

TREK/NICA 2022

DISCOUNT PROGRAM FAQs

Below is the 2022 Trek/NICA product discount program. Here's what you need to know:

- Due to product availability, we are eliminating the L3 coach program (bikes & P&A) for 2022.
- We will honor L3 bike discount codes that were issued in 2021 if and when that product becomes available for purchase on trekbikes.com.
- No NICA product discounts are available through Locally.
- No Trek retailer is required to participate in the NICA discount program although we encourage you to do so.

Please see the following FAQs for more details. If you have any questions or issues, please contact Mike Ridgeman at mike_ridgeman@trekbikes.com

Who gets the NICA discount it?

Everyone with a valid NICA license qualifies for the discount. The license must be current, and they cannot have used up their purchases for the year.

What is included in the discount?

In the shop, NICA discounts can be used on specific bikes (Marlin, X-Caliber, Roscoe, Procaliber, Supercaliber, Top Fuel, and Fuel Ex), Blaze, Rally and Circuit helmets and MTB shoes. Project One bikes are excluded from the discount.

They are allowed to purchase one bike, two pairs of shoes, and two helmets per calendar year. We ask that you, the retailer, track customers' NICA discount purchases.

How do the dollars and cents work?

If you choose to sell any of the above items at a discount to a NICA athlete or coach, you can offer them 25% off MSRP. Please email Mike Ridgeman (mike_ridgeman@trekbikes.com) or Customer Care (customercare@trekbikes.com) when this happens, and a credit can be

issued. If the customer chooses to backorder the bike because they want a specific color or size, you can place the order and ask Customer Care to apply NICA pricing. This way, the item will invoice at the discounted price, and you can immediately sell it at 25% off MSRP without having to email Trek for a credit.

The consumer gets 25% off retail and the shop gets 15% off standard pricing. Thus, when you get your credit, it might not be 15% off your cost. Credits are calculated by subtracting the difference between what the shop paid for the item and what it would have cost had it invoiced at the discounted price.

To get more people on bikes (and specifically more kids on bikes), Trek eats some profit by crediting the shop, and the shop eats some profit by discounting the item.

The idea is this isn't a one-time sale. The sale represents a relationship with the customer. When the customer brings their bike in for service, upgrades to a new bike, and recommends your shop to others in the NICA community, you will see returns. Just recently, a Trek retailer that works with their local NICA team had 75 NEW RIDERS show up at the team's informational meeting hosted at the shop. Half of the store's Top Fuels and Fuel EXs are NICA sales. Providing great hospitality and building trust and relationship with the NICA community is priceless.

What about Level 3 coaches?

Due to ongoing inventory shortages, in 2022, Level 3 coaches are being offered the same in-store bike and P&A product discount as Student Athletes and L1 & L2 coaches. However, if you received a Level 3 discount code for a bike in 2021 and were not able to use it due to lack of inventory, we will honor that code in 2022 if and when there is inventory on trekbikes.com. **We cannot offer 2021 Level 3 discounts in-store. This includes bike purchases made at retailers via Locally. A Locally purchase qualifies as an in-store purchase.**