Worked
- Lead Lists
- 24-Hr Service
- Community Engagement
- Ascend Profit Machine

Inventory management
Founders stay on top of their inventory. They know their targets, what's moving, and what's not – and they aren't afraid to aggressively manage their product selection.

Training topics:
- Simplifying your product line-up
- Dealing with aged inventory

Striving to be the best in the world
Founders follow Will Guidara's journey of striving to being the best in the world. They have the courage to say their biggest goals out loud, and the commitment to interrogate everything they do to make it better.

- The process of interrogation
- Saying it out loud and asking others to join
- McRaven Doctrine

3. THE ACTION PLAN

You won't leave the Founders Workshop with just notes. You'll leave with a custom action plan. It'll outline your top objectives and the key results needed to hit them. The whole experience is focused, achievable, and built around your shop's biggest opportunities – so you'll walk away knowing exactly what to do next.

The Win the Season Founders Workshop: A clearer view of your business. The tools to make it stronger.

The Great Place to Work survey

Customers will never love your shop unless your employees love it first

Employee happiness is proven to increase profits. The Great Place to Work survey is the key — and it's available to Ascend users for free.

For the past 12 years, our partnership with Great Place to Work (GPTW) has helped make Trek a better workplace. The insights we've gained from employees have helped us increase happiness and retention and attract more talent — all of which has translated to more earnings.

It's a fact: a happier workplace is a more profitable one. To help you on your journey, Trek is offering FREE access to the Great Place to Work survey for all Ascend users.

A "WORLD'S BEST WORKPLACE" MAKES A WORLD'S BEST PARTNER

In 2024, Trek was recognized as a "World's Best Workplace" by Great Place to Work, ranking #19 on the list of global companies.

THE BENEFITS OF RUNNING THE GPTW SURVEY

1. Honest feedback from the source
The GPTW survey gives you direct and anonymous feedback on five categories that roll into an overall score.

2. An opportunity to build trust
By reviewing the results with your team, you can establish a new standard of trust — showing your organization that each person has a stake in creating a better workplace.

3. A roadmap for improvement
The results of your Great Place to Work survey give you valuable insight you can use to increase employee happiness and run a more profitable business.

"YOU CAN'T BE GREAT WITHOUT KEEPING YOUR GREAT PEOPLE."

– MICHAEL BUSH, CEO OF GREAT PLACE TO WORK

4 USE DATA AND KNOW THE SCORE

Bike retail isn't youth soccer — we keep score. If you don't track wins and losses, you can't improve. The best retailers use data to spot opportunities and enhance customer experience. That's why we're always building better tools to help you grow.

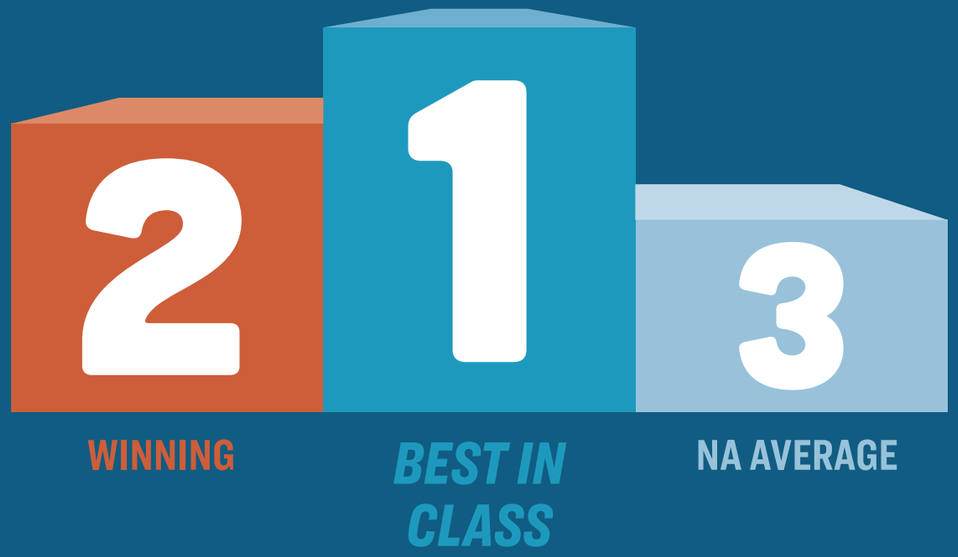


"WHOEVER UNLOCKS THE REAMS OF DATA AND USES IT STRATEGICALLY WILL WIN."

– ANGELA AHRENDTS,
FORMER CEO OF BURBERRY AND APPLE RETAIL LEADER

We can help you move the meter

Bike retail offers a whole lot of opportunity for metrics. We've measured just about everything you can imagine at Trek-owned retail — and we've learned there are a few key metrics that directly correlate with a shop's profitability and success. Here's what we watch closely.



Average bike price

$2,100 $1,700 $1,400

See the leading price point of bikes in your shop by dividing the value of bike sales by the total number of bike sales closed.

Average add-on sales

$200 $160 $125

Bike purchases are the primary driver of sales, and adding on to these sales can result in major gains. Divide the total sales of parts and accessories sold with a bike sale by the number of bikes sold.

Average work order value

$200 $160 $130

This is a "top-three" metric to grow your shop's bottom line. It measures how well you're selling service vs. just clerking by dividing the total sales value of all work orders by the number of work orders completed.

Sales per hour worked

$190 $165 $140

Payroll is the biggest controllable expense in retail. Sales per hour worked is the metric that measures the value that you're getting from that expense, and it shows you the efficiency of labor in your business.

Email capture rate

92% 85% 80%

Successful retailers have a healthy book of business filled with repeat customers. This rate tracks the total transactions completed with customers who have provided an email address.

Average days in stock

120 135 165

This metric measures the average length in days each item has been for sale in your store. Add up the total number of days that every item has been in your shop, then divide by the total number of items.

Customer satisfaction score

98 93 90

Great retailers listen to their customers — so it's crucial there's a clear and easy way to hear feedback. Trek stores measure this with Net Promoter Score (NPS).



Hit the easy button

with Ascend's Retail Profit Machine

The seven metrics on the previous pages make up Ascend's Retail Profit Machine (a.k.a. the algorithm of retail success). When you use Ascend, the system seamlessly converts your raw data and delivers these key insights that are proven telltales of bike retail store and employee performance.

The Retail Profit Machine cuts through the noise and gives you a clear picture you can act on. You get the metrics that matter so you're empowered to make informed decisions and run a more efficient and profitable business.

THE BENEFITS OF RPM METRICS

- Cuts through the noise and gives you proven metrics that matter
- Actionable insights that help you improve your business in key areas
- Focuses your efforts on business decisions that make a real difference
- Built by the only POS made specifically for bike retail
- Backed by Trek retailers and Trek-owned stores the world over



Ascend simplifies retail management to make your life easier

Running a bike shop means juggling a lot — sales, inventory, customer service — it can be overwhelming. That's why we created Ascend, a complete retail management system designed to make running your business easier.

And now, we're making it even better with powerful new cloud-based tools to streamline ecommerce, inventory management, customer communication, and more — all so you can spend less time on logistics and more time growing your business.

More than just a point-of-sale system, Ascend helps you stay on top of everything from anywhere. For over 21 years, we've helped thousands of retailers simplify operations, increase profits, and focus on their customers.



Ascend's newest cloud-based features

READY NOW

Veloconnect integration (GAS)
For our retailers in Germany, Austria, and Switzerland (GAS), Ascend now features Veloconnect integration, streamlining supplier communication and order management. More markets coming soon.

Open ecommerce API
Now, Ascend integrates even deeper with your website. Use our open ecommerce API to sync inventory and sales data with partners like Shopify, ensuring a smooth omnichannel experience.

More cloud-based features
Manage users, products, customers, and sales—all from the cloud. Get real-time data access from anywhere and keep your business running smoothly, whether you're in-store or remote.

COMING SOON

Trek B2B ordering & warranty integration
Ascend now connects directly to Trek B2B, making it easier than ever to place orders, track inventory, and manage warranty claims. Less manual work, more efficiency.

Two-way SMS
Engage with your customers like never before. With built-in two-way SMS, you can send order updates, service reminders, and promotional messages—all from within Ascend.

Integrated gift card processing
Sell, redeem, and track gift cards directly within Ascend. No third-party software needed—just seamless transactions and easy reconciliation.

Hey!
Did you know Ascend can do that?

13 of the most beneficial (and overlooked) features of Ascend



Ecommerce
Expand your business beyond the sales floor with seamless integration with platforms like Shopify. Manage online and in-store sales together, keeping inventory, orders, and customer engagement in sync.

Lead Lists
Identify your best customers and keep them engaged. Built-in marketing tools help you run promotions, send emails, and track customer data — all in one place.

Ascend Pay
Simplify payments with a fully integrated system that handles credit, debit, mobile, and pay-by-link transactions. Fewer errors, faster checkouts, and a smoother experience for your team and customers.

Inventory management
Know exactly what's in stock and what needs restocking — across all your stores. Cloud-based tracking and the AscendScan app keep your inventory under control in real time.

Net Promoter Score tracking
See how happy your customers are with built-in NPS tracking from Listen360. Get insights to improve experiences, boost loyalty, and keep customers coming back.

Product ordering
Stop guessing what to restock. Our AI-powered Reorder Analysis tool automates ordering so you always have the right products, without the manual work.

Service Center management
Keep your repair shop running smoothly with scheduling and tracking tools that make service operations more efficient and hassle-free.

Team management and scheduling
Simplify scheduling across multiple locations. Assign shifts, track availability, and manage your workforce from one easy-to-use platform.

Business consults
Get expert advice from people who know bike retail inside and out. We'll help you fine-tune operations and grow your business.

Employee performance tracking
Identify top performers, spot coaching opportunities, and keep your team motivated with built-in performance tracking tools.

Multi-store management
Manage multiple locations from one cloud-based platform. Keep pricing, sales, inventory, and reporting consistent across all your stores.

IT services
Don't let tech issues slow you down. Get support for hardware, software, and network troubleshooting so your business stays connected and running smoothly.

Bookkeeping
Take the stress out of finances with Ascend Bookkeeping. From payroll to tax filing, we handle the details so you can focus on your business.

Your Ascend Support team is here to help you make the most of every Ascend feature.
Let's connect and find the best ways to put these tools and more to work for your business.

5 OBSESS OVER CUSTOMER EXPERIENCE

Every retailer knows customer experience matters — but the world's best go beyond good service. They're obsessed with every detail of the customer journey, from the first interaction to long after the sale. That kind of commitment sets you apart and keeps customers coming back. We're here to help with the tools, experience, and support to turn customer obsession into a winning strategy.

"THE STARTING POINT FOR ALL INNOVATION IS TO ELIMINATE FRICTION. PUT YOURSELF IN YOUR CUSTOMER'S SHOES."

- JESSE COLE, SAVANNAH BANANAS

INTERROGATE THE PROCESS

In his book *Unreasonable Hospitality*, Will Guidara shares how he and his team transformed Eleven Madison Park from a promising restaurant into the best in the world. That success wasn't luck — it was the result of an unwavering commitment to excellence and a relentless focus on perfecting the customer experience.

Will and his team didn't just assume they were doing things right. They interrogated every step of the customer journey, identifying and eliminating friction points until nothing stood between their guests and an unforgettable experience.

This level of dedication pays off, and we can help you get there. Watch Will's story on Trek U Pro and learn how to refine your customer experience by seeing it through your customer's eyes — then make the changes that truly matter.

> Two months after our Service Interrogation, we have a refined labor menu, retooled KPIs, 25% YOY labor sales growth, and tripled high-tune rate. Take the time. It's worth it.

Geoff Gerhardt
General Manager
Mike's Bike Shop
New Brunswick, Canada

We've got your back

Want to take a closer look at your business? We can help you run interrogations on any part of your operation to find opportunities for improvement. Reach out to your Territory Manager to get started!

SEVEN STEPS OF A HIGHLY EFFECTIVE INTERROGATION

Not sure how to start with your interrogation? Laurie Koch, Trek's Vice President of Customer Care, has you covered. Her guidance for running highly effective interrogations ensures you'll stay on track and end up with meaningful results.

1. ***Invite the right people to the meeting***
   To bring about meaningful change, you need to have all the key stakeholders present. These are the people who are closest to the process who can bring perspective and creative ideas.

2. ***Have a note-taker and a simple template***
   Assign one person to take notes on the conversation. Use a simple template where you can list each step in the journey, the action item, the person responsible for making the change, and the date the change will be made.

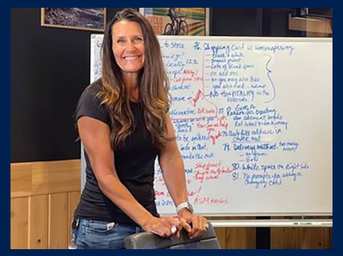
3. ***Frame the puzzle: What are we solving?***
   Make sure you're clearly defining the puzzle you're trying to solve. Write it out and make sure everyone understands you'll be isolating and elevating steps in your customers' journey.

4. ***Map the journey — and make sure everyone plays!***
   List every detail of the current process. As a leader, your job is to get everyone to participate. Keep the meeting focused and moving.

5. ***Be a good listener and ask questions***
   Make sure you're listening with intent and asking questions. A simple "Tell me more" can encourage people to take their ideas and contributions to the next level.

6. ***Ask why five times — interrogate details to the root***
   To truly interrogate means to question the current process. Ask why things are done a certain way, then keep asking until you've gotten to the truth of the matter.

7. ***Follow up***
   An interrogation is only as good as the results that come from it. Set follow-up meetings to ensure the right actions have been taken and the right changes have been made.



Laurie Koch
Trek's Vice President of Customer Care has led dozens of process interrogations in the last year. Each one has revealed meaningful opportunities for improvement and better customer experiences.

Your customers are talking. Are you listening?

One of the most valuable metrics we measure at Trek-owned retail stores is our Net Promoter Score (NPS), which tells us how our customers feel about us.

Net Promoter Score gives you access to customer feedback you can use to grow your business, build relationships in your community, and increase customer loyalty.



THE BENEFITS OF LISTEN360 AND NET PROMOTER SCORE

Know how your customers really feel
Automated post-purchase email surveys tell you how your customers feel about their experience and give you blueprints for improving hospitality.

Get real-time feedback
In-the-moment detractor alerts and daily email summaries give you the chance to swiftly address customer concerns.

Reach a bigger audience
Listen360 aids in streaming testimonials online, enhancing the retailer's online presence without a dedicated social media resource.

Free for Ascend users!
All the benefits of Listen360 and Net Promoter Score come at no extra cost to Ascend retailers — and the platform easily integrates with Ascend, making setup a breeze.

95 BY 2025

A goal set. A goal achieved.

Earlier this year, Trek-owned retail stores reached a milestone that's almost unheard of in the retail world: a Net Promoter Score (NPS) of 95. To put that in perspective, the highest NPS for leading brands rarely exceed the 70s.

But why — and more importantly, how — did Trek stores hit 95? It didn't happen by accident. The goal was set nearly five years ago, and progress was driven by a relentless commitment to hospitality, led by Trek VP of Customer Care Laurie Koch and her team.

