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**BICYCLE PRODUCTION IN SELECTED COUNTRIES, 1990-1998**  
(IN MILLION UNITS)

	1990	1991	1992	1993	1994	1995	1996	1997	1998
China	31.90	36.79	40.28	40.95	41.95	41.00	38.00	30.00	23.10
France	1.54	1.17	1.04	0.95	1.30	1.30	1.33	1.29	2.90
Germany	3.86	4.93	4.55	4.10	3.50	3.20	2.90	2.82	3.00
India	8.45	8.84	9.00	9.90	10.50	11.50	11.30	11.00	10.50
Indonesia	1.95	2.00	2.20	2.50	2.80	3.00	2.30	3.00	2.80
Italy	3.50	3.60	3.50	4.20	5.60	5.20	3.95	3.40	2.90
Japan	7.97	7.45	7.29	6.86	6.70	N/A	6.14	5.98	5.72
Korea	1.54	1.53	1.26	1.10	1.19	N/A	0.93	0.76	0.65
Malaysia	0.28	0.40	0.60	0.70	0.80	0.80	0.50	0.80	0.70
Taiwan	6.80	7.72	7.50	7.90	9.20	9.67	7.38	11.90	10.10
Thailand	0.70	0.85	0.95	1.00	1.10	1.80	1.50	1.80	1.60
U.K.	1.28	1.16	1.18	1.10	1.15	1.25	1.23	1.27	1.17
U.S.A.	5.56	7.58	8.88	7.68	7.30	8.47	7.40	6.30	2.50

**U.S. FRAME AND FORK EXPORTS**  
**THREE-YEAR HISTORY, 1996-1998**  
(BY WEIGHT IN KILOGRAMS)

Country	1996	1997	1998	Change 97-98
Canada	190,264	211,968	126,491	-40%
Mexico	6,879	264,277	604,627	129%
Caribbean/ Latin Amer.	61,115	26,077	71,240	173%
Britain	90,178	116,122	113,279	-2%
Italy	40,685	70,992	74,186	4%
France	22,471	54,786	47,008	-14%
Germany	160,759	183,860	215,795	17%
Netherlands	527,768	531,387	534,603	1%
Other Europ. Nations	121,447	189,824	329,860	74%
Pacific Rim	697,244	1,021,028	1,373,141	34%
Other	7,187	18,852	27,403	45%
<b>Totals</b>	<b>1,925,997</b>	<b>2,689,173</b>	<b>3,517,633</b>	<b>31%</b>

(Sources: U.S. Department of Commerce, *Bicycle Retailer & Industry News*)

**U.S. BICYCLE EXPORTS**  
**THREE-YEAR HISTORY, 1996-1998**  
(IN UNITS)

Country	1996	1997	1998	Change 97-98
Canada	47,415	88,235	89,320	1%
Mexico	5,968	17,959	12,393	-31%
Caribbean/ Latin Amer	20,833	35,018	18,594	-47%
Britain	13,517	18,628	13,138	-29%
Italy	3,614	6,798	1,783	-74%
France	4,630	5,539	3,733	-33%
Germany	36,745	27,061	10,142	-63%
Netherlands	24,663	21,229	7,248	-66%
Other Euro. Nations	20,417	30,882	31,992	3%
Pacific Rim	257,409	27,413	19,972	-27%
Other	5,452	5,823	3,383	-42%
<b>Totals</b>	<b>185,930</b>	<b>284,585</b>	<b>211,638</b>	<b>-26%</b>

(Sources: U.S. Department of Commerce, *Bicycle Retailer & Industry News*)

**U.S. BICYCLE EXPORTS BY CATEGORY, 1996-1998**  
(IN UNITS)

Category	1996	1997	1998
Bicycles with tires less than 25 in diameter	99,951	121,538	101,166
Bicycles with tires more than 25 in diameter	152,076	163,934	110,472
<b>Total</b>	<b>252,027</b>	<b>285,472</b>	<b>211,638</b>

(Source: *Bicycle Retailer & Industry News*)

