



SCHWINN

© 1994 Schwinn Cycling & Fitness, Inc.

SALES AND TECHNICAL GUIDE

Welcome to the Schwinn Sales and Technical Guide. This manual was written to assist salespeople in selling Schwinn products and to provide necessary technical information.

Included in the front section are hints on using this booklet, a brief history of Schwinn and some helpful tips on sales. The technical section in the back covers each model in an easy-to-read format. Use all this information to help you and your customers discover which bike is correct for their riding style and cycling needs.

HOW TO USE THIS MANUAL

In the back half of this booklet each model is described in detail. Under the heading "Consumer Positioning" we've determined the particular products "intended use" or purpose to give you an idea of what each bike is all about. "Components" offers a quick overview of the drivetrain, shifters, etc. and "Highlights" are important points that will help show some differences between Schwinn and other brands.

At the bottom of the page you'll find important technical data that includes frame angles, etc. Be careful with this data, it could cause your customers to yawn because most consumers want to hear about comfort and fun!

Let's move to the "Features and Benefits" box. Features relate to your customer's logic and reason, benefits are stronger influencers because they relate to needs and desires! They work together, but the greatest area of importance is the boxed section marked "Rider Benefits." They'll not only help you to meet your customer's needs but will also help to pinpoint and solve their problems. The more effectively you "paint" the benefit picture, the easier it is to close the sale and when you arrive at this point they'll reach for their wallets!

ALMOST 100 YEARS OF HISTORY

Schwinn Cycling & Fitness Inc. will celebrate its 100th Anniversary on October 22, 1995. Since its founding in 1895 by Ignaz Schwinn and Adolph Arnold, the company has been committed to the manufacturing and distribution of high quality bicycles, parts and accessories. With the introduction of stationary exercisers, Schwinn now supplies a complete line of fitness products designed to meet the diverse needs of today's cyclists and fitness consumers.

Throughout its history Schwinn has lead the industry in improving the quality, comfort, performance and function of bicycles and fitness equipment. Schwinn has always been a forerunner in the bicycle industry with innovative designs and parts like the: Coaster brake, balloon tire, knee action spring fork, shoebraking unit, handlebar mounted shifter/gear changer, front fork positive retention device, banana seat, Glen bar and the new Quad Tech 427 stem.

Whether it was the 1933 Aerocycle, the high performance Paramount® racing line, the Sting-Ray® bicycle or the trend setting Z-Bike of the 90's, Schwinn has always been at the forefront of the industry with innovation and creativity.

ENGINEERING AND TESTING

For years Schwinn has had an extensive engineering and testing laboratory. Here our staff, who specialize in CAD/CAM design, metallurgy, tooling and manufacturing, determine material and manufacturing capabilities. They then utilize this data to fine tune our production processes and develop "on paper" the best possible product for our customers.

The test lab then takes these ideas and "builds them to break them", by subjecting frame, materials and components to extreme amounts of stress in our high tech facility. Finally, we take this testing beyond the laboratory by applying our research and development to the racing arena worldwide. Whether it's road or mountain bikes, world class racers provide valuable feedback and input in the design of all our high performance products.

Schwinn uses technology to create leading edge products with sensible purpose, design, quality, durability, performance and value. Schwinn's product design keeps our bikes "together," whether riding casually or competitively. It's simple; our bikes are built to perform and last a long time.

TIPS ON SELLING: A QUICK OVERVIEW

TIP #1 - SELL CUSTOMERS THE WAY THEY WANT TO BE SOLD

Anyone who walks into your showroom is interested in doing business with you and feels the timing is right or they wouldn't be there! They will select your company and products based on the first impression you make, the professional service you can provide and the information you give.

It's easy to educate consumers about what YOU feel is the perfect bicycle. Even though a serious cyclist may want to hear all the technical details, most consumers aren't at this level. Your job involves discovering the differences between serious enthusiasts and

entry level cyclists. In other words, **SELL THE WAY YOUR CUSTOMER WANTS TO BE SOLD!** If your customer is a woman cross bike buyer you'll present different benefits than to a triathlete or a touring cyclist. Find out more about each individual consumer and the entire selling experience will be more fun and rewarding for both of you.

If you're talking to an entry level consumer it's best to step into your customer's shoes, look through their eyes and speak the "bike lingo" they understand. If you drown them with a technical explanation to a simple question, the friendly environment of your shop will be lost in the translation.

Please utilize this manual to create a "safe and friendly" environment for your customer. Remember, most entry level consumers are usually only concerned about three points on the bike. What color is it? How comfortable is the saddle? How do my hands feel on the grips and shifter levers? So, keep it simple!

TIP #2 - BENEFITS ARE MORE IMPORTANT THAN FEATURES

As mentioned before, we sometimes rattle off features and data without mentioning the related benefits. By doing this, your customer must make choices based on information they may not understand. It's difficult to convey information to your customer in a few short moments that may have taken you months or years to understand.

A better idea is to find out about your customer's needs and desires to help select the model they really want. The "techtalk" method of selling may confuse your customer. Worse, it may give them enough information to leave and shop elsewhere. Customers might escape from your store "thinking about it" because it's tough to make a decision after being bombarded by too much technical information. Additionally, the "techtalk" method makes it hard to close the sale. When you sell benefits, you sell value which makes closing a snap.

We miss the point if we only focus on features because we neglect to the **FUN, FITNESS, FAMILY AND FUNCTION** of bicycling. The 4 reasons most customers get involved in cycling is to:

- 1) Have a safe and enjoyable time, to go out and have FUN!
- 2) To get FIT, to exercise, to stay active or control weight.
- 3) To ride with FAMILY, friends, girlfriends, boyfriends etc.
- 4) To find a bike with their specific FUNCTION in mind. Whether it's Road, Cross, Mountain or Cruiser. The components and design must match their style of riding.