From day one, the goal was clear: 95 by 2025. And every day after, it was repeated constantly, ingrained in the culture, and made a unifying mission for every employee in every store. This is what it takes to reach a nearly unachievable outcome.

It's not about the number

Reaching a 95 NPS wasn't just about the number — though there's a clear relationship between a high NPS and sales growth.

Instead, Laurie and her team framed their effort around delivering exceptional experiences, day in and day out. If they did this and did it well, 95 would become the inevitable outcome.

The goal may have been audacious, but it was also simple and easily repeatable. Laurie posted it outside her office, tracked progress daily, and made sure every Trek store manager and Trek employee understood it. This repetition was key to building a culture where every interaction matters, every customer feels valued, and every team member plays a role in delivering top-tier service.

Every single day, she and her team would get a report of every store's NPS. Every person was responsible for knowing the score. Every review was read. Two things came from negative reviews: a follow-up to correct it and fix the customer relationship, and a lesson in how to be better next time.

Finally, and most importantly, they didn't give up. They stayed relentless, knowing this enormous goal wouldn't be accomplished in a single week, month, or even year — but that one day, if they stuck to it, the goal would be reached.



Laurie’s advice to retailers on NPS goal-setting

Trek’s success in reaching a 95 NPS is proof that customers notice when a business truly cares. They reward that effort with loyalty, repeat purchases, and referrals. Whatever the size of your shop or staff, your business can benefit by focusing on increasing your NPS. Here’s how to make your effort count.



SET AN AUDACIOUS GOAL
Study your NPS and think big. Make a goal that inspires action. 95 didn’t feel easy when Laurie set this goal — it felt just out of reach.

SAY IT OUT LOUD — AGAIN AND AGAIN
Make your NPS goal a daily mission, not just a number. Communicate to everyone that the goal is the outcome of daily interactions.

EVERYONE KNOWS THE SCORE, EVERY DAY
The whole team needs to be unified to own the result together. That takes knowing the score every single day.

TREAT EVERY REVIEW AS A GIFT
Good or bad, reviews are valuable. Negative reviews give you the chance to follow up and win a customer back — and just as importantly, to learn from the mistake and prevent it in the future.

STAY RELENTLESS
Big goals aren’t achieved overnight. Keep pushing and refuse to settle. The difficulty makes the achievement so much sweeter.

6 HAVE A GREAT DIGITAL STRATEGY

We've always believed in the power of the local bike shop. That's never changed, even in the digital age. The best place to buy a bike is still a Trek retailer, where expertise, service, and real connections matter most.

The internet can't fix a flat or share stories over coffee. But it can help bring more riders through your doors. A strong digital strategy isn't optional in today's world — it's essential. And we have the tools to help you grow your business and stay ahead in an increasingly digital world.



More riders, more sales

The Trek Ride Club app

A staggering

50%

of people who shop in your store will never return.

Trek Ride Club can change that.

The Trek Ride Club app is designed to do one thing: get more people riding — and riding more often means more business for retailers. It deepens customer relationships, encourages repeat visits, and positions your shop as the go-to resource for riders in your area.

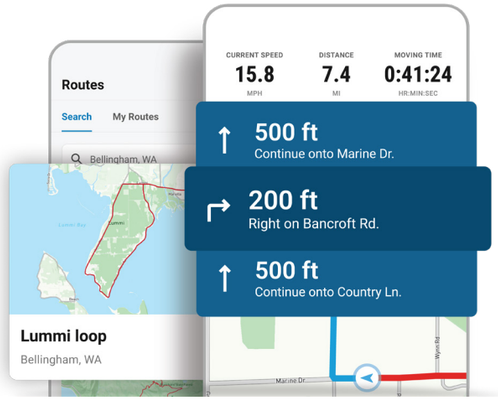
Retailers who embrace the app, load in their local knowledge, and engage with their customers through challenges and events will see the biggest benefits. This is more than just a new product—it's a tool to grow your business, strengthen customer loyalty, and cement your shop as the center of the local cycling community.

Are you ready to take advantage of everything the Trek Ride Club app has to offer? Get started today and put this powerful new tool to work for your business.

Trek Ride Club is available now in the United States. International expansion, including to Canada, is expected in 2026. Stay tuned for details!

Give more to get more

The more you invest in the app, the more value it will create for your business. Here's what you can do NOW to take advantage of the app's momentum this summer.

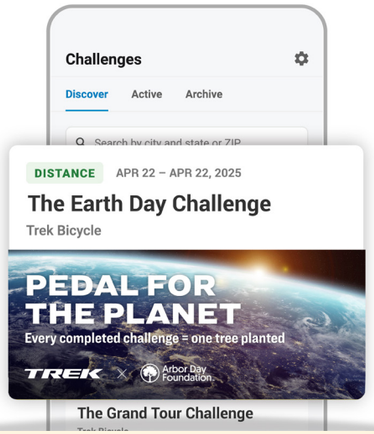


1. Load your routes!

Update the app with local routes that showcase the best rides of your region. Do this and you'll always have an awesome answer to the most-asked question: Where should I ride?

2. Lean into challenges

Get to know Trek's brand and evergreen challenges, and make prize fulfillment a great experience for your customers! If you've got extra capacity, try creating local challenges that tie into what's happening in your community.

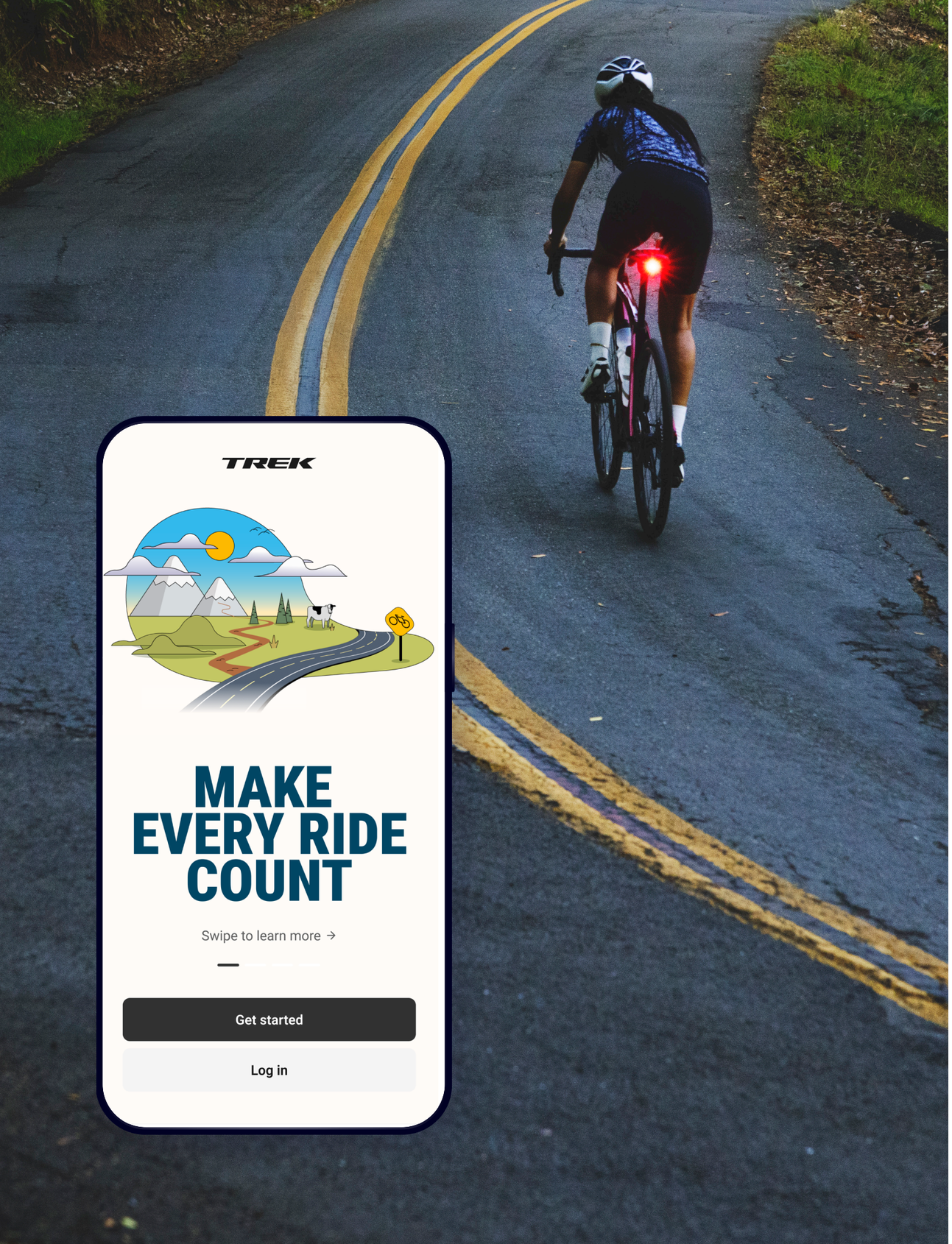




3. Feature local events

Build community and drive traffic to your shop by featuring local events in the app. This creates foot traffic and helps you build loyalty.

See B2B for an even more in-depth look at the app.





More riders = more sales
The connection is simple: the more people ride, the more they need from their local bike shop.

Riders who log more miles wear out tires, chains, and brake pads faster. They need tune-ups more often. They're more likely to upgrade their bikes, invest in better gear, and bring in friends and family to join them on their rides. The Trek Ride Club app is designed with a motivation engine that keeps people riding, which means more customers walking through your door, looking for the products and services that keep them rolling.

More riders = more foot traffic
Challenge rewards can be redeemed only at a user's local Trek retailer, giving them a reason to visit, browse, buy, and be part of your community.

Beyond maintenance and upgrades, the app's built-in rewards system drives real foot traffic. Challenge incentives create more opportunities for interaction, more chances to build long-term relationships, and ultimately, more revenue for your business. When riders are engaged and excited about cycling, they invest more in the sport — and your shop is the place they'll turn to for everything they need.

More riders = a healthier planet
Every time someone chooses to ride instead of drive, it's a win for the environment. The Trek Ride Club app encourages them to choose the better option.

More riders mean fewer cars on the road, lower emissions, and cleaner air for everyone. The Trek Ride Club app inspires people to ride more often by making cycling easier, more rewarding, and more social — helping to turn occasional riders into lifelong cyclists. By getting more people on bikes, we're not just growing the sport and supporting retailers — we're also creating a more sustainable future. And as a Trek retailer, you're at the center of that movement, helping customers make choices that are good for their health, their community, and the planet.

More riders = more opportunities for Trek hospitality
When your customer gets in a jam, they'll contact Trek through RideLine and we'll solve their problem, keeping them happy and loyal to you.

One of the most groundbreaking features of the Trek Ride Club app is RideLine, Trek's direct-to-rider support system. Whether a rider needs help with a mechanical issue mid-ride or troubleshooting with their e-bike, RideLine provides expert support wherever they are. This extends Trek's world-class hospitality beyond the store, reinforcing trust and keeping riders loyal to Trek retailers.

More riders = more commissions for YOU
Every rider on the Trek Ride Club app is a potential revenue stream for your business — even when they shop online.

When a customer linked to your store makes a purchase through the Trek Ride Club app, you earn a commission. The more they ride, the more engaged they become, and the more likely they are to invest in new gear, apparel, and upgrades. By encouraging your customers to use the Trek Ride Club app, you're not just keeping them connected to cycling — you're creating ongoing sales opportunities that put money back in your pocket.

RIDE CLUB

IN 2024, NORTH AMERICAN TREK RETAILERS EARNED **$10.5 MILLION** IN REVENUE SHARE FROM TREKBIKES.COM

Nearly all major bike brands are selling direct to consumers, taking business away from Trek retailers every day. We believe brick-and-mortar is still the best place to buy a bike, but some customers prefer to order online. Trek Consumer Choice keeps you in the game by making sure you never lose a sale based on how a customer wants to buy. This program gives customers the flexibility they expect, ensures the products you carry remain available for purchase, earns you a cut on every sale, and keeps valuable customer relationships within your ecosystem.

OTHER BRANDS ARE CUTTING YOU OUT.

WE'RE CUTTING YOU IN.

Trek's most powerful retail sales tool ever

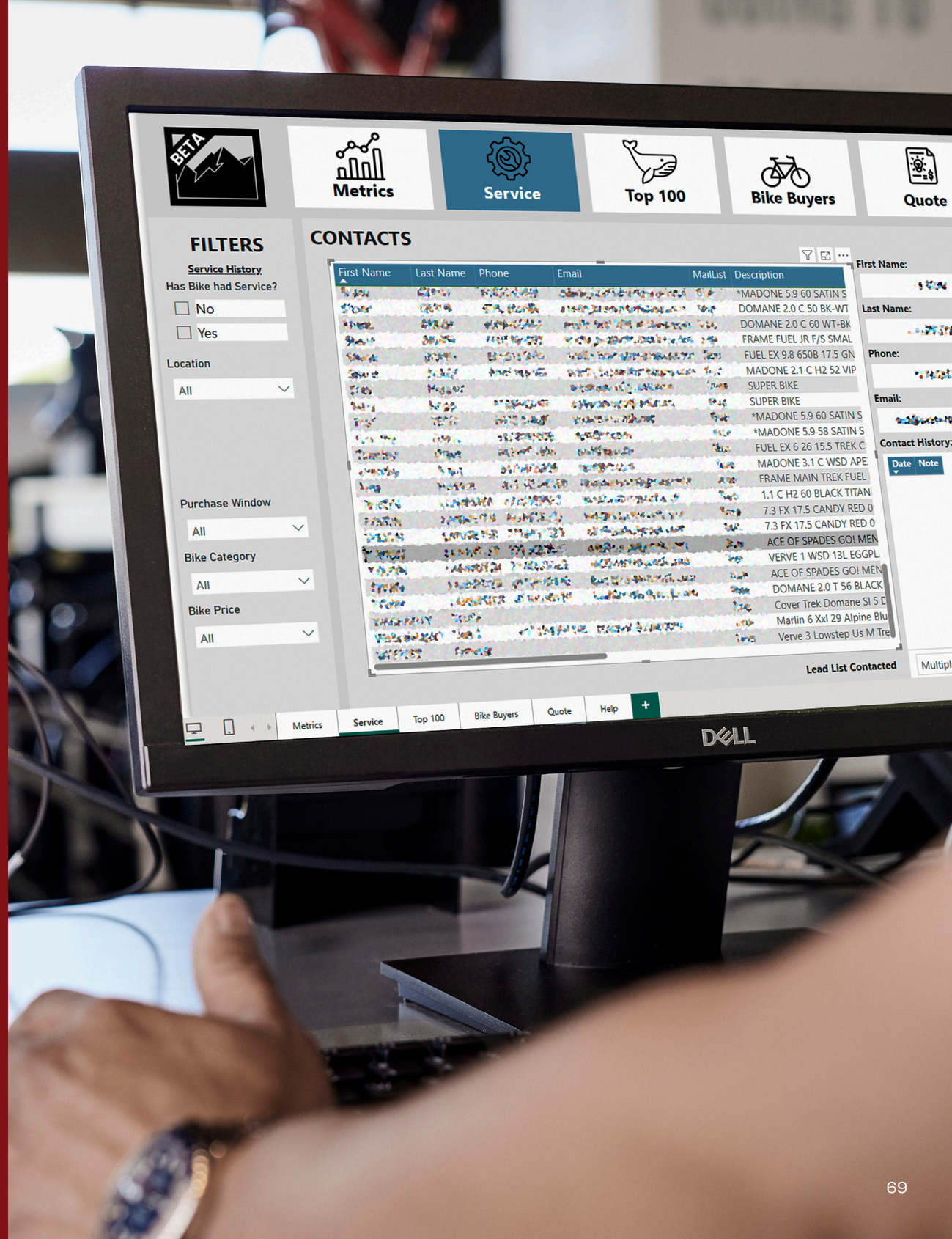
Lead Lists powered by Ascend

You know how important it is to connect with your customers and offer them the best products and services. But how do you find the right customers to reach out to? How do you know who is ready to buy, who needs a reminder, or who might be interested in something new?