## THE WORLDWIDE BICYCLE MARKET, 1997-1998 (IN MILLION UNITS)

Area	Production		Imports		Exports	
	1997	1998	1997	1998	1997	1998
China	30.00	23.10	N/A	N/A	14.4	17.6
Taiwan	9.40	10.50	N/A	N/A	8.95	9.55
India	11.00	10.50	N/A	N/A	2.50	2.00
European Union	11.30	10.69	5.07	4.90	1.31	0.93
U.S.A.	6.20	2.50	9.80	13.90	0.28	0.21
Japan	5.98	5.72	1.84	2.89	0.21	0.32
Indonesia	3.00	2.80	N/A	N/A	0.13	0.10
Germany	2.82	3.00	1.77	1.92	0.3	0.42
Thailand	1.80	1.60	N/A	N/A	0.18	0.80
France	1.29	0.92	1.15	1.14	N/A	0.23
Malaysia	0.80	0.70	N/A	N/A	0.05	0.04
Korea	0.76	0.65	N/A	N/A	0.11	0.12

(Sources: Japan Bicycle Promotion Institute, The Bicycle Council, U.S. Department of Commerce, European Bicycle Manufacturers Association, *Cycle Press*, *Bike Europe*, *Bicycle Retailer & Industry News*)

### BICYCLE CONSUMPTION IN THE EUROPEAN UNION FIVE-YEAR HISTORY, 1994-1998 (IN THOUSANDS OF UNITS)

Country	1998	1997	1996	1995	1994
Germany	4,500	4,330	4,750	5,140	5,380
U.K.	2,150	2,250	2,300	2,200	2,330
France	2,076	2,220	2,351	2,870	2,860
Italy	1,350	1,550	1,550	1,900	1,800
Holland	1,350	1,300	1,358	1,350	1,200
Spain	620	630	610	890	1,700
Luxembourg	415	455	425	430	400
Denmark	430	425	415	442	340
Portugal	350	380	380	390	400
Greece	210	230	240	260	240
Ireland	120	130	120	130	120
Austria	430	450	444	520	660
Finland	225	250	230	215	205
Sweden	440	440	420	430	430
<b>Total</b>	<b>14,666</b>	<b>15,040</b>	<b>15,593</b>	<b>17,167</b>	<b>18,065</b>

(Sources: European Bicycle Manufacturers Association, *Cycle Press*)

### TOP 12 SOURCES OF BICYCLE IMPORTS INTO THE EUROPEAN UNION, 1998, 1997 AND 1996 (IN THOUSANDS OF UNITS)

Country*	1998	1997	1996
Taiwan	2,725	2,699	2,444
Poland	403	415	335
Czech Rep.	361	358	288
India	328	379	383
Philippines	178	127	N/A
Vietnam	134	46	N/A
U.S.A.	124	149	118
Lithuania	116	122	88
Turkey	96	156	N/A
Thailand	64	160	123
Indonesia	58	74	65
Sri Lanka	49	31	N/A
Others	262	275	N/A
<b>Total</b>	<b>4,898</b>	<b>4,991</b>	<b>4,471</b>

\*By 1998 ranking

(Source: European Bicycle Manufacturers Association)

**BICYCLE OWNERSHIP IN  
SELECTED COUNTRIES  
1996/1997**

Country	Total Bikes	People Per Bike
China*	450,000,000	2.6
U.S.A.**	100,000,000	2.6
Japan	72,740,000	1.7
Germany	63,000,000	1.7
Brazil	40,000,000	4
Italy	26,500,000	2.2
Indonesia	20,000,000	9.6
Netherlands	16,500,000	1
South Korea	6,500,000	2.6
Switzerland	3,800,000	1.8

\*1992 Figures. \*\*1995 Figures

(Source: Cycle Press)

**BICYCLE, FRAME AND FORK  
STATISTICS  
FOR THE EUROPEAN UNION  
(UNITS IN MILLIONS)**

	1998 Frame Imports	1998 Fork Imports
From China	2.4	3.5
From Taiwan	1.9	3.0
All Others	2.4	2.3
<b>Total</b>	<b>6.7</b>	<b>8.8</b>

BICYCLES	1996	1997	1998
Production	11.86	11.36	10.70
Imports	4.47	4.99	4.90
Consumption	15.59	15.04	14.67

(Sources: European Bicycle Manufacturers Association, Cycle Press, Bike Europe)

**U.S. BIKE MARKET  
1991-1998**

(SHIPMENTS IN MILLIONS OF UNITS)