Point out which particular bike allows them to do what they want to do. Your customer may appreciate features like GripShift Plus but will get excited about the benefits of smoother shifting and an easier ride. We like to think that all customers listen to the same radio station: WIFM, that stands for "What's In It For Me". WIFM plays tunes

about benefits, the real things consumers understand and want to "listen to". Benefits aren't the only method of creating a positive selling environment so we've included other effective techniques in this section. Benefits are mentioned first and foremost because they just happen to be what most salespeople miss.

What you're reading here may be a change in your approach and style and you might feel unsure about it. We aren't trying to change your personality or turn you into a "sales robot". We just want to sharpen skills you're probably already using. Be yourself! Keep an open mind. Your uncertainties will disappear as you write more sales and build profitable relationships with your customers.

TIP #3 - SELLING OVER THE PHONE

If the consumer is shopping by phone (which many do), your job is to get them to visit your store. The sale to be made on the phone is for an appointment! (Customers love appointments, they're time savers and the ultimate in personal service.) Since the caller can't see your eye catching displays or your welcoming smile, extra care needs to be taken to handle each call professionally and in a warm, sincere manner. Let them know you're interested in them. Customers will hear your smile and enthusiasm over the phone. Your voice conveys your image! When you answer the phone, you are the company! Answer with your first and last name, it establishes credibility. "Good Afternoon, Village CycleSport, this is Vince Boyer"

With certain brands or models, many calls relate to price and availability. If they ask about something you don't carry or an out of stock bike, you must try to convince them there are various products that will still fit their needs. Don't assume they'll always buy what they ask for. It's up to you to be the one who asks the most questions so you can control the conversation. Sometimes it's as simple as asking how they've come to choose the model they're requesting. Their answer may tell you a variety of bikes will work for them.

Ask as many questions as they do. Make statements but try to follow them with more questions to find out their needs. Avoid asking ordinary "yes" or "no" questions or you may sound like an order taker.

If you've reached this point you are now building rapport! Ask them their name or if they live in the immediate area. With this info you can sell your store, the unique services you provide and your knowledgeable and courteous staff. During your conversation, stress the importance of proper fit/assembly and invite them in for a free sizing or test ride. Close your conversation with something like, "Thanks for your call, do you know how to get here? I'll be here till 6:00, when did you plan on stopping by?"

Let's take a moment to mention an effective technique for phone shoppers. It works well to find out more about your caller, especially when you're busy or if you suspect

you're being shopped by your competition. It's easy once you get comfortable with it. Here's how it works:

Caller: "Hi, do you carry the XYZ mountain bike? How much is it?"

Salesperson: "Yes, we do! We also have several other models on sale that are an even better value, but I'm helping another customer right now. I'd like to tell you all about them. If I could have your name and number, I can call you back in 5 or 10 minutes." (If you are being phone shopped by your competition they will probably hang up when you request a phone number.)

If the caller refuses: "I'd rather not give that now." or "You won't be able to reach me, I'll call back."

Ask if you can put them on hold.

Salesperson: "If you don't mind holding for a second, I'll get the info while you hold."

This technique is great for discovering how serious your price shopper really is. If you don't carry the requested brand it will give you the opportunity to call them back right away armed with all sorts of valuable information. Find out the basis for their request and you may uncover some flaw in their thinking. This just might be enough to get them to visit your store instead of somebody else's.

Finally, this method will allow you to call back and show them the service and detail your store offers. One last note, in a few days if you don't hear or see them you'll be able to call and politely ask if they've made a decision yet. Sound too pushy? If you're courteous and caring, and have built some phone rapport, you won't be. Making a follow up phone call to a prospective customer is the mark of a professional and most recipients will appreciate your interest.

In conclusion, by presenting your shop in this favorable manner and personalizing a customer's call with the name exchange, they'll have even more of an investment in visiting your store. They'll know whom to ask for and since you already know what they're looking for you'll be prepared with bikes or accessories they'll want to see, feel, touch and buy!

TIP #4 - SELLING IN PERSON

When your customer is there in person:

Sell **YOURSELF**, your **COMPANY** and finally your **PRODUCT**.

That's what sales is all about in a nutshell. First, **SELL YOURSELF**, by learning as much as you can about your customer. The more you know about them and their interests, the more they'll like you and people buy from people they like!

Next, **SELL YOUR COMPANY**. Your company is the shop you work in and the bike

lines that you carry. Talk about the unique services you provide, the level of commitment you have to the customer or how long you've been in business. Instead of talking about how many bikes you sell, tell consumers how many satisfied customers you've involved in the sport of cycling. Keep your customer interested and you'll be on the right track.

Finally, **SELL YOUR PRODUCT**. As you demonstrate and present the bikes, your customer will be more attentive and "into" what you are doing. Remember, you are a consultant, an expert on bicycles. Your job is to identify a problem or need and present a solution.

COMPONENTS OF SELLING

The sales process can be broken down into the following six components:

- 1) Contact and greet the customer
- 2) Qualify their needs and wants.
- 3) Present and demonstrate the product
- 4) Answer their objections
- 5) Close the sale
- 6) Follow up

Selling is like leading a horse to water. It's your job to not only lead the horse, but to make him thirsty on the way! Asking skillful questions and listening to answers will make your customer "thirsty" and lead to decision making. This approach allows you to "consult" with your customer so they make their own decision. Since it's their own decision it can't be challenged. Remember, you can't sell anybody anything, unless you "lead" them to a purchase first.

GREETING

Your job is to create buyers by relaxing your customer and making them feel at home. Your initial contact is the very first step in selling yourself. Your attitude towards the customer should make them feel glad they talked to you.

The way to guarantee this is to **BUILD RAPPORT**. Please, don't prejudge, this is when you automatically determine what a customer is all about just by looking at them. Keep an open mind, some of the biggest sales come from people you'd never expect it from!

Allow your customer to settle in and get comfortable before you approach them. When you greet them, be enthusiastic, confident, sincere and creative. "Can I help you?" isn't one that we recommend. Use this line and they'll probably answer, "No, I'm just looking", then you're back to square one. Instead, get creative and use lines that relate to

them directly. "How are you today?" or "That's a great T-Shirt!" These help break the ice and add a personal touch.

