

2455 Salashan, Ferndale, WA. 98248

Dear CABDA Attendee,

While most of the bicycle industry has been busy changing the nature of their business, we've been busy improving our bicycles. Deliberately keeping our volume down, we maintain quality and performance standards at a high level. We limit the size of our dealer network so that Kona Dealers can establish and maintain higher than average profit margins. Thorough advertising coverage in National and regional magazines, plus direct dealer referrals to over 50,000 catalog requests every year bring bicycle riders to your door, ready to buy Kona Mountain Bikes.

It is our belief that if the bicycle industry is to continue to grow, access to safe cycling routes must grow as well - be they trails or bike paths. Two years ago we decided to put our money where our mouth is and, with the help of Kona dealers nation-wide, we developed the Buck a Bike program. To date we have collectively contributed close to $20,000.00 to organizations that are making safe cycling avenues a reality: IMBA, Rail to Trails, NORBA/USCF and NBDA.

Following is our tradeshow schedule and the sales staff territory alignment.

Kona Tradeshow Schedule

CABDA - Chicago - October 28 to October 30 Booth 217

Sales Representatives - Inside

Tom Foster	New York, Pennsylvania, Washington DC, New Jersey, Oregon, Washington,
Donn Kellogg	California, Montana, South Dakota, Arkansas, Alabama, Mississippi
Mark Peterson	Ohio, Michigan, Iowa, Illinois, Wisconsin, Indiana, North Dakota, Texas, Louisiana, Eastern Missouri,
Pat White	Maine, New Hampshire, Vermont, Rhode Island, Massachusetts, Connecticut, Florida, Arizona, Hawaii, Minnesota, Idaho, Delaware

Sales Representatives - Outside

Woody & JoJo Keen (Inside rep. Mark Peterson)	Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia
George Knaggs (Inside rep. Tom Foster)	Colorado, New Mexico, Utah, Nebraska, Kansas, Western Missouri

Please give your sales representative a call to schedule an appointment - Kona USA 1-800-566-2872.

See you at the show!