

Survey of Major Yellow Pages Advertisers *

Bicycle Dealers

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Bicycle Sales/Service/Rental Bicycle Types Specified New and Reconditioned Bikes Speeds - 1, 3, 5, 10, 12, etc. Repair All Makes & Models Complete Parts & Accessories Bicycle Safety Items—Helmets, Lights, Eyewear, etc. Full Line of Specialized Clothing & Shoes (Details) Women-Specific Products “Triathlon Headquarters”	(Custom) Frame & Wheel Sets Bike Car Racks/Carriers Bike Trailers Racing/Touring Equipment (Winter) Biking Clothing Children’s Bikes/Adult Trikes Other Sporting Goods (List) High End Components/Computers Tandems/Unicycles/Quads Hand-Built Bicycles/Push Scooters Hydration Systems	Bike Locks/Tools/Bags/Saddles/Panniers BRAND NAME EMPHASIS PHOTOS/ILLUS. OF BIKERS Wheels/Tires/Tubes/Pumps Bicycle Tune-Ups/Professional Assembly Trainers/Rollers/Baby Joggers/Child Carriers Custom Wheel Building/Wheel Truing Packs/Bags/Exercise & Sport Foods SPECIFIC SERVICES LISTED – Over-hauls, Alignment, Balancing, etc. Special Orders / Custom Built Bikes					
Product Features - Materials, Types, etc.	Mountain/All-Terrain Bikes Touring/Road Bikes Hybrids/Cross Country Full-Suspension Bikes	Dual Slalom/BMX Exercise Bikes Commuting Bikes Lightweights	Recreational Bikes Triathlon/Freestyle “Bikes of Yesterday” City/Folding Bikes	Racing/Dual Sport Bikes Heavy-Duty Bikes Recumbent/Comfort Bikes Cruisers/Dirt Bikes				
Key Brand Names:	Basso Bell Bianchi Bio Racer BMX	Cannondale Centurion Colnago Columbia Diamondback	Fisher Fuji Giant GT Haro	IBIS Klein LeMond Marin Marzocci	Merlin Mongoose Motorcross Nishiki Pearl Izumi	Peugeot Proflex Raleigh Reflex Rockshox	Salsa Schwinn Sierra Thule Trek	Vitus Voodoo Yakima Zebra Zipp ETC.
Confidence Factors:	Years in Business/Bike Experts Guarantees/Warranties (Life) Brand Affiliation Authorized Dealer	LOW PRICES EMPH. "Expert Repairs" Mechanic-Racing Exper. Owner’s Credentials	Trained/Certified Mechanics Number of Bikes in Stock Guaranteed Fit/All Parts Professional/Custom Fitting	Return Policy “Triathlon HQ” Master Mechanic Specialization				
Convenience Factors	Days/Hours Open/7 Days Wk Location Data/Maps Credit Cards/Financing Parking/Multi-Locations	Delivery/Free Maintenance Fast Repair Svc/Inventory Size Open Evenings/Weekends Ship Anywhere – UPS, etc.	Toll-Free/Fax Number/Catalog Gift Certificates/Phone Orders/Layaway Inducements to Visit Website - Specials Website/e-Mail Add./ Shop Online 24/7					
Special Services or Extras:	Test Rides/Lessons/Clinics Exercise Equipment (List) Senior/Student Discounts 24 Hr Repairs/Special Orders Coffee/Esspresso Bar	Frequent Buyer Club / Layaway Frame & Fork Alignment Race & Club Information Trade-Ins/International Svcs Weekly Group Rides	Foreign Language(s) / Free Tune-Ups Size of Inventory/Hard-to-Find Items Skateboards/Sailboards/Surfboards Lifetime Free Maintenance Ski Machines/Rollerblades					
Typical Related Headings:	Bicycles - Parts & Supplies Sporting Goods - Retail	Bicycles – Renting	Bicycles – Repair					

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