LOOK FOR "HOT BUTTONS". Hot buttons are clothes, shoes, hats, jewelry, logos, cars, kids, etc. Ask questions about your customer's hot buttons and you'll satisfy their ego by talking about their interests. Show your interest and they'll feel more at ease and like YOU. Remember, people buy from people they like! Practice different greetings and see which ones feel the best for your style and personality.

GREETING TIPS

- Allow buyer to settle.
- Use creative opening lines.
- Maintain good eye contact.
- Have enthusiasm, sincerity, confidence.
- Start looking for hot buttons.

QUALIFICATION

Qualification is the next step after you've greeted your customer. **IT'S THE EASIEST PHASE OF SELLING** and involves finding out what your customers are ready, willing and financially able to buy. This step usually occurs before or sometimes during your demonstration. As you ask questions about their bike needs some of your presentation may actually become the answers. Continue to probe and let each question get more specific as you go.

Let buyers do most of the talking during the greeting and qualifying stages of the sale. Study the buyer to identify how they can be influenced with logic or emotion. An engineer may be interested logically by the construction and details of the product, while an entry level buyer may have emotional motivators like color or comfort.

LISTEN MORE THAN YOU SPEAK! Ask questions and listen carefully. Then you can use this new information to talk about their needs and desires. Start out with general questions that can't be answered with a yes or no.

- "What kind of bike are you currently riding?"
- "What do you enjoy most about riding bikes?"
- "Which is more important to you, speed/performance or comfort /stability?"

Sometimes it's helpful to ask questions that don't have to do with bikes, but can give you valuable clues to what the customer is all about.

- "Do you go with the very best quality product the first time around or choose ones that

match your skill level?"

- "Do you like functional items or things with flash or fashion?"
- "Do you like the latest technology, or prefer traditional, proven designs?"

QUALIFICATION TIPS

- **Keep looking for hot buttons.**
- **Sell yourself by encouraging customers to talk about themselves.**
- **Ask as many related questions as possible.**
- **Listen more than you speak.**
- **Sell the four F's: Fun, Fitness, Family & Function.**

PRESENTATION & DEMONSTRATION

Once you've decided what kind of bike will best suit their needs, make your presentation and **NARROW THE CHOICES TO TWO OR THREE BIKES**. This helps close in on which bikes they should be considering.

Since you've already started to sell yourself, it's now time to sell your company and product. Sell your company with service, support etc. Be careful not to knock the competition. People love the underdog. If you attack your competition, your customer may get curious enough to visit them. Know your competition and present your product in a more professional manner than they do!

Always get your customer involved as you demonstrate. If you're showing them different types of shift levers, put their hands on the bars and let them try each one. Get them to stand over the bike or feel the squishy gel saddle. By the way, the best form of customer involvement is the **TEST RIDE!** We recommend putting a bike on a workstand so they can always shift gears while you turn the crank for them.

If you can, use evidence in the form of product catalogs, articles, product reviews, etc. The **"POWER OF THE PRINTED WORD" IS AN EFFECTIVE PERSUADER**. Also, as you show them each model, assume the sale, act as if they already own it by saying, "We can have your bike ready this afternoon."

During your demonstration start setting up for upgrades. Feedback previous bike use information to affirm the need and desire for the upgrade.

"You mentioned before you wanted to do some longer rides. It would probably be a good idea to look at a seat pack or a small rack for food and water storage."

These add-on questions also help to get "yes" answers that further commit your customer. Remember, once you have reached the cash register it's usually too late to get the add-ons.

Be sure to sell benefits during your demonstration. Think about the radio station, WIFM, that we mentioned earlier. Your customer is asking him or herself, "What's in it for me?" Sell benefits with this attitude.

For example, you wouldn't talk about the chemical composition of the gel in a gel saddle, would you? Instead, you'd talk about the comfort, convenience and additional riding pleasure it's going to give your customer's posterior.

Sell health, fun, speed, freedom, camaraderie, environment, the outdoors, nature, durability, comfort, and even image! Sell the four F's: **FUN, FITNESS, FAMILY & FUNCTION!**

FINDING OUT WHAT THEY CAN AFFORD

After qualifying your customers, they'll see you have multiple bikes to fill their needs. **DON'T ASK THEM HOW MUCH THEY WANT TO SPEND BECAUSE THEN YOU'RE LOCKED IN TO A CERTAIN PRICE POINT**. Instead, show them models appropriate to their needs and level of riding, and start from there. Have their needs decide the price range, instead of having their budget determine whether they get a bike that meets their needs.

NEVER BRING UP PRICE ON YOUR OWN. If it's too much, let THEM tell you. It's easier to come down in price than to go up. If you have to show them another model, back up your suggestion with an explanation of why you chose it. Get some idea of what they want to spend by offering them a **CHOICE OF RANGES**.

"Oh, is this model a little more than you wanted to spend? Are you thinking about something in the \$300 and \$450 range or would something between \$450 and \$550 be more suitable?"

By giving them a range, you haven't limited yourself to a specific price point. This gives you more models to work with in finding the right bike for this customer.

Another method of setting a price is called **TRIPPLICATE OF CHOICE**. Your buyer's ego wants to at least be average, or perhaps even above average. If they get "sticker shock" or ask, "How much will I have to spend?", here's how to set an average figure that is compatible to what you want to show him.

"We have some customers that invest \$2000 or more on a bike, while some may choose to spend \$229 on our least expensive model. But our average customer usually invests somewhere between \$350 and \$500." (Change these figures to apply to your shop or particular customer.)

These tactics may also allow you to sell a package, if it's in their range. This might include a pump, tube, bag, and patch kit. It's in their best interest to be prepared in the

event of a flat tire. How about a helmet and a pair of cycling shoes? Showing them your helmet selection demonstrates your concern for their safety. Shoes will help them enjoy and utilize their purchase to the fullest extent! Fact: people don't care how much you know, they want to know how much you care.