That's where Ascend's Lead Lists comes in. This new tool helps you identify and contact the most promising customers for your business using insights from real-world transactions and interactions. It crunches the data you already have and turns it into a solid-gold list of potential customers.

Use real data to define your sales strategy and target the right customers with the right message at the right time. Here's how it works:

- Lead Lists aggregates valuable customer data from the app and Ascend, like customer behavior, preferences, and purchase history.
- It processes this data and gives you a list of customers that meet criteria you define.
- You can create Lead Lists based on all kinds of inputs, from customers who have shopped frequently in the past but haven't visited recently to customers who might be interested in a new launched bike based on their previous purchases.
- You can use this information to understand what's relevant to your customer group. Then, you can contact them with personalized messages that matter.



From overwhelmed to over a million

How a store manager hit seven figures in Lead Lists sales

Shaun Fowler, Store Manager at Trek Bicycle Las Vegas West, will tell you honestly: when he first opened the Lead Lists tool, it felt like a lot.

"It looked powerful, but I wasn't sure where to start," he said. "But I figured if there's a tool that could help me connect with the right customers at the right time, it was worth figuring out."

So, in December of 2023, Shaun made a commitment to give Lead Lists a real shot. Dig into the data. Learn how it works. Build the habit.

A short fifteen months later, he's just surpassed an enormous milestone — over a million dollars in gross converted sales from Lead Lists.

Let that sink in. Over a million dollars. And he credits this tool as the reason he's hit sales targets so far in 2025. The secret? It's not magic. It's consistency.

Shaun has reached out to nearly half of his entire customer base using some simple Lead Lists filters — riders who are due for an upgrade, customers who haven't visited in a while, and customers who've shown interest in a specific category.

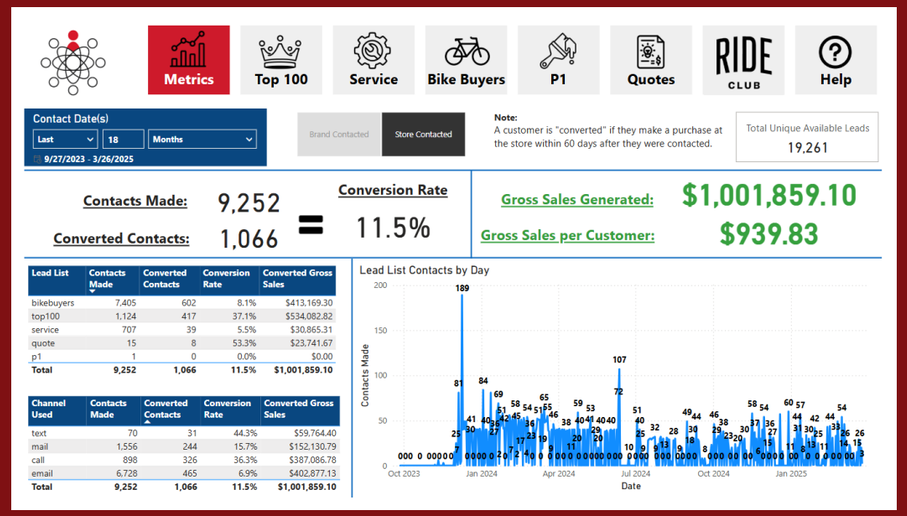
After more than a year, he knows his numbers: for every 10 calls, about one will convert to a sale. In total, he's running with a nearly 12% success rate. And when you make a lot of calls? The conversions add up fast.

"The big thing is I'm not guessing who to call or what they'll be interested in talking about," he said. "Lead Lists gives me direction. I know who's most likely to buy, and I reach out with a message that actually matters to them."

If this sounds simple, it's because it is. And it's working for Shaun in the same way it could work for any retailer. He doesn't make calls every day, or even every other. But he stays at it, and his effort pays off. Lead Lists didn't just help Shaun and his team hit his numbers. It helped them hit a million.

And the best part? This milestone didn't come from a lucky break — it came from using a smart tool and doing the work. One call, one customer at a time.



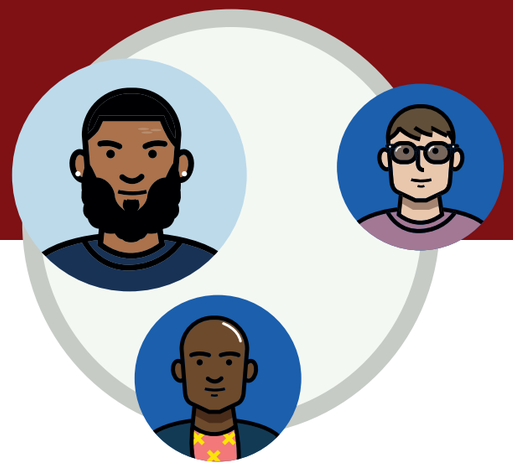


Real Lead Lists we can create with your data:

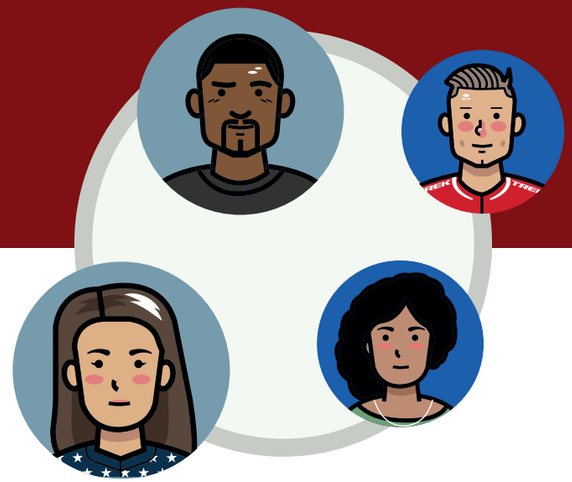


Service needs
Consumers who purchased a bike 1+ years ago and have not come in for service.

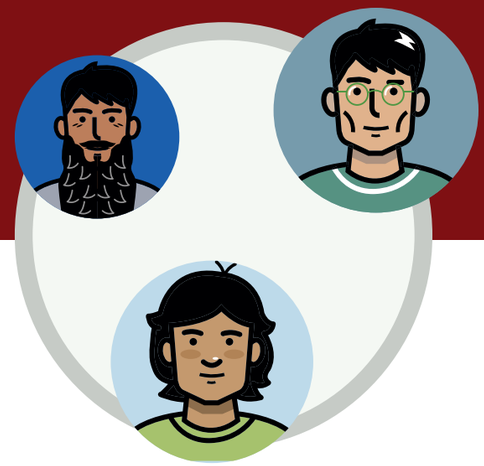
Consumers who received service over a year ago and have not returned.



Your best customers
Top 100 customers who have not visited your store recently. This list is based on a calculation of their normal visit cadence.



Recent transactions
Consumers who recently purchased their first bike from you. Call to see if they have any questions and invite them to an upcoming event.



Open quotes
Reach out to see if they have any questions about the bike you can answer.

Want to hit your number? Use the damn Lead Lists!

Over $9.5 million was generated by Trek stores in Q1. Just from stores reaching out to customers.

Let’s cut to it: the stores that are using Lead Lists are winning. Not by guessing. Not by waiting. By picking up the phone, or pulling up an email, and making the right connections.

Lead Lists tells you who to reach out to — and what they’re ready for. It’s the smartest, most powerful tool in your store. You just need to start.

Open Lead Lists. Pick a filter. Make a move. Your next sale is already on the list.

Last year, we referred over 4 million people from our site to your store

For the last three years, more people searched for Trek bikes online than searched for any other bike brand*. We're putting that traffic to good use for you.

In 2024, there were over 4 million visits to trekbikes.com by customers who engaged with our store locator and were referred to you. **More web traffic, more foot traffic, more sales.**

*Google Search Volume Trends, 2023 and 2024

7 GET BETTER EVERY DAY

What distinguishes the world's best from the rest comes down to conviction. Ask yourself the hard question: Will you be the best? Successful leaders find the courage to dream big, think creatively, and achieve great things — and it all starts with admitting to yourself that you can and will be the master of your craft.

> IF YOU DON'T HAVE THE CONFIDENCE AND CONVICTION TO DREAM BIG OUT LOUD, YOUR BIGGEST DREAMS WILL NEVER COME TRUE.
>
> **Will Guidara**
> Author of
> *Unreasonable Hospitality*



For nearly 50 years, helping bike retailers become wildly successful has been our driving force. Today, this force is stronger than ever before.

This is what makes Trek different. We are fully committed to your success — so if you want to be the best bike shop in the world, put us in the game.

My email address is john_burke@trekbikes.com. If I can ever do anything to help you, please let me know.

–JB

2026 PRODUCT



SIMPLICITY, INNOVATION, QUALITY



Andy Pliszka
Vice President of Product

The product teams at Trek are always pushing forward, and the New for 2026 lineup is a testament to our team's drive to support your businesses by delivering products your customers love. You'll notice that one of our key themes this year is simplicity. Our aim is to help you have stronger product stories in your shops that lead to easier purchase decisions.

In mountain bikes, we're reintroducing an icon and launching a new design that gives a huge range of your mountain bike customers a simple answer to the question, "Which bike should I get?" The all-new Fuel and Fuel+ platforms put an end to customer wavering and indecision. Torn between an all-around trail bike, a ride that can handle mullet, and a longer-travel ripper? This single bike can do all three.

In gravel, we're introducing a new full-suspension platform built for the biggest, wildest adventures along with an electric Checkpoint+ that gives more of your customers more access to the beauty of gravel and an all-new Checkpoint ALR.

In city bikes, the all-new FX+ Throttle is a direct response to demand from your customers. It's our first-ever throttle e-bike, and a game-changing competitor for the lesser-quality models from online and big-box brands.

We've also made **Project One** even more powerful for your business. With new paint schemes, frame-only availability, and mountain bike customization — including wheels, tires, dropper posts, cockpit, and more — it's easier than ever to help riders build their dream bike and keep them coming back for more.

Of course, bikes are just the beginning. Our **aftermarket lineup for 2026** continues to push the industry forward, with new performance gear, upgraded essentials, and fresh accessories. With new apparel partnerships, Trek truly has everything your customers will need for their best rides ever.

And in addition to all of this innovation, we're steadfastly committed to running our business the right way. We know riders want their purchases to reflect their values. That's why we're making it easier than ever to choose bikes that tread lightly. From industry-leading materials advancements to changes in our supply chain, we're not just talking about sustainability — it's built into what we make.

The way forward is through innovation, simplicity, and delivering what riders truly want. And that's exactly what you'll get with the exciting lineup of new bikes and gear for 2026. Here's to a great year!

Less complexity, more sales

Why we're removing Dual Sport from our 2026 city bike lineup — and why this is a good move for your business

Last year, we made a bold move: we removed Émonda models from our carbon road lineup. It wasn't because they weren't selling. It was because we were able to combine the lightweight advantage of Émonda and the aerodynamic advantage of Madone in a single new bike: Madone Gen 8.

This innovation led to a more focused and profitable product assortment, cutting carbon race models from 20 down to just 6. The end result? Simpler inventory for you, easier decisions for your customers, and a stronger business overall.

We're taking the same approach where it makes sense, and next up is our city bike lineup. After consistent feedback from the field, we're combining FX and Dual Sport into a single, stronger product line. The reality? These two bikes were so similar that instead of helping consumers, they made decisions harder. And for retailers, carrying both meant unnecessary complexity in inventory and floor space.

Within the forthcoming FX lineup, you'll still have options for the "flatbar fitness customer" in the classic FX and the "flatbar all-road customer" in FX Sport, which has more tire clearance and burlier rubber.

By streamlining the lineup, we're making it easier for customers to understand their options and for retailers to stock the right bikes — without the headache of overlapping models. The result? A cleaner, more profitable assortment that benefits everyone.

We're committed to making product decisions that serve retailers and riders alike. Fewer, better choices mean more confident customers, better inventory turns, and a smoother selling experience. And this is just the beginning — we'll keep simplifying where it counts, so you can focus on what really matters: selling great bikes and growing your business.

NEW FOR 26

Émonda
MY2024

Madone
MY2024



Madone Gen 8
MY2025

FX
MY2025

Dual Sport
MY2025



FX family
MY2026

The world’s favorite fitness platform

The newest FX family

icons

FX is the best-selling hybrid bike in Trek’s lineup for a reason. It’s easy to sell, easy to ride, and fits seamlessly into any rider’s lifestyle. Whether customers are commuting, working out, or just riding for fun, the latest FX makes fitness accessible and enjoyable for flatbar fitness riders, which means more happy customers and repeat business for your shop.

BEST-SELLING VERSATILITY
FX blends comfort, performance, and everyday practicality — making it a top choice for riders and an easy win for your shop.

FIT FOR ANY RIDER
From casual cruises to daily commutes, FX’s confident handling and smart design make it a perfect match for a broad range of riders.

EASY TO RIDE, EASY TO LOVE
FX is easy to recommend and easy to love — driving repeat business, satisfied customers, and strong margins.

FX 1



FX 1 is your go-to hybrid for budget-conscious riders who want quality without compromise. With a lightweight aluminum frame, smooth-shifting Shimano drivetrain, and reliable mechanical disc brakes, it's built for everyday versatility — whether your customers are commuting, cruising, or carrying gear.

EVERYDAY VERSATILITY
With a wide gear range and mounts for racks and fenders, FX 1 is ready for commuting, cruising, or running weekend errands.

CONFIDENT STOPPING POWER
Mechanical disc brakes give reliable control in any weather — so rides stay fun, rain or shine.

BUILT TO LAST
A lightweight aluminum frame backed by Trek's lifetime warranty means FX 1 delivers long-term value for new riders and growing families.

