



# IBD ↔ CONSUMER CONNECT

## Drive Online Customers to Your Local Store

**BikeRoar was conceived to provide a single point of product information for cyclists, with a focus on driving consumers back into Local Bike Stores.**

- 80% of bike purchases start with online research
- Consumers are time poor and prefer to find information quickly and easily
- Given the choice, consumers would rather buy local and support their community

For these reasons, BikeRoar has created a central site that allows consumers to browse bikes, parts and accessories and view offers from multiple stores in a single website. This gives Local Bike Stores a voice in a central location, and does not require a huge investment in time or money for them to maintain.



[www.bikeroar.com](http://www.bikeroar.com)

## Free Dealer Locator



BikeRoar has the most comprehensive list of local bike stores on the web. Listing over **4,500 stores and growing**, we are *the* consumer destination to find Local Bike Stores.

BikeRoar not only lists stores, we offer retailers the ability to be found by the brands that they carry.

This allows consumers to find their nearest dealer for over **450+ brands on one site.**



## Showcase Your Products

Round out and enhance your online presence.

By using BikeRoar's service, you'll have a site within our site where customers can view your products and pricing direct from your own page.

No need to go to the trouble of entering the specs of hundreds of products, we've already done that for you!

**PALM BEACH SUPER CYCLES**

1999 Gold Coast Highway, Palm Beach, QLD, 4221, Australia  
07 5534 XXXX  
admin@XXXX  
Show opening hours

1099 Gold Coast Highway, Palm Beach, QLD, 4221, Australia  
07 5534 XXXX  
admin@XXXX  
Show full number  
Show full e-mail

ABOUT US BRANDS PRODUCTS OUR PRODUCT REVIEWS STORE REVIEWS WRITE REVIEW

FIND PRODUCTS

Reset Search Search

Keywords

Price Range \$0 - \$18000

Include products with no price

Brand Select a Brand

Category

Year  All  2011  2012  2013

Reset Search Search

Displaying all 3 products Sort By Price Low to High

**Fuel EX 5**  
Category: Dual Suspension 26 Inch Brand: Trek Year: 2012  
Approx. RRP: \$1,869.00  
Store Price: \$1,395.00  
From race day to all day, you need a trail bike that's light and agile, yet commanding and capable. The Fuel EX is the do-it-all trail machine you can count on time and again.  
See our pricing and availability

**Fuel EX 8**  
Category: Dual Suspension 26 Inch Brand: Trek Year: 2012  
Approx. RRP: \$2,729.00  
Store Price: \$1,999.00  
From race day to all day, you need a trail bike that's light and agile, yet commanding and capable. The Fuel EX is the do-it-all trail machine you can count on time and again. Upgrades from Fuel EX 7 Fox DRCV fork w/E2 tapered steerer Shimano XT rear derailleur & SLX shifters Shimano SLX hydraulic disc brakes  
See our pricing and availability

**Domane 4.3**  
Category: Carbon Brand: Trek Year: 2013  
Approx. RRP: TBA  
Store Price: \$2,495.00  
Domane 4 Series blows past any other carbon endurance race bike in its class, with IsoSpeed for comfort, Domane geometry for stability, and Power Transfer Construction for speed.  
See our pricing and availability

Per page: 10



# Be Found Locally

With a database of over **45,000 products and growing daily**, BikeRoar is a consumer magnet.

Our premium packages will ensure that your store will appear on products as a customer searches them.

To ensure you are reaching the right people and not everyone else in the world, our innovative GeoIP locator will ensure your store will be visible to the customers that matter the most to you; your *Local* customer.

PRODUCT USER REVIEWS WRITE A REVIEW SPECIFICATIONS

**DETAILS**  
From race day to all day, you need a trail bike that's light and agile, yet commanding and capable. The Fuel EX is the do-it-all trail machine you can count on time and again.

Upgrades from Fuel EX 7  
Fox DRCV fork w/E2 tapered steerer  
Shimano XT rear derailleur & SLX shifters  
Shimano SLX hydraulic disc brakes

**SHARE THIS PRODUCT**  
f t digg

**AVERAGE USER RATING**  
☆☆☆☆☆  
From 0 user reviews

**QUICK SPECIFICATIONS**  
Name: Fuel EX 8  
Built by: Trek  
RRP: **\$3,000.00 AUD**

**WHERE TO BUY**  
**BUY LOCALLY NOW**  
List 5 Stores within 50 km  
of 16 Waddiwong Rd, Coomera, QLD, Australia Search  
**Palm Beach Super Cycles** **\$1,999.00** See Details  
This product is available at partner stores.  
FIND NEAREST STORE Find Now

**Palm Beach Super Cycles**  
1099 Gold Coast Highway, Palm Beach, QLD, 4221, Australia  
phone: 07 5534 3172  
email: admin@palmbeachsupercycle.com.au

**Fuel EX 8**  
RRP **\$3,000.00**  
Store Price **\$1,999.00**  
Sizes **15.5, 17.5, 18.5, 19.5, 21.5**  
Colours **Matte Black - Matte Ti**

The New model Trek Fuel Ex Range are in store now, so we are helping Trek clear out the 2012 models at sensational prices!!  
Fuel Ex voted Bike of the Year 5 years in a row!!  
Our Dual Suspension bikes come with a free expert shock setup, to ensure maximum enjoyment.