PRESENTATION AND DEMONSTRATION TIPS

- **Sell company with service, support. Don't knock competition.**
- **Talk and demo at the same time. Get customer involved.**
- **Use customer information to select 3 models.**
- **Sell benefits more than features. Tune into radio station WIFM.**
- **Use catalogs, product reviews. The "Power of the printed word."**
- **Assume the sale, act like they already own it.**
- **Start setting up for accessory sales.**
- **Set price ranges and averages to avoid "sticker shock".**
- **NEVER ASSUME...**
 - a) **Poverty, until you're absolutely sure they have no money.**
 - b) **They understand you, because they may be embarrassed to say you've lost them.**
 - c) **That they believe or trust you. Always build credibility!**

ANSWERING OBJECTIONS

A "**CONDITION**" is a reason for not buying your product that actually exists. Here are three that apply to all products.

- They already have one.
- They have no money.
- They don't trust you.

An "**OBJECTION**" is a reason for not buying because of a customer's lack of understanding. It is usually based on insufficient information. Believe it or not, objections are your friend. They tell you what to do next to get the sale. Objections mean they are ready to buy!

What's the most commonly stated objection from consumers? Price, of course. It's echoed in a variety of ways from, "This costs too much" to "I can't afford this model," to "This is more than I budgeted for at this time."

Here are some ways to handle objections over price:

When a customer states, "The price is ridiculous!" **USE A FEEDBACK QUESTION.** Immediately gain eye contact, lower your voice and "feedback" their objection as a question: "You think the price is ridiculous?" If you SHUT UP and listen it will force

the customer to explain, validate, or abandon objections. You'll find customers often answer or identify real objections as they explain them.

If after explaining they state, "Well your price is still too high!" Answer, "Let me ask you (say their name), do you like this bike? Then wouldn't you agree that it's difficult to spend too much on a bike you really like and one which fits your needs?"

This one form of a close may be enough to convert a money objection on a lower ticket bicycle. Your prospective customer might also say, "Yes I do think you can pay a little too much for a bicycle even if you do like it a lot". Your response could then be, "Well, I can understand your feelings but let me share a personal story with you. Years ago I learned a hard lesson about buying an inferior quality bicycle. I spent less than I should have, it didn't perform like I expected and consequently, when it failed, I lost my entire investment. Unfortunately, I learned the hard way that if I had only invested a few dollars more than I had planned and bought a quality bike, I would still be riding it. So I think it makes good sense to invest a "bit" more for a bike that fits your needs, rather than buying less bike to fit your budget, don't you agree?"

If they still say, "The price is too high", your response could go something like, "When the owner of our shop opened for business XX years ago, he made an important decision. He decided it would be easier to explain price to our customers one time, than it would be to apologize for the inferior quality forever. Besides, is price what you are really talking about or is it cost?"

Your customer will most likely respond by saying, "What's the difference?" Your response, "We've found that price is a one time factor and cost is what's accumulated in immediate as well as long term service costs of the bicycle over its life expectancy, I've explained the quality which goes into the workmanship of this model and I've outlined the details of our service program. There might be another shop who can beat us on price but no one can offer you the quality of service after the sale that we can. Am I safe in assuming what you're really interested in is the lowest cost possible? Don't you think that saving a couple of dollars now is less important than receiving the long range benefits which will lower the overall cost of your bicycle?"

The preceding excerpts are appropriate if you're competing with another shop that sells the same model for less or has a reputation for discounting. **THE PASSAGE IS LONG AND NOT NECESSARILY INTENDED TO BE USED IN ITS ENTIRETY.** We've included the whole passage so you can choose responses appropriate for your situation. Remember to add your own personal style to your responses!

The following are some additional points that may help you in handling price objections:

1. There will always be objections to price whether high or low.
2. The lowest price does not automatically get the sale. Most consumers realize that low prices mean something has been omitted or a "short-cut" has been taken.

3. Some other shop's prices may always be lower because the owners establish their price by shopping their competition.
4. The chance of losing some sales because of price is likely.
5. MEMORIZE the old saying, "The bitterness of poor workmanship remains long after the sweetness of low price is forgotten".
6. Believe it or not, 94% of all sales in America are non price sales—when customers are asked after sales interviews what caused them to buy, the reasons are usually: the reputation of the company, levels of service and support, reliability of the company and salesperson, response to complaints and requests, the speed with which the company reacts to their needs and the quality of the individual salesperson who they dealt with. Price usually ranks #7 or #8 if it comes up at all in surveys.

An effective way to use an objection as a transition to a close is to **RESTATE THEIR OBJECTION IN YOUR OWN WORDS**. Then ask if you could show how the bike will indeed meet their needs, would they be interested in buying?

"Please correct me if I'm wrong. You'd buy this bike if it had different brakes? If I could show you how these brakes have advantages over the other ones, would you be interested in this model?"

The main thing to remember about objections is that it means you're getting closer to the sale. The customer's objection shows they are interested enough to ask questions. This is a good sign and could be your next sale.

OBJECTION TIPS

- **Objections mean your customer is ready to buy.**
- **Hear customer out, don't interrupt. Maintain eye contact.**
- **Use Feedback Technique - take their statement and feed it back as a question.**
- **Explain cost versus price.**
- **MEMORIZE - "The bitterness of poor workmanship remains long after the sweetness of a low price is forgotten."**

CLOSING

Closing is fun and easy when you've done a thorough job preparing for it. It's the next natural step after answering objections about a bike your customer wants. If you've judged their needs correctly in a friendly manner, and focused on benefits, your efforts will result in an order more often than not. **IF YOU HAVE SUCCESSFULLY ESTABLISHED VALUE IN YOU, YOUR SHOP AND YOUR PRODUCT, CLOSING WILL BE A BREEZE.**

At some point, your presentation turned into a process of narrowing choices down.

