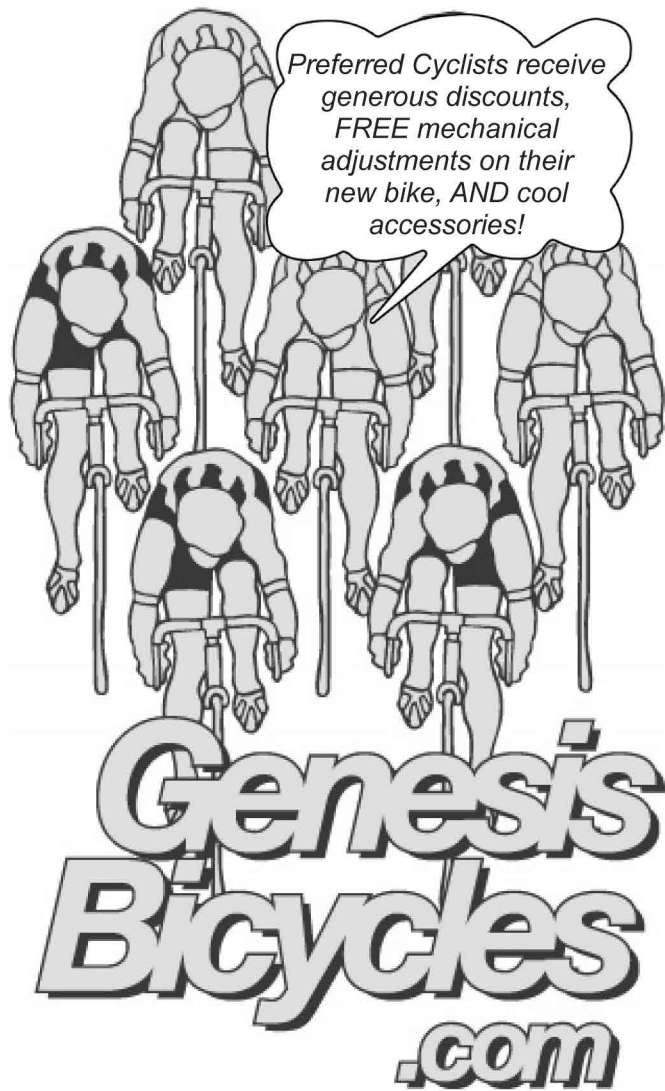


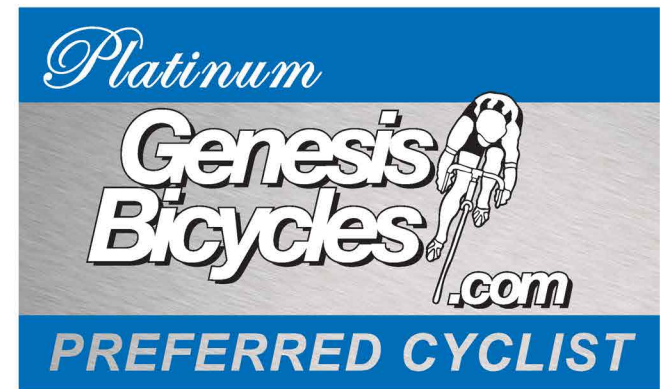


The program benefits detailed here are available to paid Preferred Cyclist cardholders only. Offers do not apply to online purchases and are subject to change without notice.

Your Preferred Cyclist discount is renewable.

Ask an associate for details.

To receive these benefits, be sure to present your Genesis Preferred Cyclist Card!



Cardholder Benefits Guide



Whether you choose the
\$49.99 Preferred Cyclist Membership
 or the
\$89.99 Platinum Preferred Cyclist Membership
 you'll enjoy the following benefits:



FOR TWO FULL YEARS:

**10%
OFF**

EVERYTHING ELSE

You Purchase at Genesis*

*applies to in-stock regular-priced items excluding bikes, frames, and wheeled items.

And for ONE FULL YEAR:

FREE

**UNLIMITED
Mechanical Adjustments**
 Performed by Our Expert Techs While You Wait!

on your designated new bike purchased on the same invoice as your Preferred or Platinum membership. *This benefit alone is worth much more than the cost of membership!*

And TODAY ONLY:

**15%
OFF**

EVERYTHING

Purchased with Your New Bike!*

*GPS units and trainers 10% off. Applies to in-stock regular-priced items on day of initial bike deposit or purchase excluding bikes, frames, and wheeled-items.

And... an opportunity to make a friend or loved-one VERY HAPPY!

"Friends and Family" Voucher
 to be used toward an additional bike!

\$25

Voucher valid within 30 days for \$25 toward regular price of any in-stock bike \$499 or greater, \$15 toward regular price of any in-stock bike \$199-\$498, or \$50 toward regular price of any in-stock bike \$999 or greater.
 One voucher per bike purchase. May not be combined with other offers or

Oh But Wait!
THERE'S SO MUCH MORE...



Also included with your

\$49.99 Preferred Cyclist Membership

Choose one of our three most popular kits below:

Cycling Essentials Kit \$52.97 if purchased separately

Water-Resistant Under-Seat or Frame-Mount Pack for your phone, keys, etc.
 Durable Composite Water Bottle Cage mounts directly to your bike's frame.
 BPA-Free Water Bottle keeps you cool and hydrated.

PCKIT1



OR

Essential Care Kit \$53.96 if purchased separately

Mini Air Pump with Frame-Mount Bracket helps you get home in a pinch.
 Tube Repair Kit and Tire Levers in case of a flat tire on the road or trail.
 Teflon Bicycle Chain Lube keeps your drivetrain running smooth.

PCKIT2



OR

Safe 'n Sound Kit \$52.99 if purchased separately

Bright High-Output LED Headlight for extra visibility day and night.
 Bright High-Output LED Taillight helps you stand out on the road.
 Your Choice of Bell up to \$18 value from our fun selection.

PCKIT3



Lots of fun bells
to choose from!

You can also UPGRADE to the

\$89.99 Platinum Membership

and get even MORE VALUE for your money!



Choose ANY TWO of the kits above.

A combined value of \$104.95 to \$106.93 if purchased separately.

OR

Platinum Fitness Kit \$97.97 if purchased separately

Wireless Cycling Computer lets you know how fast, how far, what time, and more instantly.

Durable Composite Water Bottle Cage mounts directly to your bike's frame.
 BPA-Free Water Bottle keeps you cool and hydrated.

PLATKIT4