FX 2

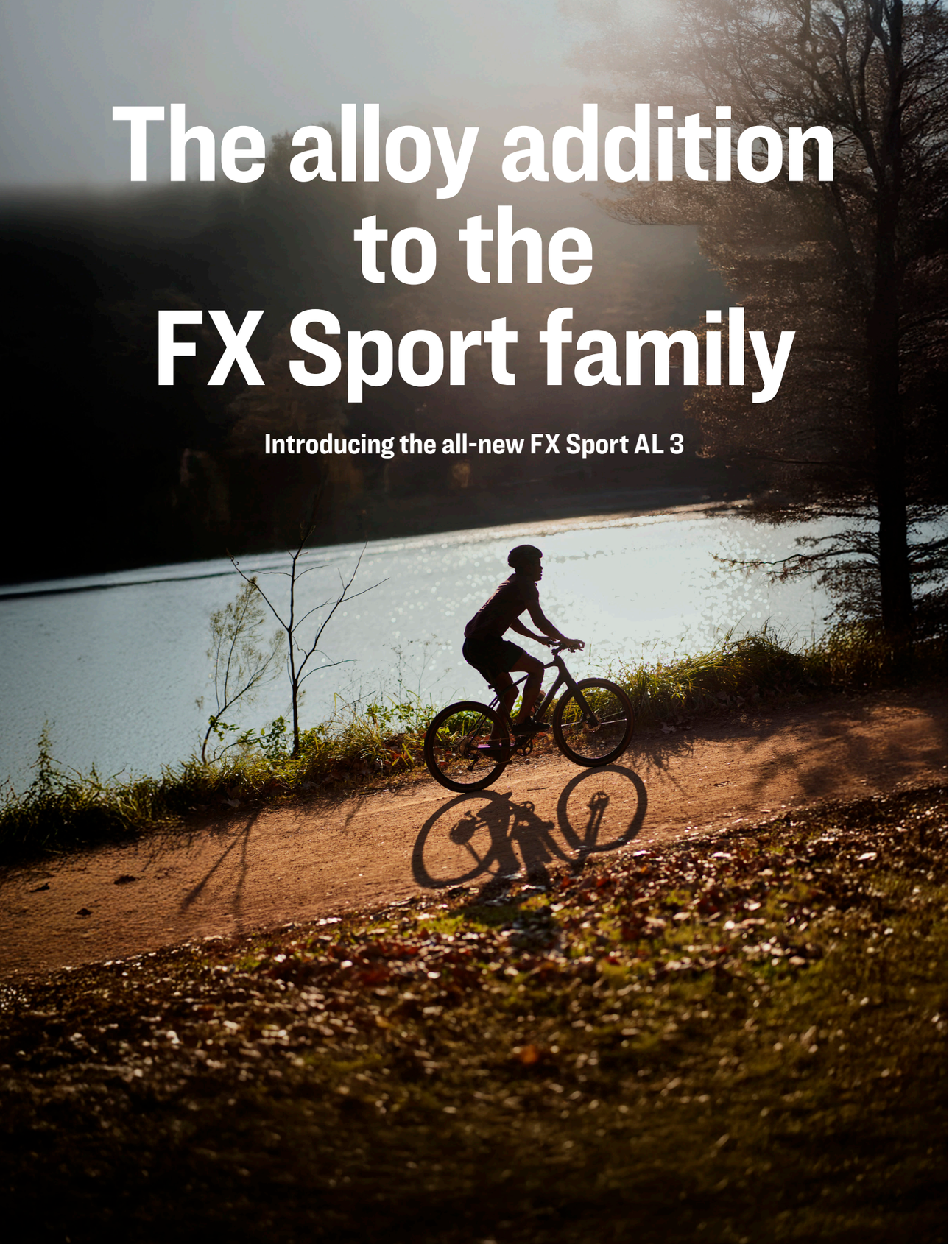


FX 2 offers a performance boost without breaking the bank. It's lighter, smoother, and tougher — thanks to a lightweight alloy fork, wide-range Shimano CUES drivetrain, and powerful disc brakes. Perfect for riders who want everyday dependability with a bit more edge.

SHIFT SMARTER
The Shimano CUES 1x9 drivetrain is built for durability and delivers smooth, reliable shifting across a wide range of terrain.

LIGHTER, SMOOTHER RIDE
A lightweight alloy fork helps soak up road chatter and keeps the ride feeling fast, comfortable, and responsive.

READY FOR MORE
Powerful disc brakes and versatile mounting points make FX 2 a dependable choice for riders who want to do more — and go farther.



The alloy addition to the FX Sport family

Introducing the all-new FX Sport AL 3

NEW FOR 26

FX SPORT AL 3



The all-new FX Sport AL 3 — the first alloy addition to the FX Sport family — is the perfect fit for riders who want true all-road capability in a flatbar bike. Its alloy frame keeps the price accessible while delivering the high-quality features and versatility your customers expect in a top-tier fitness bike.

LIGHTWEIGHT PERFORMANCE
An Alpha Aluminum frame and OCLV Carbon fork keep weight low while maintaining durability for a nimble, easy-to-handle ride.

READY FOR ACCESSORIES
Mounts for racks, fenders, and top tube bag make FX Sport AL ready for commuting, touring, or adventure.

FX SPORT VERSATILITY, NOW IN ALLOY
All the performance of FX Sport SL, now with an alloy frame for the perfect mix of capability, value, and all-road adventure.

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

FX SPORT SL
4



FX Sport SL 4 is the most affordable way to get into a carbon frame in Trek's all-road fitness lineup, and it comes loaded with performance. With road-bike speed, gravel-ready tires, and the confident handling across a variety of surfaces, it's built for riders who want lightweight efficiency and go-anywhere versatility.

CARBON-BUILT SPEED
A 400 Series OCLV Carbon frame and fork keep weight down and responsiveness high for quick acceleration and efficient power transfer.

CONFIDENCE IN CONTROL
Shimano hydraulic disc brakes deliver reliable stopping power and stable handling — no matter the weather or terrain.

SIMPLIFIED SHIFTING
The wide-range 1x10 Shimano CUES drivetrain eliminates front shifting for fewer distractions and smoother transitions across every climb, cruise, or sprint.

FX SPORT SL
5



FX Sport SL 5 takes fitness and adventure to the next level with premium parts and all-road capability. The smooth-shifting SRAM Apex drivetrain and lightweight Paradigm wheels are perfect for riders who want road-bike speed with the control and comfort to explore pavement, paths, and packed gravel.

ALL-ROAD CONFIDENCE
Fast-rolling Bontrager GR1 gravel tires, hydraulic disc brakes, and a stable flat bar give riders the freedom to take the scenic route — even when it turns to dirt.

SMOOTH, SIMPLE SHIFTING
A wide-range 1x SRAM Apex drivetrain offers crisp performance and an uncluttered cockpit for riders who prefer power over complexity.

FASTER FEEL, FEWER LIMITS
Bontrager Paradigm tubeless-ready wheels cut weight and boost responsiveness for quick accelerations on any surface.



FX SPORT SL

6



FX Sport SL 6 is the fastest, most advanced fitness bike in the lineup — and a standout option for customers who want road-bike performance with flat-bar comfort and control. With carbon everything and wireless shifting, it's an easy upsell for serious riders chasing big fitness or adventure goals.

WIRELESS SHIFTING PRECISION
The SRAM wireless 1x drivetrain offers ultra-fast, reliable shifts and a sleek, cable-free setup that keeps the cockpit clean and dialed.

CARBON EVERYTHING
A full OCLV Carbon frame and fork pair with carbon Bontrager wheels for a light, responsive ride that feels fast on every surface.

BUILT FOR BIG GOALS
From its aerodynamic design to its high-performance spec, FX Sport 6 is made to go fast, train hard, and help riders hit their next big milestone.



NEW FOR 26

Turn on the fun with the push of a button

Introducing the all-new FX+ Throttle

We've heard the demand for e-bike throttle from your customers, and the all-new FX+ 1 answers. It lets your customers ride the way they want — with pedal assist or throttle — and multiple models and classes are available depending on your local requirements and regulations.

FX+ brings together the best of Trek's everyday adventure e-bike technologies and all-new features that make for a fun, comfortable ride, including a seamless and stylish charging experience.



All-new EasyMag charger



Integrated turn signals



Throttle or pedal assist

Pedal or throttle assist

One bike, both options. Riders can choose their style of assist and change it up throughout the ride.

Integrated turn signals

Left and right turn signals let others know where you're heading.

All-new EasyMag charger

A stylish new wall-mounted magnetic charging port with a bright, LED status display.

All-day range

The large, integrated battery provides up to 50 miles (80 kilometers) of range.

Full-color display

Stay in the know with battery, speed, and more with the integrated display.

Multiple classes

Class 2/3 and Class 2 models available to meet local requirements and regulations.

E-systems you can trust

Like all Trek e-bikes, it's built with high-quality, third party-tested e-bike systems only.

ELECTRIC

FX+ THROTTLE

1 AND 1S

NEW FOR 26





FX+ 1 is a Class 2 e-bike with throttle and pedal assist up to 20 mph (32 km/h). Available in both step-over and mid-step frame styles.

FX+ 1S is a Class 2/3 e-bike with throttle assist up to 20 mph (32 km/h) and pedal assist up to 28 mph. Available in both step-over and mid-step frame styles.

FRAME STYLES
STEPOVER AND MID-STEP

MOTOR
HUB DRIVE W/THROTTLE

BATTERY
520WH

TOP ASSIST SPEED
FX+ 1 : 20 MPH (32 KM/H) PEDAL/THROTTLE
FX+ 1S: 28MPH PEDAL, 20 MPH THROTTLE

RANGE (distance)
UP TO 50 MILES (80 KILOMETERS)

CERTIFICATION
UL-2849

WHEEL SIZE
27.5

POSTURE
ACTIVE

INTENDED USE CASE SCENARIO
ADVENTURE, COMMUTING, AND CRUISING

FX+ 1S not available in California or Canada.



ELECTRIC

TOWNIE GO!

FULLY LOADED FUN

NEW FOR 26

Electra



We listened.

Everyone's been asking for a Townie Go! with a throttle, and we delivered. Packed with premium upgrades, it features a new universal step-thru frame, turn signals, brake light, and a versatile MIK HD rack that's rated for a child seat or any MIK accessory. But that's not all—enjoy sturdier, rattle-resistant fenders, a full-color display, and a convenient magnetic charge port. It's a whole lot of e-bike in a fresh Townie package.







FRAME STYLES
STEP-THRU

RANGE (distance)
UP TO 50 MILES (80 KILOMETERS)

WHEEL SIZE
26" & 27.5"

MOTOR
500W HUB MOTOR

CERTIFICATION
UL-2849

POSTURE
UPRIGHT & RELAXED

BATTERY
520WH

TOP ASSIST SPEED
TOWNIE GO! : 20 MPH (32 KM/H) PEDAL/THROTTLE
TOWNIE GO! S: 28MPH PEDAL, 20 MPH THROTTLE

INTENDED USE CASE
RECREATIONAL

Townie Go! S (with throttle) is not available in California or Canada.

Everyday journeys, unlimited fun

A simplified speed e-bike line is coming in 2026 with the all-new Charter+

ELECTRIC

CHARTER+

NEW FOR 27



- TOP ASSIST SPEED **28 MPH**
- RANGE **60-120 MILES**
- FRAME STYLES **STEPOVER / LOWSTEP**
- POSTURE **COMFORT /ACTIVE**
- WHEEL SIZE **27.5”**
- BATTERY **BOSCH POWERTUBE 540WH / 800WH**
- TORQUE **75NM / 85NM**
- RANGE **5-10H**
- MOTOR **BOSCH SMART SYSTEM PERFORMANCE, 250WATT, 75NM / BOSCH SMART SYSTEM PX 250WATT, 85NM**

Charter+ will be available in markets where Class 3 e-bikes are permitted.

We’re bringing together the best of our speed e-bike favorites — Allant+ and Verve+ — into a single powerhouse speed model that’s built to be universally loved: the all-new Charter+.

By combining the comfort and ease of Verve+ with the sleek performance of Allant+ and the utility of District+, we’re creating a single, streamlined offering that delivers everything customers want in an e-bike.

What’s the benefit to you? A simpler lineup means clearer storytelling, less inventory to carry, easier sales, and less time navigating model differences — so you can focus on getting more people on bikes they’ll love.

THE BEST-OF-ALL-WORLDS E-BIKE
From bike lanes to multi-surface paths, daily rides to weekend tours, Charter+ meets every need for versatility, comfort, and reliability.

ADAPTABLE BODY POSITIONING
An adjustable stem makes it easy to swap on-bike positions from comfort-oriented for recreational and trekking riders to active for commuters.

FULLY INTEGRATED AND EQUIPPED
Lights, suspension, full-coverage fenders, racks, and more bring high utility and versatility for every rider’s needs.

HIGH-QUALITY BOSCH ELECTRONICS
Bosch e-systems and a new PX Drive Unit with Automatic mode, high-volume battery, and assist up to 28 mph.

LAUNCHING TO CONSUMERS IN SPRING 2026. AVAILABLE NOW FOR PRE-ORDER ON B2B.

NEW FOR 26

The all-new Fuel Gen 7

One bike. Endless possibilities.

A major upgrade is coming to our iconic trail bike platform — and it's one that's going to both simplify your selling strategy and give your customers more options to get exactly the bike they want for their style of riding.



Fuel Gen 7 is an all-in-one trail bike that offers three ways to ride in a single adaptable platform — EX, MX, or LX. Whether your customers want a classic trail feel, long-travel capability, or mixed wheel agility, you can dial in the perfect build without jumping between models.

That means no more guesswork. Start with one great trail bike and give your customers the freedom to make it their own.

FUEL EX
Classic trail

SUSPENSION TRAVEL
145MM REAR | 150MM FRONT

WHEEL SIZE
29ER (S: MX)

FUEL MX
Mixed wheel setup

SUSPENSION TRAVEL
150MM REAR / 160MM FRONT

WHEEL SIZE
MIXED WHEEL

FUEL LX
Long-travel trail

SUSPENSION TRAVEL
160MM REAR / 170MM FRONT

WHEEL SIZE
29ER



FUEL EX

NEW FOR 26



Classic trail

The perfect balance of efficiency and capability for all-around trail riding. With mid-travel suspension and a 29″ wheel setup, it's fast, confident, and ready for anything from flowy singletrack to technical descents. This is the choice that'll be best for most of your mountain customers looking for the ultimate trail bike.

SUSPENSION TRAVEL
145MM REAR | 150MM FRONT

WHEEL SIZE
29ER (S: MX)

HEAD TUBE ANGLE
64.5°

PROGRESSION
16% OR 21%

FRAME MATERIAL
OCLV MOUNTAIN CARBON OR ALPHA PLATINUM ALUMINUM

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

NEW FOR 26

FUEL
MX



Mixed wheel setup

A 29″ front wheel for stability, a 27.5″ rear wheel for agility — this mullet-style build is the best of both worlds. It's the setup of choice for riders who want extra playfulness and quick handling without sacrificing rollover capability.

SUSPENSION TRAVEL
150MM REAR / 160MM FRONT

WHEEL SIZE
MIXED WHEEL

HEAD TUBE ANGLE
64.2°

PROGRESSION
18% OR 22%

FRAME MATERIAL
OCLV MOUNTAIN CARBON OR ALPHA PLATINUM ALUMINUM

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

NEW FOR 26

FUEL
LX



Long-travel trail

More travel, more confidence, more fun. Fuel LX is like an enduro bike without the high-pivot. A longer-travel fork and beefed-up suspension, along with 29er wheels, make this the ideal setup for riders who love to push the limits on bigger, rougher terrain. This setup is available exclusively through the Project One MTB program.

