Trek Collegiate Athlete 2026
Discount Program

Trek is pleased to offer this product discount program to USAC-licensed collegiate athletes in 2026.

The discount

25% off original comp. value on select non-sale Trek bikes and Trek-branded parts and accessories at participating Trek retailers. Shipping and assembly are not included in the discounted price and are subject to retailer discretion.

Who qualifies?

- All licensed USAC college athletes
- *Licenses can be accessed through USA Cycling website or via a physical license*

Bikes included in the program

- Marlin, X-Caliber, Roscoe, Procaliber, Supercaliber, Top Fuel, Fuel EX, Madone, and Émonda ALR
- Framesets of the above are also included
- Custom configured and designed Project One bikes are EXCLUDED
- E-bikes are excluded from this program

Limit one bike per calendar year. All bikes must be ordered (discount program doesn't include bikes sold from the floor).

P&A included in the program

- Trek/Bontrager shoes (limit two pair per year)
- Trek/Bontrager helmets (limit two per year)

Order and purchase window

January 1 — December 31, 2026

The process

Pick your bike, color, and size, and have your local shop order it. Most shops are three days or less from one of our three warehouses, so you'll have it in no time at all. Once the bike arrives at the shop, make sure you work with the service department to schedule the bike build.

To find a participating retailer in your area, please call your local authorized Trek dealer and ask if they are participating in the program.

Note that Trek retailers are not required to participate in any Collegiate Athlete discount programs.

What you should do next

Fill out the information on the following page and take it to your local participating Trek retailer with your valid USA Cycling license to enjoy these awesome discounts on Trek and Bontrager products.

TREK BONTRAGER

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Welcome to the Trek family!

By accepting this discount, you become a representative of Trek and Bontrager. We're glad to have you on board!

Here's what we need from you:

- Always represent Trek, Bontrager, and our products in a positive manner
- Follow Trek on social media channels
  like us on Facebook, @trekbikes on Instagram, @thebicyclecompany on TikTok
- Whenever you post photos, keep them fun

Name _____

Affiliation ☐ Road ☐ Mountain ☐ Cyclocross

License Expiration Date _____

No Trek retailer is required to participate in any Collegiate discount program. This includes any discount program related to bikes or P&A. Your access to Collegiate related discounts on Trek products is a privilege, not a right. Further, by accepting a product discount, you are agreeing to use the product for your own personal use and to be a positive ambassador for the brand. Please be courteous to your Trek retailer and enjoy the products you purchase through this program.

TREK BONTRAGER