Closing can continue in the same manner. Start out with "mini-closes" like color options, and move to something more involved to get a commitment, then ask for the sale. Here are some examples:

- "Of the two bikes you rode, you really enjoyed this one?"
- "Do you like the white or aqua color better?"
- "Did you want to pick out a water bottle cage to match the bike?"
- "Did you want us to install the wider tires today?"
- "Would you like to leave a deposit today and I'll have your size and color built for you tomorrow?"

ONCE YOU'VE ASKED A CLOSING QUESTION, SHUT UP! HE WHO SPEAKS FIRST AFTER THE CLOSING QUESTION LOSES.

If your customer speaks first they'll either say yes (you'll learn to love this word.), or say no and tell you why. They have "lost" because you're either writing an order or constructively responding to their objection. If you speak first, you'll have to start closing all over again without any basis of reasoning on which to rely. During this moment of silence, while waiting for your customer to respond, each second seems like a minute or an hour. **RELAX, BE PATIENT,** and let them respond!

After closing the sale and you are writing up the ticket, stop selling the bike. Don't go back in your mind and remember all the things you forgot to tell them, continuing your sales presentation. This will only send out a signal that you are not confident about the sale. If it makes them uncomfortable enough they may back out of the sale.

CLOSING TIPS

- Establish value in you, your shop and your product before closing.
- Use trial closes (mini-closes). Test rides or color choices.
- Ask for the sale and **SHUT UP**. He who speaks first loses!

AFTER THE SALE

After you get your customer involved in you, your shop and your product be sure to:

- 1) Sincerely thank them for their business.
- 2) Reassure the logic of their decision. Tell them how much fun they'll have or how much better the performance will be. Get them excited to get on their new bike and have FUN!
- 3) Ask for the referral. Most salespeople neglect this step. It's so simple and if you've done a good job, your customer will be happy to send in friends or relatives.

Here's one way to say it:

"Mr. Presley, Thanks a lot for your business, I really appreciate it. You're going to love

your new High Timber SS and I hope you can get out on the Memphis trails this weekend to see how great it handles! Listen, if you have any friends, relatives or fans that need a bike, be sure to send them in. I'd love to take care of them, too!

Reinforcing the sale continues to promote a positive environment and makes them feel good about their decision. Leaving your store happy means they'll probably be back. This is how you can begin to **ESTABLISH A RELATIONSHIP WITH THE CUSTOMER** and keep them coming back.

FOLLOW UP

OVER 70% OF EX-CUSTOMERS BECAME EX-CUSTOMERS BECAUSE OF LACK OF ATTENTION AFTER THE SALE. THEY FELT THE SALESPERSON OR THE SERVICE DEPARTMENT HAD NOT FOLLOWED THROUGH AND GIVEN THEM THE SERVICE THAT WAS NECESSARY. Making a sale is important, but what you do after the sale is equally important.

1) Send a thank you note.

Dear Mr. Presley:

Just a quick note to say "Thanks" for allowing me to help you with your bike purchase. If I can ever be of assistance, feel free to call. Thanks again.

Sincerely,

(your name).

(It's always best to include a personal point that you may have discussed the day of their visit. Example: "By the way, have fun on your vacation next month." or "Mr. Presley, your diamond studded belt buckle was the absolute coolest.")

2) Call approximately 3-7 days after they take delivery of their bike. Ask if everything is adjusted properly or if they have any other questions. This call will take just a few moments and will show true sincerity and concern. Even Elvis would love you for it!

FOLLOW-UP TIPS

- Send a personalized Thank You Note.
- Call 3-7 days after the sale to ensure your customer's satisfaction
- Always ask for the referral.

SCHWINN SPECIFIC COMPONENTS

ASYMMETRICAL CHAIN STAYS - With today's compact drive systems chains keep getting closer to the chain stays. Schwinn's Asymmetrical Chain Stays are uniquely positioned to draw the stay out of "the line of fire" of the chain. Subsequently reducing

the amount of chain slap and chatter normally associated with conventional straight stays. A small detail but one that makes a world of difference when it comes to performance mountain bike riding.

STEER CLEAR CABLE ROUTING - Normally, shift cable stops are mounted on the same side of the top tube as the shifter. By mounting cable stops on the opposite side of the top tube we are able to provide a more gradual bend on the cable from the shifter to the first stop. So, when turning the handlebars right or left there are no pulls, tugs or restrictions by the cables on steering and control. In addition, these clean and thoughtful cable routes improve shifting making each gear change a crisp, quick transition.

OVERSIZE TUBING - Standard bikes have always been made with one inch tubing. Schwinn uses 1 1/8" and 1 1/4" tubes throughout our Mountain, Cross and Road bicycles. The distinct tube diameters enhance the balance and overall feel of the frame because they're stiff enough for energy transfer, yet forgiving enough to give a comfortable ride. This reduces fatigue and enhances performance. Finally, OS tubes enable us to join our frame with more welding or brazing surface than standard one inch tubes, producing increased strength, efficiency and torsional stiffness.

QUADTECH 427 ADJUSTABLE STEM - This threadless stem offers unique adjustability where other's do not. With its internal sleeve you'll be able to achieve four different stem angles: negative or positive 2.5 degree or 7.5 degree position. It's easily adjustable and provides a full 15 degrees of stem adjustability with the turn of an allen key.

GLEN BAR - Since upright bars are the choice for comfort and straight bars are the ultimate in performance, it only makes sense to combine the two for the absolute best in cross riding. The Glen Bar has a closer hand position for comfort riding, a forward position for aerodynamic fast cruising and offers an off road style "bar-end" position without any bolt-on devices.

PARAMOUNT LUGS - These custom designed, investment cast lugs are some of the strongest and lightest on the market today. Their design includes integrated cable guides and stops that eliminate "tack-on" cable stops; therefore reducing heat and increasing strength. It also results in shorter cable housings for better shifting and less weight. Fact: lugged frames are stronger because tubes aren't "melted" together. Instead, they are linked together with cast pieces of precision steel, produced by the same methods as fine jewelry.