SUSPENSION TRAVEL
160MM REAR / 170MM FRONT

WHEEL SIZE
29ER

HEAD TUBE ANGLE
63.4°

PROGRESSION
19% OR 24%

FRAME MATERIAL
OCLV MOUNTAIN CARBON OR ALPHA PLATINUM ALUMINUM

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

NEW FOR 26

The all-new Fuel+ Gen 2

More power. Pure trail.

The all-new Fuel+ platform brings the same adaptability and versatility as its non-electric counterpart — now with the power to ride more trails, climb bigger hills, and go farther than ever.

Just like its non-electric counterpart, Fuel+ Gen 2 offers EX, MX, and LX build options — each powered by an ultra-quiet and more powerful TQ HPR60 motor, which delivers a pleasant tonality and a natural ride feel that won't interrupt the trail experience. An internal 580Wh battery provides the clean looks of a traditional trail bike with rides up to 60% longer than the previous version.

The next generation of extra trail delivers more power, longer rides, and ultimate adaptability. It's the one electric trail platform for every one of your e-MTB customers.

FUEL+ EX
Classic trail, extra power

SUSPENSION TRAVEL
145MM REAR | 150MM FRONT

WHEEL SIZE
MX

MOTOR
TQ HPR60

FUEL+ MX
Mixed wheel, max fun

SUSPENSION TRAVEL
150MM REAR | 160MM FRONT

WHEEL SIZE
MX

MOTOR
TQ HPR60

FUEL+ LX
Long-travel meets lightweight assist

SUSPENSION TRAVEL
160MM REAR | 170MM FRONT

WHEEL SIZE
29ER

MOTOR
TQ HPR60

ELECTRIC

FUEL+ EX

NEW FOR 26



Classic trail, extra power

Fuel+ EX is the classic trail setup of the ultimate electric trail bike. The new TQ HPR60 motor delivers 60Nm of torque in a system that's lighter, quieter, and more capable than what your customers loved in Fuel EXe. Fast up climbs, confident on descents, natural-feeling everywhere in-between.

- TOP ASSIST SPEED **20 MPH (32 KM/H IN CANADA)**
- SUSPENSION TRAVEL **145MM REAR | 150MM FRONT**
- WHEEL SIZE **MX**
- TORQUE **60NM**
- RANGE **2-5 HOURS**
- CERTIFICATION **UL-2849**
- MOTOR **TQ HPR60**
- BATTERY **TQ 580WH**
- INTENDED USE CASE SCENARIO **ALL-AROUND TRAIL**

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

ELECTRIC

FUEL+

MX

NEW FOR 26



Mixed wheel, max fun

With a 29″ front wheel for confidence and a 27.5″ rear for agility, the mullet setup of Fuel+ MX makes for a ride that's playful and snappy on tight singletrack. The ultra-quiet and extra-powerful TQ HPR60 system keeps the party going even longer.

- TOP ASSIST SPEED **20 MPH (32 KM/H IN CANADA)**
- SUSPENSION TRAVEL **150MM REAR | 160MM FRONT**
- WHEEL SIZE **MX**
- TORQUE **60NM**
- RANGE **2-5 HOURS**
- CERTIFICATION **UL-2849**
- MOTOR **TQ HPR60**
- BATTERY **TQ 580WH**
- INTENDED USE CASE SCENARIO **STEEP LINES AND TIGHT SINGLETRACK**

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

ELECTRIC

FUEL+

LX

NEW FOR 26



Long travel meets lightweight assist

More travel, more control, and now more power. With longer-travel suspension, 29er wheels, and the stealthy TQ HPR60 system, Fuel+ LX is a super-capable e-MTB that climbs with ease, crushes descents, and feels light and natural on every trail.

- TOP ASSIST SPEED **20MPH (32 KM/H IN CANADA)**
- SUSPENSION TRAVEL **160MM REAR | 170MM FRONT**
- WHEEL SIZE **29ER**
- TORQUE **60NM**
- RANGE **2-5 HOURS**
- CERTIFICATION **UL-2849**
- MOTOR **TQ HPR60**
- BATTERY **TQ 580WH**
- INTENDED USE CASE SCENARIO **STEEP, ROUGH, FAST TRAIL**

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

High value, low maintenance, all fun

Introducing the all-new Roscoe

ROSCOE

NEW FOR 26



Roscoe is a hardtail that's here to party — picking lines, popping off features, and making every ride a good time. With a longer-travel fork, updated geometry, and dropper posts across all sizes, it's more capable than ever. Plus, its lighter frame, made from Trek's AlphaNext low-emissions aluminum, keeps things fast and responsible.

BETTER FIT, BETTER RIDE
Updated frame geometry with a shorter and steeper seat tube makes for lower standover, more efficient pedaling position, and better fit for more riders.

INCLUDED STORAGE BAG
All models come with a stylish mini frame bag for tools and storage. Downtube will still fit a bottle with bag installed.

SUSPENSION TRAVEL
150MM FORK

WHEEL SIZE
27.5″ ON SMALL, 29″ ON EVERYTHING ELSE

INTENDED USE CASE SCENARIO
FUN ON SINGLETRACK

ESTIMATED LAUNCH DATE OF AUGUST 21, 2025. FOR RETAILER EYES ONLY UNTIL THEN!



pinkbike AWARDS 2024

Slash+ wins Pinkbike's e-MTB of the year

That's back-to-back-to-back wins for Trek

We're not in it for the accolades, but three best-of nods in a row from the world's most popular mountain bike site is awfully sweet. It means more eyes on the products and brand you carry, and a big signal of our continuing commitment to leading the industry.

ELECTRIC

SLASH+

WHAT'S NEXT FOR SLASH+?

For the 2026 model, Slash+ is getting the latest TQ HPR60 motor, a quieter yet even more powerful system. This is a running in-line update, with exact availability dates varying by market.



Slash+ brings the quiet, natural-feeling assist of the TQ HPR60 system to a more capable, longer-travel high-pivot platform with a bigger battery for longer days on the roughest trails.

TOP ASSIST SPEED
20MPH (32 KM/H IN CANADA)

SUSPENSION TRAVEL
170MM REAR | 170MM FRONT

WHEEL SIZE
MX

TORQUE
60NM

RANGE
2-5 HOURS

CERTIFICATION
UL-2849

MOTOR
TQ HPR60

BATTERY
TQ 580WH

INTENDED USE CASE SCENARIO
THE GNARLIEST TRAILS

The world's favorite Trek

Marlin

Marlin is a worldwide favorite for a reason. Quality builds, awesome performance, and price points that make it an easy win for new riders, seasoned rippers, and your bottom line.

MARLIN 7



Marlin 7 hits the ideal balance of price and trail capability, making it a favorite for riders upgrading from their first bike or getting serious about off-road adventures. It's packed with high-performance spec that helps close sales and build long-term loyalty.

TRAIL-READY FORK
An upgraded RockShox fork smooths out rough trails and adds big-bike confidence. Lighter weight with an easily adjustable air spring.

WIDE-RANGE DRIVETRAIN
The 12-speed SRAM SX Eagle drivetrain gives riders the gear range they need for steep climbs, fast descents, and everything in between — no upgrades required.

SUSPENSION TRAVEL
100MM FRONT

WHEEL SIZE
SMART WHEEL SIZE

INTENDED USE CASE SCENARIO
RECREATION AND XC RIDING

MARLIN
6



Marlin 6 is a step up for customers who want more efficiency on the trail without losing everyday versatility. With smart spec upgrades and trail-ready design, it's a high-value option that works just as well for weekend singletrack as it does for weekday commutes.

1X SIMPLICITY
A simple, durable 1x drivetrain delivers clean shifting and lower maintenance — great for riders who want performance without complexity.

TUBELESS-READY FROM THE START
Equipped with tubeless-ready wheels and tires, so it's easy to ditch the tubes, lower the pressure, and ride with more traction and fewer flats.

SUSPENSION TRAVEL
100MM FRONT

WHEEL SIZE
SMART WHEEL SIZE

INTENDED USE CASE SCENARIO
RECREATION AND XC RIDING

MARLIN
5



Marlin 5 is a true all-rounder — a rugged, trail-capable bike that also makes a comfortable, stable daily rider. With a suspension fork, reliable Shimano CUES 9-speed shifting, and commuter-ready mounts, it's a versatile, high-value option that appeals to a wide range of customers.

FOR TRAIL, PATH, AND MORE
Marlin is equally suited for singletrack and tarmac. Its mountain bike build handles trails amazingly while it can be easily accessorized for heavy errands around town.

NEW SUSPENSION
Marlin 5 features an all-new SR SUNTOUR fork with a lockout and an industry-first thru skew.

SUSPENSION TRAVEL
100MM FRONT

WHEEL SIZE
SMART WHEEL SIZE

INTENDED USE CASE SCENARIO
RECREATION AND XC RIDING

THE ULTIMATE RACE BIKE

ONE BIKE.
EVERY ADVANTAGE.
ALL-OUT SPEED.

Madone is the pinnacle of race-day performance — a bike that delivers pure speed whether you're climbing, sprinting, or pulling at the front. Eight generations in, it's the ultimate fusion of our fastest, lightest platforms, backed by input from Trek's top pros.

IsoFlow technology smooths the ride without sacrificing weight or aero gains, so riders can stay fresher, longer. For retailers, that means a single, high-performance bike that speaks to racers, serious riders, and tech-focused customers alike — a proven winner on the road and on the sales floor.



Madone Gen 8 – ICON Interstellar
Available through Project One



MADONE
SLR



Madone SLR Gen 8 models are built with our lightest-ever 900 Series OCLV Carbon, Full System Foil tube shapes, and new integrated aero bottles and cages — made for chasing every advantage on climbs, sprints, and everything in between.

900 SERIES OCLV CARBON
Our lightest carbon layup ever, engineered for serious weight savings without sacrificing stiffness or strength.

FULL SYSTEM FOIL
Shaped by real-world race data and wind tunnel testing, these refined tube shapes reduce drag across the entire bike.

INTEGRATED AERO BOTTLES AND CAGES
Designed to work with the frame, preserving clean airflow and giving racers the hydration they need without the drag they don't.

MADONE
SL 7



Madone SL 7 Gen 8 delivers race-winning speed, aero efficiency, and incredible comfort — all without reaching flagship pricing. With a 500 Series OCLV Carbon frame, electronic shifting, and a carbon bar, it's built to perform at the sharp end of any ride.

500 SERIES OCLV CARBON
Built with a 500 Series OCLV Carbon frame, it offers the same aero benefits as higher-end models with a slightly more economical layup.

PERFORMANCE SPEC
Shimano Ultegra Di2 delivers precise electronic shifting, and it's paired carbon wheels, a carbon bar, and an integrated alloy stem that hides the brake hoses.

ISOFLOW
IsoFlow technology keeps the ride smooth on bumpy roads so you're faster and fresher, longer.

MADONE
SL 6 AXS



Madone SL 6 AXS Gen 8 is built for serious performance, with wireless shifting and smart spec choices that keep it fast and friendly on the wallet for more of your performance customers.

500 SERIES OCLV CARBON
Built with a 500 Series OCLV Carbon frame, it offers the same aero benefits as higher-end models with a slightly more economical layup.

PRO PERFORMANCE WITHOUT THE PRICE
Redesigned Rival AXS E1 delivers smooth, wireless shifting with refined ergonomics. Alloy bars keep the cost in check without sacrificing performance.

ISOFLOW
IsoFlow technology keeps the ride smooth on bumpy roads so you're faster and fresher, longer.

MADONE
SL 5



Madone SL 5 Gen 8 delivers true race-bike DNA at its most accessible price. With wind-cheating aero design and a confident mechanical drivetrain, it’s ready to go hard — whether you’re chasing a PR or leading the pack on the weekend.

500 SERIES OCLV CARBON
Built with a 500 Series OCLV Carbon frame, it offers the same aero benefits as higher-end models with a slightly more economical layup.

SHIMANO 105
A Shimano 105 mechanical groupset keeps things simple and dependable, ride after ride.

CLEAN LINES, HIDDEN CABLES
The two-piece cockpit hides cables from view for a sleek look and improved aerodynamics, paired with alloy bars and wheels to keep cost low.

It’s a dream job, but someone’s gotta do it

At Trek, we build only products we love. That means testing their limits personally and taking everything we learn and putting that right back into the design.

When the engineering team at Trek started to work on the all-new CheckOUT, they didn’t know where the journey would take them — only that it would be somewhere wild.

Over the course of three years of research and development, prototypes of this bike were taken on four separate adventures in pursuit of a design that had enough capability to go not just where the road ended, but into uncharted territory.

They started with geometry experimentation, testing different configurations until they dialed in a geo that would withstand the greatest demands riders put on gravel bikes in the wildest terrain.

Then, they moved to incremental configuration testing: switching from dropbars to flats, experimenting with varying chainstay lengths, trying different storage setups. The team took their evolving prototypes from the dusty trails of Durango to the soft sands of the White Rim Trail.

“We realized we could keep making this better by adding capability,” said Trek Mechanical Engineer Alex Bedinghaus. “So we kept pushing.”

Each subsequent trip validated the team’s findings and sparked new ideas. But the ultimate test came when Director of Road Jordan Roessingh needed to find a way from a family trip in Copper Harbor, Michigan, to a product testing session in Cable, Wisconsin. Instead of taking a car, he decided to take one of the prototype CheckOUTs for the 330-mile trip.

Over three days, Jordan traversed rutted ATV trails, paved shorelines, rocky river crosses, rolling hills, and he did it all with a fully loaded rig: tent, cooking stove, food, and sleeping gear.

His takeaway? “I would have had a really bad time on any other bike.”

This is what it takes to make bikes your customers will love: years of boundary-pushing, validated by personal experience. We take this process seriously, and here’s our promise: if we don’t love it first, it’ll never make it to your shop floor.





It’s always CheckOUT time in the great outdoors

Introducing the all-new CheckOUT.
Drop bars. Full squish. Zero adventure it can’t handle.

Designed for riders chasing backcountry epics, ultra-distance races, or just more confidence on unpredictable terrain, the all-new CheckOUT combines rugged capability with refined control. With room for big tires, real suspension, and all the gear you can carry, it opens the door to a whole new kind of ride — and a whole new kind of rider.

FULL SUSPENSION, FULL CONTROL
60mm front and 55mm rear travel soak up rough terrain and singletrack hits — without sacrificing pedaling efficiency or speed.

DROP-BAR EFFICIENCY, ADVENTURE FIT
Drop bars offer multiple hand positions for long-distance comfort, control, and faster riding on the hoods. The upright geometry keeps riders confident on steep descents and rough terrain.

ADVENTURE-FIRST GEO
Longer reach and higher stack offer stable, confident handling and a more upright, all-day ride position.

MASSIVE CLEARANCE
Fits up to 2.2″ tires for maximum traction and comfort across any surface, from fast gravel to chunky backcountry routes.

CHECKOUT
SL 7 AXS

NEW FOR 26



CheckOUT SL 7 AXS is built for the biggest days, where gravel turns to singletrack and the map becomes more of a suggestion. With a full suspension drop-bar setup, 2.2″ tire clearance, and a wireless SRAM Force/XO drivetrain, this bike pairs full-on capability with performance for riders going fast and far across the unknown.