## Promote Your Products

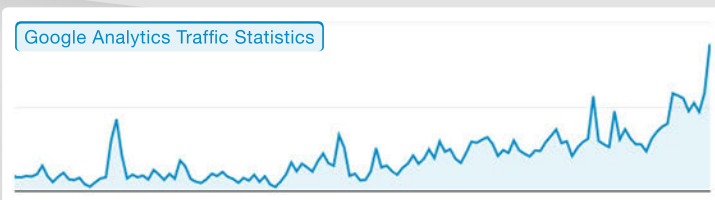
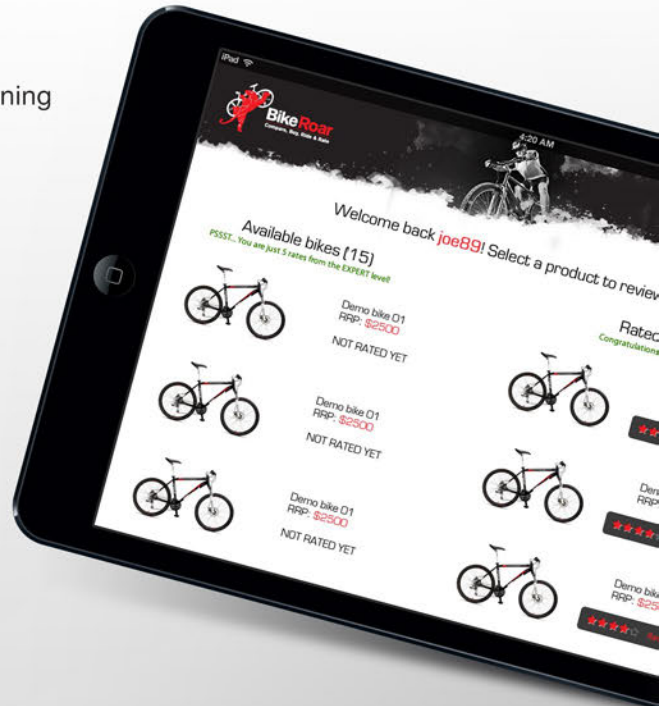
Manage all aspects of your product listing, letting your local customers know what you have to offer.

Display the Pricing, Sizes & Colors that you have available.

Add product comments to let your customers know what they get for their money, allowing you to distinguish your services and stand out from the crowd.

## Marketing

- Targeted email campaigns to our growing subscriber base, returning above industry open rates and click-through numbers
- Custom-built iPad app available for manufacturers and brands. Designed specifically to convert Demo Day riders into customers walking in your door
- Facebook reach in excess of 2 million per quarter, and fans growing so fast that if we gave you a number it would be obsolete by the time you read this...
- Awarded Twitter top 5% influencer from Kred
- Original content released daily, building long term visitors, with an emphasis on driving them to your local store
- Event sponsorship along with various print and online advertising.



## We may be new but our stats are impressive!!

- We have been experiencing an average unique visitor growth of 20% per week. For a full stats overview please contact us
- With 75% of our visits coming from new visitors, it shows that our marketing plan is working
- We have a strong emphasis on the mysterious art of SEO, building a solid base now and driving organic growth into the future for every brand, product and store on our site.

## Pricing

BikeRoar offers the bulk of its functionality free to retailers.

To unlock the full potential of BikeRoar we have premium packages enabling stores to add products to their listing.

With plans starting from as little as \$0.40 per product listed, BikeRoar offers a solid and affordable solution to build an effective and targeted online presence.

	white jersey	green jersey	polkadot jersey	yellow jersey
<b>Retail Store Plans</b>	<b>FREE!</b>	from <b>\$58</b> per month / store	from <b>\$80</b> per month / store	from <b>\$122</b> per month / store
Basic Store Information	✓	✓	✓	✓
List Brands Stocked	✓	✓	✓	✓
Product Reviews	✓	✓	✓	✓
Max. Product Listings	✗	75	150	300
Monthly Rate	FREE	\$65	\$89	\$135
Half Yearly Rate (save over 5%)	FREE	\$369	\$499	\$769
Annual Rate (save over 10%)	FREE	\$699	\$959	\$1,459
	<a href="#">purchase</a>	<a href="#">purchase</a>	<a href="#">purchase</a>	<a href="#">purchase</a>

### United States

**Monica Neilson**

phone: +1 (213) 814-2650

skype: sm.usa.bikeroar

email: sm.usa@bikeroar.com

### Europe / UK

**Chika Sakane**

phone: +31 20-8110809

skype: chikasakane

email: chika@bikeroar.com

### Australia

**Dax Neech**

phone: +61 7 3382 5043

skype: dax.bikeroar

email: dax@bikeroar.com