Year	Total	Imports	Domestic
1991	15.1	6.5	8.6
1992	15.4	6.3	9.0
1993	17.0	7.1	9.9
1994	16.7	7.0	9.7
1995	16.0	7.2	8.8
1996	15.5	7.5	8.0
1997	15.8	9.8	6.0
1998	16.1	13.9	2.3

(Sources: The Bicycle Council, U.S. Department of Commerce)

**TAIWAN'S BICYCLE  
EXPORTS, 1993-1998**

Year	No. Units	Value (U.S. \$)
1993	8,621,237	\$1.04 billion
1994	8,751,660	\$998 million
1995	9,064,129	\$1.06 billion
1996	9,503,365	\$982 million
1997	8,955,424	\$873 million
1998	9,546,303	\$907.8 million

(Source: Taiwan Bicycle Exporters' Association)

**U.S. BIKE MARKET SHARE  
MASS MERCHANTS VS. SPECIALTY RETAILERS, 1998  
(BIKES 20-INCH AND ABOVE)**

	Mass Merchants	Specialty Bicycle Retailers	Full-Line Sporting Goods/Other	Total
Total Unit Sales	6.8 million	3.4 million	950,000	11.2 million
% Unit Sales	61%	30.50%	8.50%	
Domestic/Import Ratio	18%/82%	23%/77%	20%/80%	
Average Unit Value	\$100	\$355	\$260	
Annual Retail Dollars	\$680 million	\$1.2 billion	\$247 million	\$2.1 billion
Major Retail Outlets	5 large retailers that do 60% of mass-merchant total, or 36% of all retail sales: Wal-Mart Toys 'R' Us K-Mart Target Sears Roebuck & Co.	7,100 Specialty Bicycle Retailers	30 full-line sporting goods retailers, including: The Sports Authority Champs Sports Jumbo Sports Sport Mart Big 5 Sporting Goods Academy Corp.	

(Sources: The Bicycle Council, National Bicycle Dealers Association, Jay Townley & Associates)

**U.S. BIKE RETAILERS' PERCENTAGE OF GROSS REVENUE  
BY PRODUCT CATEGORY, 1993-1999**

Category	1993	1994	1995	1996	1997	1998	1999
Mountain Bikes	35.0	36.6	36.2	34.2	34.1	25.2	32.0
Accessories	18.0	19.0	19.1	17.6	20.9	13.7	
Repair & Service	16.0	18.8	18.4	21.3	19.5	16.0	21.1
BMX Bikes	7.0	5.5	7.0	7.7	7.6	10.0	13.5
Hybrid Bikes	10.0	7.3	5.7	5.8	6.7	7.1	12.5
Road Bikes	6.0	5.8	5.3	5.0	5.4	7.1	8.1
Bike Clothing	6.0	3.7	3.3	3.8	4.1	5.5	

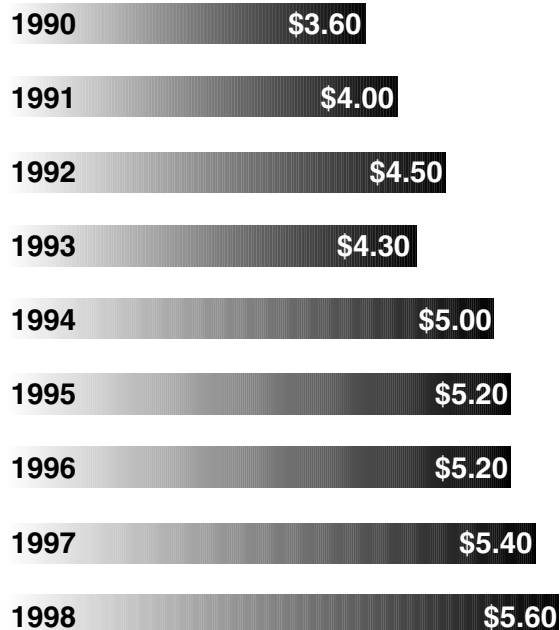
(Source: Bicycle Retailer & Industry News Reader Survey)

**U.S. BICYCLE MARKET SHARE  
TRENDS, BY CATEGORY  
FIVE-YEAR HISTORY, 1994-1998  
(BY PERCENTAGE OF UNITS SOLD)**

Category	1994	1995	1996	1997	1998
Mountain	65.0	63.0	57.0	55.0	54.0
Juvenile 20"	19.0	20.0	24.0	29.0	30.0
Cross	11.0	10.0	10.0	9.5	10.0
Juvenile 24"	3.0	4.0	4.0	4.5	4.0
Road	2.0	2.0	3.0	2.0	2.0