PREMIUM WIRELESS DRIVETRAIN
The SRAM Force/XO AXS groupset pairs gravel precision with mountain-bike muscle, offering fast, reliable shifting and a wide gear range for ultra-challenging terrain.

UPGRADED CARBON SPEC
A Bontrager carbon seatpost, handlebar, and tubeless-ready wheels shave weight and improve ride feel over rough, remote miles.

SUSPENSION TRAVEL
55MM REAR | 60MM FORK

TIRE CLEARANCE
UP TO 2.2″ (AS MEASURED)

INTENDED USE CASE SCENARIO
EPIC ADVENTURES

ESTIMATED LAUNCH DATE OF SEPTEMBER 18, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

CHECKOUT
SL 5

NEW FOR 26



CheckOUT SL 5 packs the same boundary-breaking frame and suspension platform into a more budget-friendly build, making it the perfect bike for riders just getting into gravel adventures — or those who want full-suspension confidence without the premium price. It's the most accessible way to experience the full CheckOUT platform.

DEPENDABLE MECHANICAL DRIVETRAIN
Shimano's GRX 600-series mechanical groupset offers trusted shifting performance and gravel-specific gearing that's easy to service and built to last.

SMART ALLOY SPEC
Alloy bars, post, and wheels keep cost in check while still delivering confident handling and comfort on long rides.

SUSPENSION TRAVEL
55MM REAR | 60MM FORK

TIRE CLEARANCE
UP TO 2.2″ (AS MEASURED)

INTENDED USE CASE SCENARIO
EPIC ADVENTURES

ESTIMATED LAUNCH DATE OF SEPTEMBER 18, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

All-new Checkpoint. All-new price point.

Introducing Checkpoint ALR Gen 3



CHECKPOINT
ALR 5

NEW FOR 26



Checkpoint ALR 5 Gen 3 delivers real capability without the carbon price tag. With massive 50mm tire clearance (the same as the latest carbon Checkpoint SL models), a vibration-damping carbon fork, and reliable 1x SRAM shifting, it's the ideal platform for riders ready to go all in on gravel — and for retailers looking to offer serious value in a booming category.

UPDATED ADVENTURE GEO — SUSPENSION COMPATIBLE
All Checkpoint ALR Gen 3 models now share a frame geometry with the latest carbon models and are compatible with droppers and suspension forks up to 40mm (except XS size).

GRAVEL-READY GROUPSET
SRAM Apex XPLR 1x12 gives riders a wide gear range and confident shifting across chunky gravel, steep climbs, and fast flats.

BIGGER CLEARANCE
Clearance for up to 50mm tires and Tubeless Ready Paradigm wheels give riders tons of traction and comfort, no matter the terrain.

ESTIMATED LAUNCH DATE OF JUNE 26, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

CHECKPOINT
ALR 4



Checkpoint ALR 4 Gen 3 is the perfect entry into gravel — delivering comfort, control, and versatility at a smart price. It's built with the same premium alloy frame as its sibling models and comes equipped with quality parts that make it ideal for new riders and a smart stocking option for retailers looking to get more people into the sport.

SMOOTH, CONFIDENT RIDE
A carbon fork and modern endurance geometry provide comfort and stability on gravel roads, potholes, and beyond.

RELIABLE SHIFTING, GREAT VALUE
Shimano CUES 8000 11-speed shifting delivers dependable performance in a budget-conscious build that doesn't cut corners.

READY FOR ADVENTURE
50mm tire clearance and loads of mounts for bags and gear make it easy to set up for long rides, commutes, or weekend adventures.

ESTIMATED LAUNCH DATE OF JUNE 26, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

CHECKPOINT
ALR 3



Checkpoint ALR 3 Gen 3 is a capable, confidence-boosting gravel bike that opens the door to adventure. With the same geometry and tire clearance as the top-tier ALR models, it gives riders everything they need to get started — and gives retailers an easy-to-stock, high-converting option for gravel-curious customers.

SAME GREAT FRAME, LOWER BARRIER TO ENTRY
The Alpha Aluminum frame and carbon fork offer the same ride quality and geometry as the higher-spec models in the ALR family.

GRAVEL-READY SPEC
Shimano CUES 6000 10-speed shifting and mechanical disc brakes keep it simple, reliable, and budget-friendly.

ADVENTURE VERSATILITY
Loads of mounts for gear and accessories make it easy to outfit for bikepacking, commuting, or wherever the road turns to trail.

ESTIMATED LAUNCH DATE OF JUNE 26, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

Say yes to adventure

Introducing the electric Checkpoint+ SL

ELECTRIC

CHECKPOINT+

SL

NEW FOR 26



Checkpoint+ opens the door to bigger adventures for more of your customers. With a smooth, natural-feeling assist, it's built to take the long way, the scenic route, and the road less traveled — no matter how much gear they're hauling or how many climbs stand in the way. It's got true gravel soul, multi-surface capability, and the confidence to go farther, faster, and have more fun doing it.

SUSPENSION TRAVEL
40MM (SPEC'D ON SL 7 ONLY), COMPATIBLE UP TO 40MM ON ALL SIZES EXCEPT XS

MOTOR
TQ HPR60

BATTERY
360WH (+160WH WITH RANGE BOOST)

TOP ASSIST SPEED
28 MPH (32 KM/H IN CANADA)

MOUNTS
RACK, FENDER, TRIANGLE BAG AND FRAME BAG

WHEEL SIZE
700C

INTENDED USE CASE SCENARIO
GRAVEL AND MULTI-SURFACE

ESTIMATED LAUNCH DATE OF SEPTEMBER 18, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

Built for the long haul. Designed to sell.

From first-time riders to fondo veterans, Domane delivers comfort, speed, and versatility in a platform that meets more needs — and moves more bikes.

DOMANE
SLR 7 GEN 4



Domane SLR 7 Gen 4 is built for high-speed endurance — pairing an ultralight 800 Series OCLV Carbon frame with road-smoothing tech and pro-level components. It's the go-to for riders who want all-day speed, precision handling, and the confidence to push the pace on any terrain.

OUR LIGHTEST DOMANE FRAME
The 800 Series OCLV Carbon layup keeps weight to a minimum while delivering exceptional strength and smooth, responsive handling.

STAY STRONGER LONGER
Rear IsoSpeed delivers road-smoothing compliance, so you can stay stronger through long miles and rough roads.

PRECISION SHIFTING, PRO-LEVEL SPEC
Shimano Ultegra Di2's 2x12 drivetrain gives you flawless electronic shifting, paired with OCLV Carbon wheels and handlebars for lightweight performance.

DOMANE
SL 6 GEN 4



Domane SL 6 is a fast, smooth endurance road bike that's built for big days and rough roads. With aero tube shaping, wireless electronic shifting, and the road-dulling comfort of rear IsoSpeed, it's ready for hard efforts and long hauls alike.

FAST AND CAPABLE FRAME
The 500 Series OCLV Carbon frame is light, strong, and shaped for speed — with clearance for wide tires and integrated storage for versatility.

SMOOTH OVER THE ROUGH
Rear IsoSpeed soaks up bumps and fatigue so you can stay stronger, longer, whether you're racing fondo or pushing a solo century.

SMART SPEC, WIRELESS SHIFTING
Shimano 105 Di2 delivers clean, electronic 2x12 shifting, while alloy wheels and bars keep the build fast and budget-conscious.

DOMANE
AL 5 GEN 4



Domane AL 5 is a fast, capable aluminum road bike built for riders who want performance and versatility from the start. With confident handling, a wide gear range, and room for bigger tires, it's made for everything from smooth pavement to light gravel — and every group ride, commute, or solo mission in between.

LIGHT AND TOUGH
The Alpha Aluminum frame is responsive and durable, with endurance geometry that keeps you comfortable on long rides and rougher roads.

SMOOTH SHIFTING, WIDE RANGE
A 12-speed Shimano 105 drivetrain gives you plenty of gears for climbing, cruising, or picking up the pace.

BUILT FOR MORE THAN ROADS
Clearance for wide tires and extra frame mounts mean you can venture onto gravel or gear up for longer adventures with ease.

More power. A fraction of the price

Introducing the all-new electric Domane+ ALR



ELECTRIC

DOMANE+ ALR

NEW FOR 26



The all-new Domane+ ALR is a high-powered e-road bike that makes epic rides more accessible. With a sleek, discreet TQ motor, a lightweight aluminum frame, and the look and feel of a classic road bike, it's built for riders who want to go farther, keep up with faster groups, and experience more — all at a price that makes it easier to get there.

MOTOR
TQ HPR60

BATTERY
360WH (+ 160WH WITH RANGE BOOST)

TOP ASSIST SPEED
28 MPH (32 KM/H IN CANADA)

CERTIFICATION
UL-2849

WHEEL SIZE
700C

TIRE CLEARANCE
40MM (AS MEASURED)

INTENDED USE CASE SCENARIO
ROAD AND LIGHT GRAVEL

ESTIMATED LAUNCH DATE OF JULY 31, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

PROJECT ONE

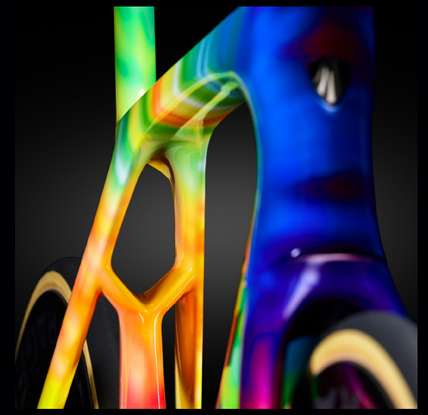
THE POWER OF THE CRAFT

YOUR UNIQUE ADVANTAGE WITH TREK PROJECT ONE




PROJECTONE


PROJECTONE
RSL




PROJECTONE


MADONE
Nº





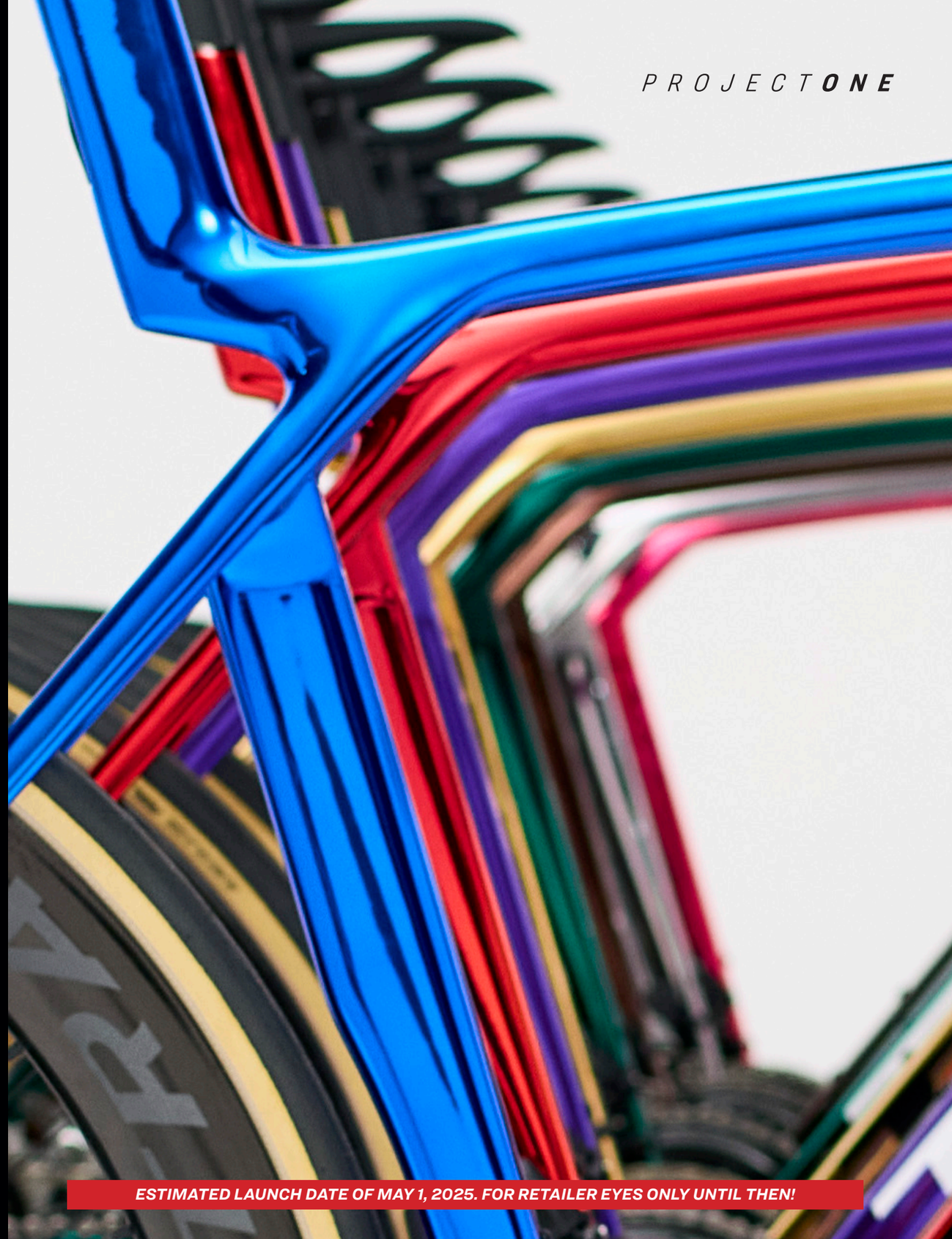

ISOFLOW

EIGHT CHROMA SCHEMES AVAILABLE ON MADONE

Chroma isn't just another paint job. It's a proprietary, multi-layer process that delivers a stunning, dynamic finish your customers won't find anywhere else. Now, with our expanded lineup, your customers have even more ways to create their dream bike with a truly one-of-a-kind look.

Plus, we're making customization easier than ever. With the new Chroma color picker, riders can now choose from any of our eight signature Chroma schemes on Madone in Project One. More colors, more choices, more ways to stand out. It's next-level personalization, and it's only available from Trek.

Chroma is available in eight all-new colorways — Mirror, Gold, Ivy, Pink, Root Beer, Ruby, Sapphire, and Violet — along with other ICON Chroma options including Ultra-Iridescent, Synthwave, Interstellar, and more.



