

DIAMONDBACK

2021 BLACK FRIDAY GIFT WITH PURCHASE

WHY: Bikes are selling at full price, and yet consumers look for some sort of promotion

WHAT: FREE Diamondback Starter kit with purchase of qualifying DB bikes



1

Under \$1000 - DB READY2RIDE STARTER KIT
Frame pump/Seat bag/MultiTool/Patch kit & levers - \$49 value

2

Over \$1000 - DB READY2RIDE+ STARTER KIT
DB200 Floor pump/Hand pump/Seat bag/
MultiTool/Patch kit & levers - \$99 value

Bingham Cyclery

PROMO PERIOD: NOV 24-30, 2021