(Source: Bicycle Products Suppliers Association)

**RETAIL VALUE OF OVERALL  
U.S. BIKE MARKET  
9-YEAR HISTORY (IN BILLIONS)**



(Source: Bicycle Market Research Institute)

**ESTIMATED PERCENTAGE OF  
U.S. SPECIALTY BIKE  
RETAILERS BY ANNUAL  
GROSS SALES**

	1995	1996	1997
\$250,000 or less	46%	40%	18%
\$250,001-\$500,000	28%	34%	33%
\$500,001-\$1,000,000	17%	20%	24%
More than \$1,000,000	9%	6%	25%

(Source: National Bicycle Dealers Association)

**1998 BICYCLE FLOW THROUGH INDEPENDENT RETAILERS  
A REPRESENTATIVE SAMPLE  
(ANNUAL DOLLAR SALES IN THOUSANDS)**

Product Category	No. Units	Average Sale Price	Dollars Sales For Year	% Total Units	% Dollars
700C UB (Cross)	285,099	\$211	\$60,141	10%	9%
700C DB (Road)	61,998	\$785	\$48,648	2%	8%
20-Inch	825,796	\$130	\$107,732	30%	17%
24-Inch	120,879	\$140	\$16,874	4%	3%
26-Inch	1,502,301	\$264	\$395,980	54%	62%
<b>1998 Totals*</b>	<b>2,877,106</b>	<b>\$222</b>	<b>\$640,007</b>	<b>100%</b>	<b>100%</b>

\*Some discrepancies due to reporting variables and rounding

(Source: Bicycle Product Suppliers Association)

# FAST FACTS ABOUT THE U.S. BICYCLE MARKET

## Sales Figures in 1997-1998

- Approximate retail value of U. S. bicycle market: (bicycles and related parts and accessories)  
1997: \$5.4 billion. 1998: \$5.6 billion
- Net U.S. bicycle shipments (excluding exports), all wheel sizes  
1997: 15.8 million. Imports, 9.8 million (62 percent). Domestic, 6 million (38 percent)  
1998: 16.1 million. Imports, 13.8 million (86 percent). Domestic, 2.3 million (14 percent)
- U.S. bicycle shipments, 20 inches and over:  
1997: 11.02 million  
1998: 11.19 million
- Totals and top three sources of U.S. bicycle imports:  
1997: Total, 9.8 million; China, 5.7 million (58 percent); Taiwan, 3.3 million (33 percent); Philippines, 271,829 (2.7 percent);  
1998: Total, 13.8 million; China, 8.5 million (62 percent); Taiwan, 4.3 million (31 percent); Mexico, 680,821 (5 percent)
- Top three domestic suppliers: Huffy/Royce Union, Brunswick Bicycles, Murray
- Top three suppliers to independent retailers: Trek, Schwinn, Derby
- Bicycles exported by U.S. suppliers:  
1997: 285,472  
1998: 211,638
- Fitness-equipment sales (wholesale shipments):  
1997: \$3.18 billion (\$6 billion retail)  
1998: \$3.37 billion (\$6.5 billion retail)
- Stationary bicycle sales (wholesale shipments):  
1997: \$195 million (up 14.7 percent from 1996)  
1998: \$190 million (down 4 percent from 1997)
- Treadmill sales (wholesale shipments):  
1997: \$830 million (up 14 percent from 1996)  
1998: \$830 million (no change)
- Cross-country ski machine sales (wholesale shipments):  
1997: \$280 million (up 9.8 percent from 1996)  
1998: \$260 million (down 9.2 percent from 1997)

## The Independent Retailing Channel

- Total U.S. Bike Shops:  
1998: 7,000  
1999: 6,000
- Ratio of start-ups to closings, 1998: approximately 1 to 1  
Ratio of start-ups to closings, 1999: approximately 0.3 to 1
- What rang the register in 1999:  
Percentage of sales by category: Mountain bikes, 32 percent; Repair and service, 21 percent; BMX bikes, 13.5 percent; Hybrid bikes, 12.5 percent; Road bikes, 8.1 percent; Other (clothing, components, accessories), 13 percent

