



*passion*  
*community*  
*expertise*  
*values*  
[nbda.com](http://nbda.com)

**NBDA**  
national bicycle dealers association

70  
NBDA | 1946-2016

*For 70 years the NBDA has taken the lead in supporting the professional bicycle retailer. Make your voice be heard. Join the NBDA now to ensure success for the next 70.*



## Why You Should Join the NBDA

- ✓ Increased Industry Communication
- ✓ Access To Market Research
- ✓ Retail Business Education
- ✓ Supporting Advocacy
- ✓ Discounts on Business Services
- ✓ Professional Retail Promotion

# 70

NBDA | 1946-2016

## NBDA Member Retailers

Promote the **passion** for cycling.

Believe the local bicycle retailer plays a vital role as the center for the cycling **community**.

Are the most qualified bicycle professionals with the **expertise** to work with consumers and make proper recommendations regarding the style of bicycle and accessories that will maximize their cycling experience.

Support a strong statement of **values**, programs that protect the environment, advocacy programs, companies that support local bicycle retailers, and deliver quality products to enhance cycling for all participants.





## NBDA Programs Benefit All Bicycle Dealers

Here are some of the programs and initiatives that benefit NBDA member retailers. More programs and details can be found on [NBDA.com](http://NBDA.com).

### America's Best Bike Shops

This recognition program identifies and rewards bicycle stores against the highest performance standards in the industry. Applicants are judged and awarded points based on performance, mystery shopped, evaluated on their store's achievements, and promoted nationwide.



### Barnett Bicycle Institute

Celebrating its 30th year of business BBI represents the NBDA's mission to Strengthen the Specialty Bicycle Retailer through education. With the service department becoming more the focal point of Specialty Bicycle Retailers, BBI represents an opportunity for shops to invest in themselves and their bottom line. NBDA members will have special access to BBI classes and training, allowing them to further improve their service department.



### Bicycle Retailer And Industry News

The industry's leading trade magazine is published by NBDA Services. Revenues from advertising go towards funding new and effective NBDA programs.



### Buy Where You Ride

The NBDA's Buy Where You Ride campaign encompasses everything the NBDA has stood for 70 years in a single image. For the first time in our history, we are now able to shift our communications solely from a B-to-B model to a B-to-C model. When utilized by our supplier partners and retailers, the BWYR icon creates a consistent visual messaging point to consumers about the value of the IBD. Buy Where You Ride icon creative files are available for use by all NBDA members.



### Dealer On-Line Forum

The NBDA Dealer On-line Forum is one of the bicycle industry's best networking resources. It is designed to help NBDA member retailers stay connected to share information, inspiration and explore a wide range of topics related to the bicycle retail business. All NBDA dealer members are eligible to participate, and participation is restricted to dealers only.



# Not a member? Join the NBDA and improve your business today!

## Outspokin' Newsletter

Published 10x per year, this valuable newsletter brings bicycle retail insights, dealer profiles and industry hot topics directly to each member store. A key communication tool for member dealers!

OutSpokin'

## Profitability Project

Groups of non-competing dealers meet to learn, compare, network, examine and analyze specific key performance indicators (KPI's) and share best practices from their businesses. Consistently named one of NBDA's most valuable programs!

*Additional fees and criteria apply for participation.*



## NBDA Super Seminars Plus

These enhanced meeting sessions held annually at Interbike expos and conferences bring top-notch education directly to attending bicycle retailers. Industry experts in retail merchandising, customer service, data measurement, business planning and more provide helpful tools aiding bicycle retailers in achieving excellence in their businesses.



**Nearly 30% of all bicycle dealers are active members in the NBDA, and they are more active and progressive in the bike industry.**



NBDA members store square footage is 22% larger than non-members



NBDA members have 21% higher gross revenue per square foot than non-members



NBDA Member stores are nearly 10% more focused on family cycling than non-members.

[nbda.com](http://nbda.com)