ESTIMATED LAUNCH DATE OF MAY 1, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

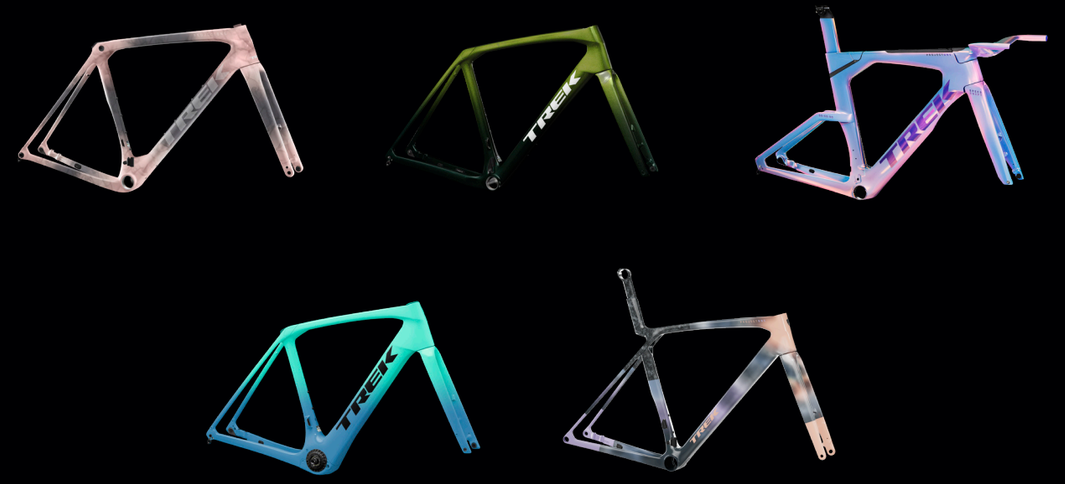
PROJECT ONE ROAD PLATFORMS. NOW AVAILABLE AS FRAME-ONLY.



You asked, we made it happen. Your customers now have more freedom than ever to build their perfect bike, their way. Whether they're starting a custom build from scratch or upgrading a current setup, frame-only availability makes it easier to get exactly what they want — with all the style and personalization Project One is known for.

Available frames:

Domane
Madone
Speed Concept
Checkmate



TWO NEW DESIGNS. ONE WORLD STAGE.

Introducing all-new Tour de France Project One ICON schemes

Couler
With a nod to the balance of discipline and madness that creates great athletes and artists alike, Couler is a Project One paint scheme that thinks outside of the box, capturing the freedom of breaking away from the ordinary. The Lidl-Trek men's team will debut this all-new scheme at the 2025 Tour de France.

Untitled No. 25
Details matter in masterpieces — whether you're training for the world's biggest race or calculating every speck of overspray on a paint scheme. Untitled No. 25 pays homage to decades of doing the little things right, day after day. Look for this new scheme (it'll be impossible to miss) being piloted by Lidl-Trek women at the 2025 Tour de France Femmes.



ESTIMATED LAUNCH DATE OF JULY 3, 2025. FOR RETAILER EYES ONLY UNTIL THEN!



ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

SHED THE ORDINARY

All-new Serpentine ICON

The all-new Serpentine ICON is a snake-inspired scheme with a scale-like texture and deep, shifting hues that create a mesmerizing effect, and a high-gloss finish highlights every curve. A true masterpiece of bold design and refined elegance — perfect for your customers who want to ride on the wild side.

STRIKE FAST, RIDE BOLD

All-new Serpentine ICON accessories

The Serpentine ICON scheme extends beyond the bike to our RSL Road Cycling Shoe, with a shimmering, scale-like pattern that mimics a snake in motion, and Ballista helmet, which features a fierce yet elegant finish. Both stand out on their own or paired with the bike — ready to strike in style.



PROJECT ONE MOUNTAIN BIKES





It’s a big world out there.
Now your customers can get the perfect setup to ride it all.

Welcome back to the party, mountain bikes! We’re excited to announce that Project One will once again include mountain bikes, giving your customers more ways to build their dream ride and giving you more opportunities to strengthen relationships and drive high-value sales.

With Fuel, Fuel+, and Supercaliber as the first MTB additions to Project One and additional models coming in the future, riders can dial in their perfect setup with top-tier choices in suspension, drivetrain, cockpits, brakes, droppers, wheels, and tires.

This isn’t just about customization. It’s about getting to yes, eliminating obstacles, and delivering exactly what your riders want, effortlessly. Now’s the time to take the gloves off and build the perfect ride for every customer.

SHIMANO SRAM FOX ROCKSHOX PIRELLI MAXXIS BONTRAGER

How this is good for your business

A focus on what riders want
Mountain bikers care about performance, not just paint. Project One MTB models offer three paint options and customization of key components, so riders get exactly what they need and want.

Turn “Maybe” into “Yes”
Customization takes the guesswork out of buying. No more objections over spec. Your customers are in control of the parts they take personally, from Maxxis or Pirelli tires to SRAM or Shimano drivetrains and FOX or RockShox suspension.

Stronger customer relationships
The Project One process fosters deeper conversations, keeping riders engaged with your shop and coming back for future upgrades.

More high-value sales
When riders can fine-tune every detail, they invest more in their bike and their experience — driving bigger-ticket purchases and long-term satisfaction.

Always up to date
As new products hit the market, Project One will keep pace, ensuring your customers always have access to the latest and greatest components.

ESTIMATED LAUNCH DATE OF JULY 24, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

Project One Owners Club

Build your brand loyalty with Trek's most engaged customers

The Project One Owners Club is a new program that helps you capture the attention and loyalty of your highest-end customers.

Every one of your customers who buys a Project One is eligible to join — even if they purchase a Project One bike from your sales floor.

They'll get special perks with their membership, including:

-Welcome kit with special gift
-Early access to unreleased Project One schemes
-Exclusive Project One content
-Complimentary upgrade packages with Trek Travel
-And more...

Why are we launching this club?

Ascend data proves that your Project One customers have a higher multi-purchase rate at retail than any other group.

We're leveraging this data to help you create more positive customer experiences and deepen your relationship with your best customers.

This is a great hospitality play for your most valuable buyers — but even more importantly for your repeat sales. The Project One Owners Club will help you identify your high-end customers and target them with specific messages that matter most.



AFTERMARKET

A FLAT FIX IN THE PALM OF YOUR HAND

INTRODUCING THE AIR RUSH ELECTRIC PUMP

The all-new Air Rush is a new product for the emerging category of rechargeable electric pumps that can be carried in a flat-pack or jersey pocket. No fussing with mini-pumps or wasting CO2 cartridges. Riders can simply attach the pump, press a button, and watch the pressure gauge.

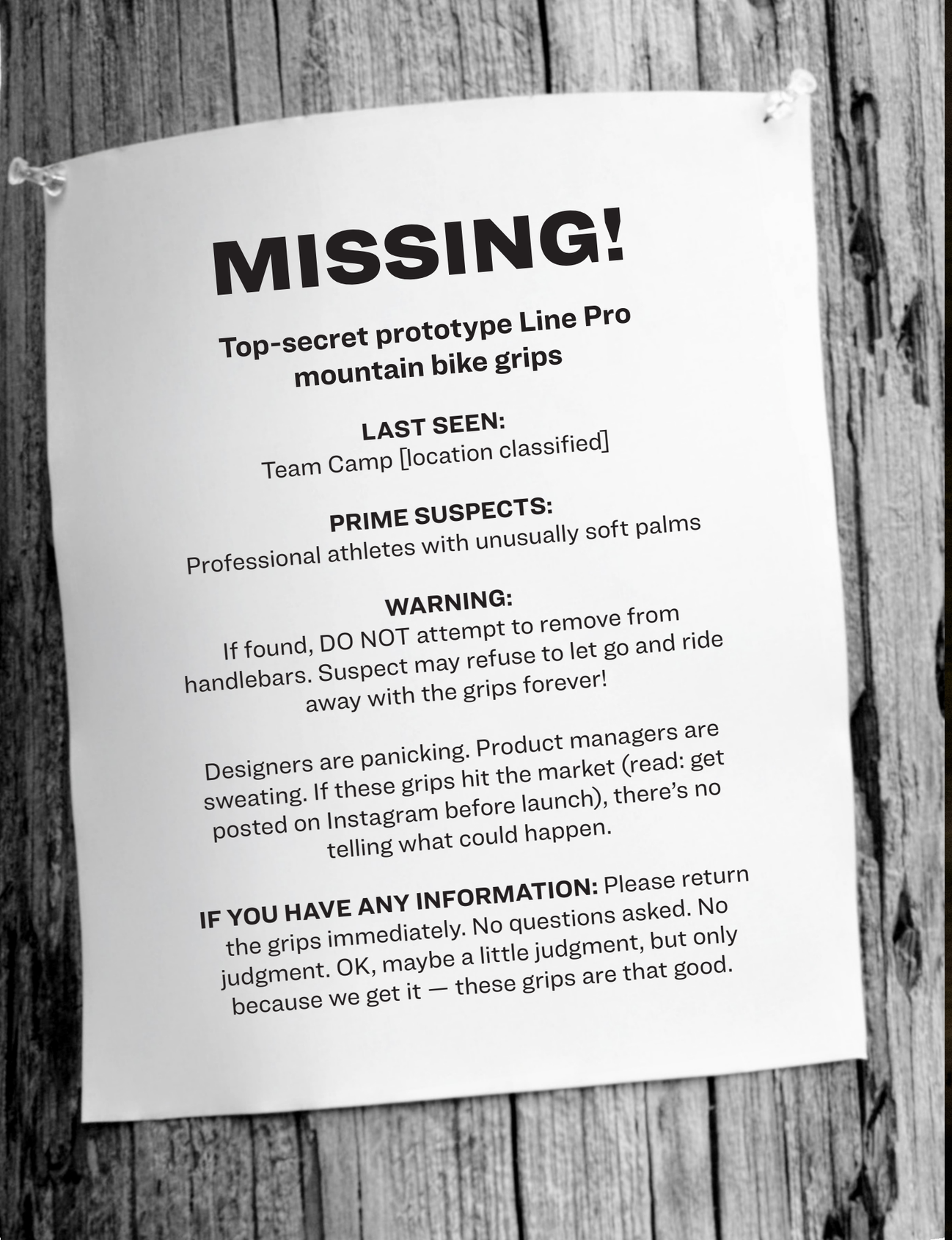




PLENTY OF POWER
When fully charged, Air Rush replaces nearly four 16g CO2 cartridges. Presta and Schrader compatible and capable of reaching a maximum inflation pressure of 120 psi.

SMALL BUT MIGHTY
About the size of two CO2 canisters, weighs less than 110 grams, and fits easily in a jersey pocket, saddle bag, or in-frame storage on some bike models.

LONG-LIFE BATTERY
Recharge the 7.4V/33.7WH Lithium-polymer battery with a USB-C cable in about an hour.



GRIPS SO GOOD THEY GOT STOLEN

Each year at Team Camp, we bring Trek athletes, designers, and engineers together to test new prototype products that are so cutting-edge they're practically classified. It's where we get feedback to refine and perfect the gear that makes its way to your sales floor and your customers.

This winter, when we dropped the all-new Trek Line grips on the mountain bike squad, the feedback was unanimously positive. We heard things like, "These are unreal" and "I'm keeping these." And that's when things got weird.

On the last night of Team Camp, a pair of the grips mysteriously disappeared. Engineers combed their gear bags, desks, and the gritty spaces under the seats of team cars. The product team sent out sternly worded emails. But the grips? Still nowhere to be found.

The prototype grips were gone. The engineers were not OK. And everyone else was left to imagine they were out in the wild, being ridden hard and loved.

Had a rider "accidentally" slipped away with them? Had a designer misplaced them? The crew began to face a hard reality.

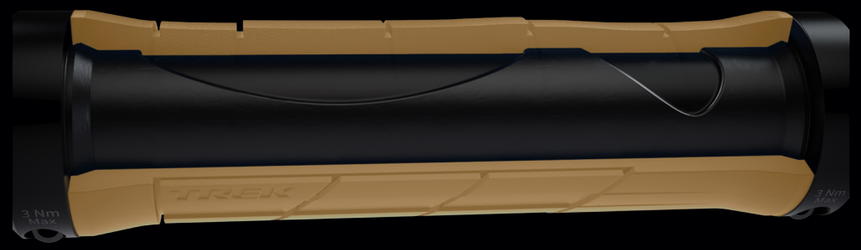
And then, as mysteriously as they'd gone, the grips suddenly returned, landing on a product designer's desk the next morning as if they'd never been missing. What really happened? We may never know. But that's the risk you take when you make gear so good it's likely to be stolen.

NEW FOR 26

INTRODUCING ALL-NEW TREK LINE MTB GRIPS

The all-new Trek Line MTB grips are built for better comfort and control, with a softer compound and a tread pattern shaped to match how riders actually grip the bars. They feature purpose-built left and right treads, an all-new core cutout, and fresh color options that look great on the trail. With Pro, Elite, and Comp models — plus ergonomic paddle-style options — there's a perfect fit for every rider.





CORE CUTOUT
Unique core cutouts maximize the thickness where riders need it, offering 28% more padding at key touch-points.

NEW COMPOUND AND TREAD PATTERN
An all-new soft-touch compound for the best bar-feel, with left- and right-specific tread patterns.

RECYCLED MATERIAL
Grip cores in the all-new Trek Line family are made with up to 80% recycled material.



NEW FOR 26

OUR TOUGHEST WHEELS JUST GOT TOUGHER

NEW AND IMPROVED LINE PRO 30 CARBON WHEELS

We reimagined our Bontrager Line Pro 30 carbon mountain bike wheels to deliver more compliance for smoother rides, no matter what's thrown at them. From reinforced spoke nodes to offset spoke beds, every detail goes big on performance so your customers can send it with confidence.

MORE COMPLIANCE, MORE STRENGTH
Optimized depth and reinforced spoke nodes for a smoother, stronger ride. Rip through the rough with more confidence than ever.

FEAR NO FLAT
Beefed up hook wall thickness so you can take on impacts without worrying about pinch flats.

WARRANTIED FOR LIFE
Bontrager carbon wheels are warrantied for life and come with Carbon Care, which offers free repair or replacement to the original owner within the first two years if damaged while riding.

Available wheelsets:

Bontrager Line Pro 30 TLR 27.5 Boost
Bontrager Line Pro 30 TLR 29 Boost

ESTIMATED LAUNCH DATE OF SEPTEMBER 19, 2025. FOR RETAILER EYES ONLY UNTIL THEN!

OUR MOST IMPORTANT SAFETY PRODUCT SINCE THE ORIGINAL FLARE R

TREK CARBACK

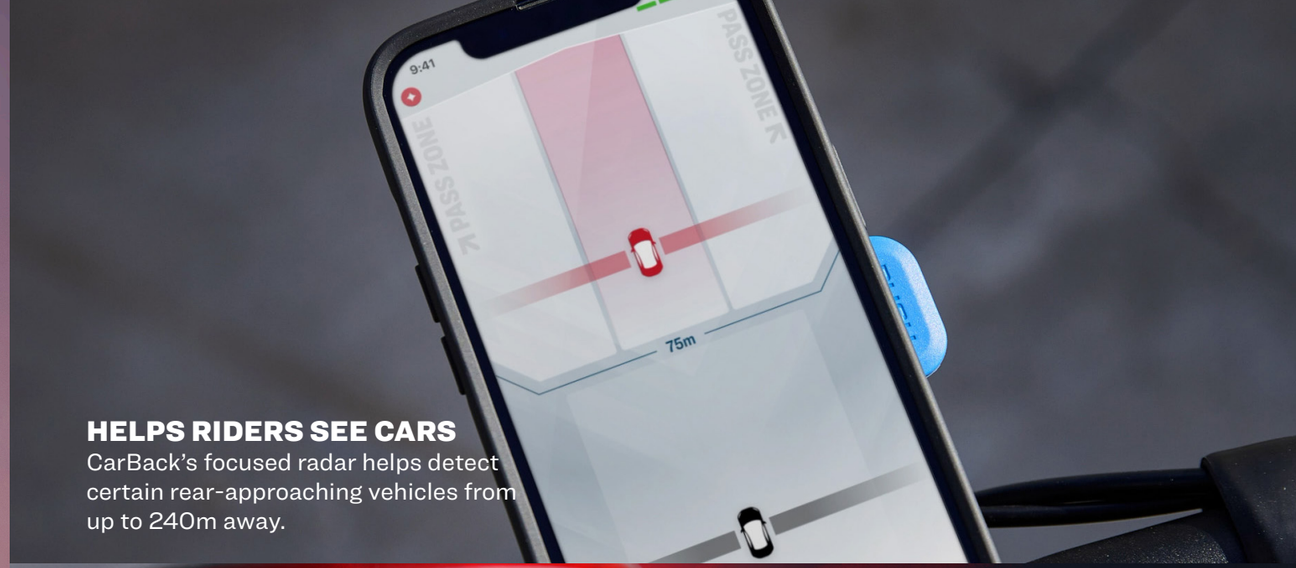
A win-win for riders and drivers alike, Trek CarBack Radar allows for safer passing and sharing of roadways for all. Plus, our radar outshines the competition with a compact design, a convenient USB-C charging port, and the choice of audible and visual alerts.