SILVER BRAZING - Tig welded frames have joining temperatures of 2500 degrees, brass brazed frames reach 1800 degrees Fahrenheit and silver brazing only approaches 1200 degrees. Because silver alloys flow at lower temperatures they don't draw temper from tubes. Schwinn Paramounts can then be constructed with lighter, thinner precision butted tubing without making any concessions in strength and durability.

BICYCLE BUYER'S AGREEMENT

As you know, product liability is a real and important issue in our society today. This is especially true for sports related products (bicycles, skis, etc.) where injury is possible during use. We feel everyone (manufacturer, distributor, retailer & shop employee) is responsible to represent our product in a positive and educational manner!

As a manufacturer we provide measures like wheel retention devices and owners manuals with maintenance records to educate consumers and keep our products safe. At the point of sale, it's the retailer's and shop employee's responsibility to educate consumers first hand because it's you, not us, that come in direct contact with them. We rely on your knowledge and expertise to thoroughly inform our consumers about quick release levers, gears, brakes, helmets, maintenance and safety measures when riding a bicycle. Remember, these measures will make it safer for everyone involved and that's an important service your customers will appreciate!

Please thoroughly review a Buyer's Agreement with every customer that buys a bike from your shop. This action will help protect you and your shop as well as educate your consumer about bicycle safety and responsible riding.

Some shop owners have told us they include a copy of the Buyer's Agreement along with the owner's manual and pricing information in a clear plastic pouch that hangs directly on the bike. This is an effective way for your customer to be indirectly introduced to the form. Now they'll expect and be familiar with it when the time comes! You'll simply ask them to look it over and initial it at the time of the sale.

We encourage your cooperation to reduce the possibility of product liability claims and legal actions against manufacturers and retailers alike. Thanks again for your cooperation!

MODEL:	PARAMOUNT RS80
WEIGHT:	25 lbs
PURPOSE:	Performance
COLORS:	Team Red w/Black
HIGHLIGHTS:	Rock Shox, handmade frame
COMPONENTS:	Deore XT

FEATURES:

- Premium quality Paramount frame w/Tange Prestige tubing; extreme strength/weight ratio
- Rock Shox "Mag 21" suspension fork
- Shimano Deore XT component group, 8-speed
- Sun CR-16 rims with Wheelsmith double-buttet spokes
- Ritchey racing tires

BENEFITS:

- Super-light/strong tubing, the best on the market
- State-of-the-art suspension
- Race performance 8-speed, more gear
- Super strong, lightweight, highest quality
- Professional caliber, front and rear specific tread design

Frame Size*	17"	19"	21"
Standover Height	29.2"	30.1"	31.7"
Top Tube Length**	542.3mm	574.8mm	600mm
Head Angle	71.5°	71.5°	71.5°
Seat Angle	74°	73°	73°
Fork Offset	38mm	38mm	38mm
Chainstay Length	425mm	425mm	425mm
Wheelbase	1032.5mm	1046.1mm	1067.5mm
BB Height	298mm	298mm	298mm
Head Tube Length	100mm	100mm	133.7mm
BB Spindle Length	107mm	107mm	107mm
Handlebar Width	560mm	560mm	560mm
Stem Length	120mm	130mm	140mm
Crank Length	175mm	175mm	175mm
Seat Post Diameter	27.2mm	27.2mm	27.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **PARAMOUNT RS60**
 WEIGHT: **26 lbs**
 PURPOSE: **Performance**
 COLORS: **Royal Blue w/Titanium**
 HIGHLIGHTS: **Handmade frame, clipless pedals**
 COMPONENTS: **Deore LX/XT**

FEATURES:

BENEFITS:

- Premium quality Paramount frame w/Tange Prestige tubing; extreme strength/weight ratio
- Rock Shox "Mag 10" suspension fork
- "AheadSet" system
- New Shimano Deore LX component group
- Shimano clipless pedals
- Sun CR-16 rims with Wheelsmith double-butt spokes
- Ritchey racing tires
- Unparalleled for strength to weight; professional level tube
- High performance, low maintenance, air/oil adjustability
- Less weight, easier adjustment
- Highest quality 8-speed group
- Racer's choice
- World Class race wheels
- Professional caliber, front and rear specific tread design

Frame Size*	17"	19"	21"
Standover Height	29.2"	30.1"	31.7"
Top Tube Length**	542.3mm	574.8mm	600mm
Head Angle	71.5°	71.5°	71.5°
Seat Angle	74°	73°	73°
Fork Offset	38mm	38mm	38mm
Chainstay Length	425mm	425mm	425mm
Wheelbase	1032.5mm	1046.1mm	1067.5mm
BB Height	298mm	298mm	298mm
Head Tube Length	100mm	100mm	133.7mm
BB Spindle Length	107mm	107mm	107mm
Handlebar Width	560mm	560mm	560mm
Stem Length	120mm	130mm	140mm
Crank Length	175mm	175mm	175mm
Seat Post Diameter	27.2mm	27.2mm	27.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **PARAMOUNT RS30**
 WEIGHT: **28 lbs**
 PURPOSE: **Performance**
 COLORS: **Eclipse Black w/Titanium Rear Triangle**
 HIGHLIGHTS: **Rock Shox, Paramount frame**
 COMPONENTS: **STX SE**

FEATURES:

BENEFITS:

- Premium quality Paramount frame
- Rock Shox "Quadra" suspension fork
- "AheadSet" system
- Shimano high performance "STX Chromica" components
- Ritchey handlebars w/Schwinn bar ends
- Sun CR-16 rims with Wheelsmith 15ga spokes
- Ritchey racing tires
- Lightweight, high strength
- Trouble-free suspension
- One wrench adjustability
- Shimano's newest performance group
- Highest quality at any price
- USA made quality and performance
- Hottest tread on the market; front and rear specific tread design