- Net, margins and costs of the average shop:  
Before-tax net: 5.3 percent  
Cost of doing business: 36.6 percent  
Gross profit margin on retail bike sales: 34.4 percent  
Gross profit margin on clothing: 44.5 percent  
Gross profit margin on other equipment and hard goods: 46.6 percent
- Four greatest expenses of a typical independent retailer as percentages of total revenues:  
Cost of goods sold: 57.7 percent  
Staff salaries and wages: 11.8 percent  
Occupancy expenses: 6.8 percent  
Owner's salary: 5.3 percent
- Typical hourly wage for a full-time shop employee: \$9

## Who is Cycling in America

- Ages 6 and up, at least once per year: 54.6 million  
Ages 7 and up, twice or more per year: 43.5 million
- Male to female ratio of riders: 53 percent to 47 percent
- Average age: 24
- Average frequency of participation in 1997: 25 days
- Primary reasons for bicycle usage:  
Recreation: 82 percent  
Fitness: 26 percent  
Commuting: 10 percent  
Racing: 1 percent
- Number of Americans who rode a stationary bike at least once:  
1996: 35 million  
1997: 34.8 million  
1998: 30.8 million
- Number of bikes stolen annually: Approximately 500,000
- Average value of bike stolen: Approximately \$260

## On the Advocacy Trail

- TEA-21 funding available for bicycle and pedestrian Projects: \$2 billion
- IMBA successes: Built or reopened 950 miles of trails to bicycle use in 1997 and 1,100 miles in 1998. More than 200,000 volunteer hours are accrued for IMBA projects annually.
- Rails-to-Trails Conservancy successes: Approximately 1,000 abandoned rail lines and 10,000 miles of bed salvaged for bicycle and pedestrian use.
- Cost of a mile of trail cut by machine and finished by hand: \$7,920-\$13,200

Sources: Bicycle Market Research Institute, Jay Townley & Associates, Sporting Goods Manufacturers Association, American Sports Data, Inc., National Sporting Goods Association, National Bicycle Dealers Association, Fitness Products Council, International Cycle Works, Bicycling magazine, International Mountain Biking Association, Rails-to-Trail Conservancy, League of American Bicyclists, Federal Bureau of Investigation, Bicycle Retailer & Industry News

## 10 MOST POPULAR SPORTS IN USA 1998

(PERSONS AGE SIX AND OLDER WHO  
PARTICIPATED LEAST ONCE, IN MILLIONS)

Recreational Swimming	94.4
Recreational Walking	80.9
Recreational Bicycling	54.6
Bowling	50.6
Freshwater Fishing	45.8
Tent Camping	42.6
Basketball	42.4
Free Weights	41.3
Billiards/Pool	39.7
Day Hiking	38.6

(Source: Sporting Goods Manufacturers Association)

## CYCLING AS RANKED BY A DIFFERENT MEASURE

(PERSONS AGE SEVEN AND OLDER WHO PARTICIPATED MORE THAN  
ONCE, IN MILLIONS)

Participation Rank:		1996	1997	1998
All Biking	#6	53.3	45.1	43.5
Mtn. Biking, On Road	#20	13.3	16	15.3
Mtn. Biking, Off Road	#30	7.3	8.1	8.6

(Source: National Sporting Goods Association)

## BICYCLE RIDERSHIP CHANGES REPORTED BY NSGA

(RIDERS AGE SEVEN AND OLDER WHO RODE MORE THAN ONCE  
A YEAR, IN MILLIONS)

Year/Change	1990	1998	Change
All Riders and Riding	55.25	43.54	-21.20%
Youths, 7-11	11.84	10.06	-15.10%
Youths, 12-17	9.02	7.84	-13.00%

Year/Change	1993	1998	Change
All Riders and Riding	47.8	43.54	-9.10%
Mtn. Bike, On-Road	19.51	15.3	45.6
Mtn. Bike, Off-Road	4.59	8.6	87.2

Year/Change	1997	1998	Change
All Riders and Riding	45.1	43.54	-3.5
Mtn. Bike, On-Road	15.97	15.3	-4.2
Mtn. Bike, Off-Road	8.1	8.6	6.2

(Sources: National Sporting Goods Association, The Bicycle Council)