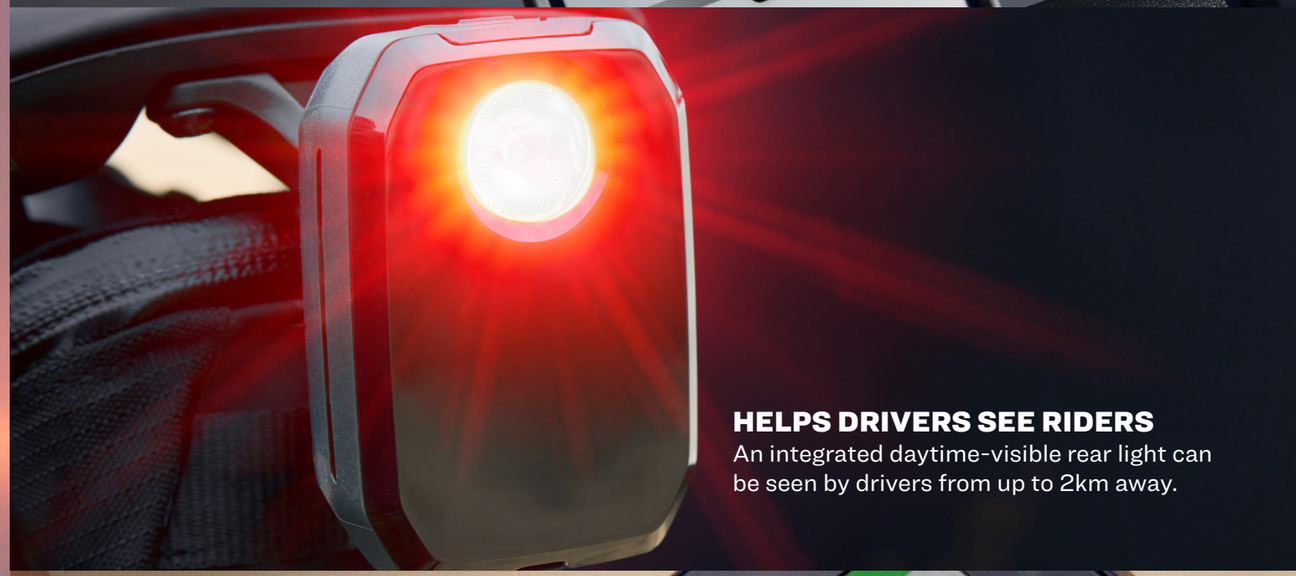
KNOW WHAT'S COMING WITH CARBACK

DESIGNED TO HELP MAKE ROADS SAFER FOR EVERYONE





HELPS RIDERS SEE CARS
CarBack's focused radar helps detect certain rear-approaching vehicles from up to 240m away.



HELPS DRIVERS SEE RIDERS
An integrated daytime-visible rear light can be seen by drivers from up to 2km away.

SMART PHONE AND GPS COMPATIBLE
Riders can pair CarBack with most major GPS cycling computers, GPS sport watches, and their smart phone using the Trek Accessory app.



BOLDER SOUNDS. BETTER RIDES.

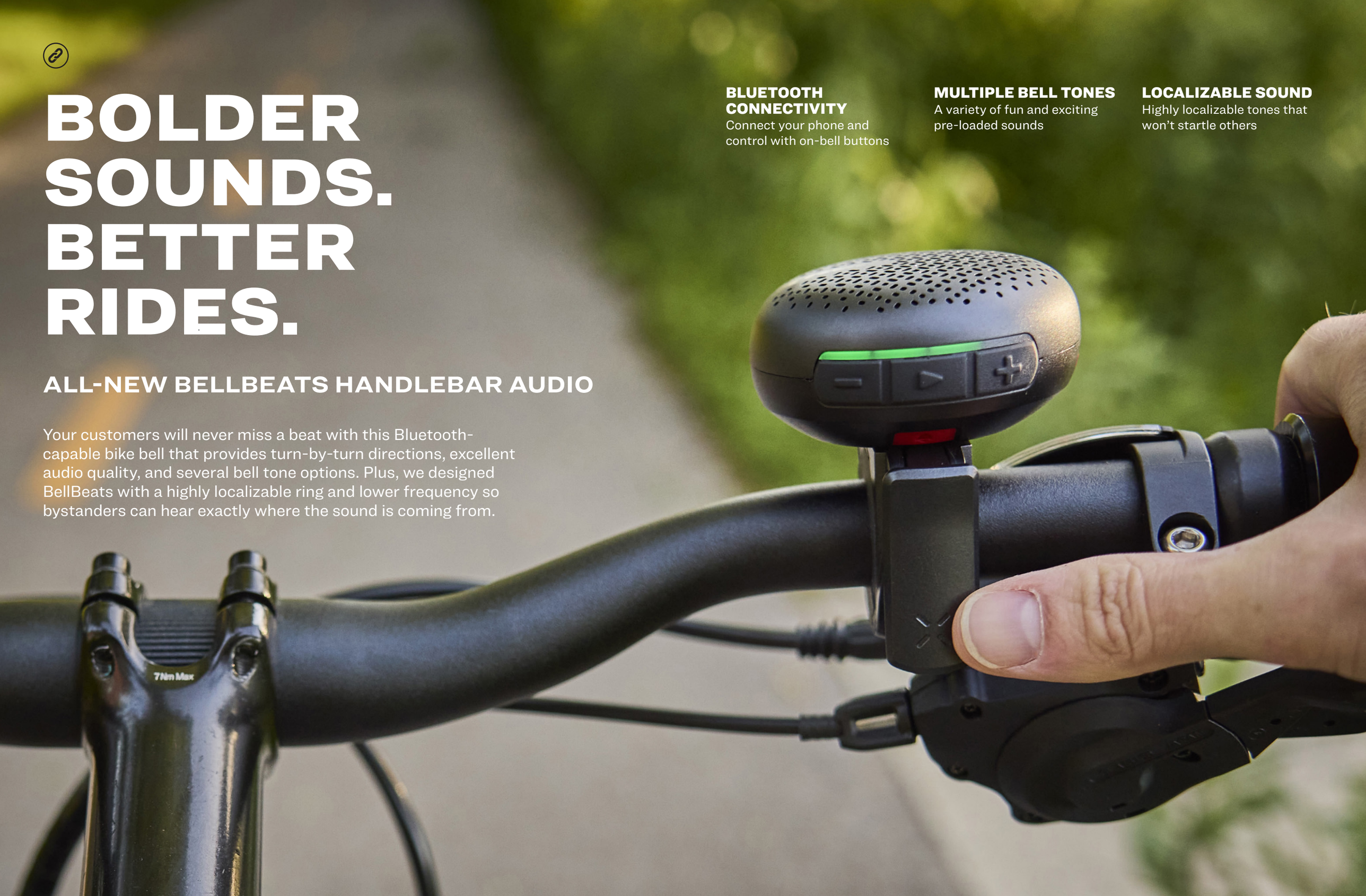
ALL-NEW BELLBEATS HANDLEBAR AUDIO

Your customers will never miss a beat with this Bluetooth-capable bike bell that provides turn-by-turn directions, excellent audio quality, and several bell tone options. Plus, we designed BellBeats with a highly localizable ring and lower frequency so bystanders can hear exactly where the sound is coming from.

BLUETOOTH CONNECTIVITY
Connect your phone and control with on-bell buttons

MULTIPLE BELL TONES
A variety of fun and exciting pre-loaded sounds

LOCALIZABLE SOUND
Highly localizable tones that won't startle others



THE CLOTHING BUSINESS IS HARD. WE GOT YOU.

NO PRE-SEASON ORDERS REQUIRED. JUST APPAREL YOUR CUSTOMERS WANT FROM THE BEST BRANDS.

We've teamed up with two of the biggest names in riding apparel to make it easier than ever to stock the gear your customers want. We're continuing with Rapha's Core, Pro Team, and select Trail collections, and we're introducing an all-new Trek x Fox Racing MTB apparel line—giving you access to top-tier styles for every kind of rider.

With these curated selections, you can streamline your apparel offering to focus on high-style, high-performance gear that sells—without overcomplicating your inventory. Each model line comes with strong brand recognition and a simple selling story, making it easy to connect riders with the apparel they'll love.

Rapha® FOX



A CASE STUDY ON RAPHA IN 2024

We've continued to see amazing success in running the Rapha play at Trek-owned retail stores. In fact, stores stocking Rapha in 2024 saw increases in net apparel sales of 23% over the previous year.

WHAT'S HAPPENING TO TREK APPAREL?

We're continuing to offer Trek Circuit apparel as a complement to Rapha's elevated Core and Pro Team collections. This gives your customers an additional option, while still keeping the full apparel offering streamlined and clear.

ONE-STOP SHOPPING. NONE OF THE HASSLE.

Partnering with Trek gives you access to hundreds of top aftermarket brands — all the gear, components, and essentials you need to run a profitable shop. With simplified ordering, competitive pricing, and reliable fulfillment, you get the right products at the right time, without the hassle. One trusted source, endless possibilities to grow your business.

Not all brands available in all markets.
Check with your Territory Manager for details.



We’re not here to just make bikes. We’re here to make a difference.

At Trek, we believe bikes make the world a better place — and we back that belief with action. From sustainability efforts to trail-building, we invest in initiatives that protect our planet, support communities, and get more people riding.

We do this because it’s the right thing to do. But there’s another benefit: today’s consumers want to buy from companies that align with their beliefs. By partnering with Trek, you’re not just selling great bikes — you’re part of a brand that’s actively working to make the world a better place to live and ride.

Selling Trek means more than selling bikes. It means being part of something bigger. Together, we’re creating a better future for cyclists, retailers, and communities everywhere.

SUSTAINABILITY
We’re reducing our environmental impact at every level — leading the industry in innovations that cut carbon emissions. Our Sustainability Report holds us accountable and ensures we keep pushing forward.

PEOPLEFORBIKES AND PLACESFORBIKES
More people on bikes means stronger businesses and better communities. As a founding member of PeopleForBikes and PlacesForBikes, the industry’s leading advocacy group, we stand behind the great work being done to help cities build better bike infrastructure.

NICA
The future of cycling starts with young riders. We’re proud to be a major supporter of the National Interscholastic Cycling Association (NICA), helping thousands of kids build confidence and community through mountain biking, and bringing more kids into an activity that can aid in mental and physical wellness.

THE TREK FOUNDATION
More places to ride means more people on bikes. Through The Trek Foundation, we’re helping to fund new trail systems and protect land, ensuring access for generations to come.









Lowering our impact. Multiplying our influence.

We're bringing lower-emissions products to your sales floor. That's good for business and the planet.

We're committed to real, measurable climate action and initiatives that move the meter for not just our business but the entire industry and beyond. In the last year, our ambitious carbon reduction goals have been validated by Science Based Target Initiatives (SBTi) — an important milestone because it means our goals are realistic and meaningful.

These aren't just numbers, they're our roadmap for real change. And we're already accelerating progress with our biggest initiatives yet.

We're transparent with our impact, and we believe in multiplying our influence by sharing what we know. That means being honest, pushing for industry-wide change, and helping more brands make sustainability a priority. Because a healthier planet is good for everyone — riders, retailers, and future generations.

Trek's carbon reduction commitment:

68% reduction in Scope 1 and 2 emissions by 2032

100% renewable electricity by 2030

32.5% reduction in Scope 3 emissions by 2032

Trek's major sustainability initiatives

LOW-IMPACT ALUMINUM

We're moving away from fossil-fuel powered suppliers to a better process for alloy bikes and parts — and it's addressing the number one contributor to our greenhouse gas emissions in a major way.

TIRE RECYCLING

When your tires have taken their last ride, you can now recycle them at any Trek retail store in the US for free — and we're making it easy for any retailer to join our partnership with Liberty Tire Recycling, who's helping to recirculate, reuse, and repurpose tires.

RENEWABLE ENERGY

Trek's headquarters and US manufacturing is powered entirely by renewable energy through validated Renewable Energy Credits (RECs). By 2030, we'll be purchasing and retiring RECs for each of Trek's owned facilities globally.

RECYCLED PLASTICS

We're continuing to find many new opportunities to use recycled plastics on bikes and gear. Today, 38 of our products — including bottle cages, grip cores, textiles, and helmets — contain a percentage of recycled plastics.

SMARTER, PLANET-FRIENDLIER HELMETS

To help lighten the footprint of helmets, an essential accessory for every rider, we use recycled EPS foam in select models. This recycled material has the same protective properties with a significantly lower impact.

PLASTIC MADE FROM PLANTS

The Voda Bio water bottle has a 95% plant-based body that's 100% recyclable and free from BPA and phthalates. It's designed to deliver the same durability and function you expect at a fraction of the footprint.

MINIMIZING THE HIGH ENVIRONMENTAL COST OF BATTERIES

Batteries make e-bikes possible — but they come with a hefty environmental price tag. We're working on solutions to change that, making e-bike batteries live longer and making them easier to recycle.

RED BARN REFRESH

Through Trek's used bike program, Red Barn Refresh, we're reducing the industry's waste streams, extending the usable life of the products we make, and keeping as many bikes as possible out of landfills. Trek retailers receive an assembly fee for every Red Barn Refresh customer who chooses in-store pickup as a delivery method.

Low-impact aluminum

A world-changing mission

How we're cutting fossil fuels for low-impact aluminum

When we conducted our first emissions audit, we learned aluminum production was by far the largest contributor to our overall greenhouse gas emissions. So we set out to fix that, developing a new sourcing policy and working with suppliers using renewable energy-powered production to drastically cut our emissions.

What does that mean for you? The alloy Trek bikes on your sales floor will be the root of far fewer emissions than in the past — and far fewer than any other bike model made with traditional processes.

This change is already active, with select low-impact aluminum Trek frames already produced using these new measures and many new models to follow.



*Graphic is representative of kg CO2e of a Marlin made with aluminum refined by fossil fuels vs. renewable energy

Not all products/services shown are available in all markets.

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