Frame Size*	15"	17"	19"	21"
Standover Height	28.3"	29.2"	30.1"	31.7"
Top Tube Length**	514.7	542.3mm	574.8mm	600mm
Head Angle	71.5°	71.5°	71.5°	71.5°
Seat Angle	74°	74°	73°	73°
Fork Offset	38mm	38mm	38mm	38mm
Chainstay Length	425mm	425mm	425mm	425mm
Wheelbase	1010.2mm	1032.5mm	1046.1mm	1067.5mm
BB Height	298mm	298mm	298mm	298mm
Head Tube Length	100mm	100mm	100mm	133.7mm
BB Spindle Length	113mm	113mm	113mm	113mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	120mm	120mm	130mm	140mm
Crank Length	170mm	170mm	175mm	175mm
Seat Post Diameter	26.6mm	26.6mm	26.6mm	26.6mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **HIGH TIMBER SS**
 WEIGHT: **28 lbs**
 PURPOSE: **High performance**
 COLORS: **Black Emerald**
 HIGHLIGHTS: **Rock Shox Quadra suspension fork, Ritchey tires**
 COMPONENTS: **STX SE components**

FEATURES:	BENEFITS:
Schwinn OS full chrome-moly butted frame	• Exclusive design for maximum strength
Rock Shox "Quadra" suspension fork	• Rock Shox performance suspension
"AheadSet" system	• Super simple adjustment
Ritchey "Rock" double wall rims	• Double wall strength, Ritchey quality
Ritchey Z-Max and Climbmax tires	• Ritchey design, race bred
Scott AT-3 handlebars	• Multiple hand positions, less fatigue
New, high performance Shimano STX 21-speed component group	• Shimano's newest performance group
Upgraded "STX Chromica" crankset	• Lightweight

Frame Size*	15"	17"	19"	21"
Standover Height	28.3"	29"	29.9"	31"
Top Tube Length**	512.3mm	536.4mm	565.8mm	600.6mm
Head Angle	71°	71°	71°	71°
Seat Angle	74°	74°	73°	73°
Fork Offset	36mm	36mm	36mm	36mm
Chainstay Length	425mm	425mm	425mm	425mm
Wheelbase	1011.4mm	1034.2mm	1048.6mm	1070.2mm
BB Height	298mm	298mm	298mm	298mm
Head Tube Length	100mm	100mm	100mm	100mm
BB Spindle Length	113mm	113mm	113mm	113mm
Handlebar Width	546mm	546mm	546mm	546mm
Stem Length	110mm	120mm	120mm	130mm
Crank Length	170mm	170mm	175mm	175mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **HIGH SIERRA SS**
 WEIGHT: **28 lbs**
 PURPOSE: **High performance**
 COLORS: **Fast Time Red**
 HIGHLIGHTS: **Tange suspension fork, headset**
 COMPONENTS: **STX mix**

FEATURES:	BENEFITS:
• Schwinn OS full chrome-moly butted frame	• Butted tubes give a better, light feeling ride
• Tange Struts-GS suspension fork	• Japanese quality suspension
• "AheadSet" system	• Easier adjustment, less weight
• Ritchey Z-Max and Climbmax tires	• Ritchey race-proven design
• Tioga alloy cage off-road pedals w/clips and straps	• High grip alloy cage, no plastic
• New, high performance Shimano STX 21-speed component group	• Shimano's latest 21-speed group
• Quad Tech 427 stem	• Rider adjustability

Frame Size*	15"	17"	19"	21"
Standover Height	28.3"	29"	29.9"	31"
Top Tube Length**	512.3mm	536.4mm	565.8mm	600.6mm
Head Angle	71°	71°	71°	71°
Seat Angle	74°	74°	73°	73°
Fork Offset	36mm	36mm	36mm	36mm
Chainstay Length	425mm	425mm	425mm	425mm
Wheelbase	1011.4mm	1034.2mm	1048.6mm	1070.2mm
BB Height	298mm	298mm	298mm	298mm
Head Tube Length	100mm	100mm	100mm	100mm
BB Spindle Length	113mm	113mm	113mm	113mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	110mm	120mm	120mm	130mm
Crank Length	170mm	170mm	175mm	175mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **SIERRA**
 WEIGHT: **27 lbs**
 PURPOSE: **High performance**
 COLORS: **Royal Blue**
 HIGHLIGHTS: **AT-3 bars, Ritchey double wall rims**
 COMPONENTS: **STX group**

FEATURES:

- Schwinn OS full chrome-moly butted frame and fork
- "AheadSet" system
- Ritchey "Rock" double wall rims
- Tioga alloy cage off-road pedals w/clips and straps
- New, high performance Shimano STX 21-speed component group
- Scott AT-3 handlebars
- Quad Tech 427 stem

BENEFITS:

- Lighter feel, more responsive
- Less weight, one wrench adjustment
- Strong double wall rims, twice the strength of standard rims
- High gripping power, no plastic to slip
- Multiple hand positions, less fatigue
- Shimano's newest performance group, lightweight full feature
- Let's rider adjust to their desired position

Frame Size*	15"	17"	19"	21"
Standover Height	27.9"	28.7"	29.6"	31"
Top Tube Length**	513.3mm	540.1mm	560.1mm	600.1mm
Head Angle	71°	71°	71°	71°
Seat Angle	74°	74°	73°	73°
Fork Offset	40mm	40mm	40mm	40mm
Chainstay Length	425mm	425mm	425mm	425mm
Wheelbase	1015.8mm	1039.4mm	1052.9mm	1075mm
BB Height	298mm	298mm	298mm	298mm
Head Tube Length	100mm	100mm	100mm	120mm
BB Spindle Length	113mm	113mm	113mm	113mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	110mm	120mm	120mm	130mm
Crank Length	170mm	170mm	175mm	175mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **MOAB SS**
 WEIGHT: **29 lbs**
 PURPOSE: **High performance**
 COLORS: **Dark Purple**
 HIGHLIGHTS: **Tange suspension fork**
 COMPONENTS: **Alivio group**

FEATURES:

- Schwinn OS full chrome-moly butted frame
- Tange Struts-GS suspension fork
- Rapidfire Plus shifters
- Shimano Alivio 21-speed component group with Dual SIS, M-System brakes, compact crankset
- New design Araya alloy rims with stainless steel spokes

BENEFITS:

- Light, strong chrome-moly, aircraft quality
- Quality Japanese suspension
- Hands-on control, any condition
- Full feature Shimano performance; no mix and match components
- Light alloy rims and rust-free SS spokes

Frame Size*	15"	17"	19"	21"
Standover Height	28.3"	29"	29.9"	31"
Top Tube Length**	512.3mm	536.4mm	565.8mm	600.6mm
Head Angle	71°	71°	71°	71°
Seat Angle	74°	74°	73°	73°
Fork Offset	36mm	36mm	36mm	36mm
Chainstay Length	425mm	425mm	425mm	425mm
Wheelbase	1011.4mm	1034.2mm	1048.6mm	1070.2mm
BB Height	298mm	298mm	298mm	298mm
Head Tube Length	100mm	100mm	100mm	100mm
BB Spindle Length	113mm	113mm	113mm	113mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	110mm	120mm	120mm	130mm
Crank Length	170mm	170mm	175mm	175mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **MOAB**
 WEIGHT: **28 lbs**
 PURPOSE: **High performance**
 COLORS: **Ruby Red**
Lite Black Cherry
 HIGHLIGHTS: **Tange suspension fork, headset**
 COMPONENTS: **Shimano Alivio group**

FEATURES:

- Schwinn OS full chrome-moly butted frame and fork
- Rapidfire Plus shifters
- Shimano Alivio 21-speed component group with Dual SIS, M-System brakes, compact crankset
- New design Araya alloy rims with stainless steel spokes

BENEFITS:

- Butted tubes make lighter, quicker frame and fork
- Hands-on control, any condition
- Full feature Shimano performance; no mix and match components
- Alloy wheels true easier w/rust-free SS spokes

Frame Size*	15"	17"	19"	21"
Standover Height	27.9"	28.7"	29.6"	31"
Top Tube Length**	513.3mm	540.1mm	560.1mm	600.1mm
Head Angle	71°	71°	71°	71°
Seat Angle	74°	74°	73°	73°
Fork Offset	40mm	40mm	40mm	40mm
Chainstay Length	425mm	425mm	425mm	425mm
Wheelbase	1015.8mm	1039.4mm	1052.9mm	1075mm
BB Height	298mm	298mm	298mm	298mm
Head Tube Length	100mm	100mm	100mm	120mm
BB Spindle Length	113mm	113mm	113mm	113mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	110mm	120mm	120mm	130mm
Crank Length	170mm	170mm	175mm	175mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **HIGH PLAINS**
 WEIGHT: **29 lbs**
 PURPOSE: **Sport**
 COLORS: **M=Black Forest Green**
M=Switchback Blue
 HIGHLIGHTS: **21 speeds, chrome-moly frame**
 COMPONENTS: **Alivio**

FEATURES:

- Schwinn OS full chrome-moly butted frame and fork
- Rapidfire Plus shifters
- Shimano Alivio 21-speed component group with Dual SIS, M-System brakes, compact crankset
- Araya alloy rims with front and rear quick-release
- Alloy seat pillar
- Vetta comfort saddle

BENEFITS:

- OverSize chrome-moly frame is lighter
- Hands-on two-button shifting
- 21-speeds, full mountain bike performance and features
- Alloy wheels stay true, Q/R's alloy transportation
- Light, strong
- World Class quality and comfort

Frame Size*	15"	17"	19"	21"	23"
Standover Height	27.7"	28.7"	29.6"	31"	32.9"
Top Tube Length**	501.4mm	528.7mm	561.8mm	591.4mm	611.6mm
Head Angle	70°	70°	70°	70°	70°
Seat Angle	73°	73°	73°	73°	73°
Fork Offset	50mm	50mm	50mm	50mm	50mm
Chainstay Length	432mm	432mm	432mm	432mm	432mm
Wheelbase	1024mm	1048.4mm	1071.9mm	1093.2mm	1115.9mm
BB Height	302mm	302mm	302mm	302mm	302mm
Head Tube Length	95mm	105mm	105mm	122mm	175mm
BB Spindle Length	122.5mm	122.5mm	122.5mm	122.5mm	122.5mm
Handlebar Width	560mm	560mm	560mm	560mm	560mm
Stem Length	100mm	100mm	120mm	120mm	120mm
Crank Length	170mm	170mm	170mm	170mm	170mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1-1/8"	1-1/8"	1-1/8"	1-1/8"	1-1/8"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **CROSSCUT**
 WEIGHT: **26 lbs**
 PURPOSE: **Sport**
 COLORS: **Black Emerald**
 HIGHLIGHTS: **Multi-position bar, butted frame**
 COMPONENTS: **Alivio/STX**

FEATURES:

- Schwinn OS full chrome-moly butted frame and fork
- Shimano Alivio 21-speed component group with Dual SIS, M-System brakes, compact crankset
- Upgraded "STX" rear derailleur
- Grip Shift
- Multi-position "Glen Bar"

BENEFITS:

- Lightweight, ergonomic design for comfort and performance
- Shimano full feature 21-speeds; gives you closer gearing to match
- Large capacity means smooth, quick shifts
- Hands-on, easy to understand
- Less fatigue, variety of positions

Frame Size*	16"	18"	20"	22"
Standover Height	27"	29.5"	30.5"	31.9"
Top Tube Length**	526mm	546mm	575mm	602mm
Head Angle	72°	72°	72°	72°
Seat Angle	73.5°	73°	73°	73°
Fork Offset	45mm	45mm	45mm	45mm
Chainstay Length	425mm	432mm	432mm	432mm
Wheelbase	1016.2mm	1033.3mm	1054.5mm	1075mm
BB Height	270mm	290mm	290mm	290mm
Head Tube Length	90mm	100mm	100mm	120mm
BB Spindle Length	110mm	110mm	110mm	110mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	120mm	130mm	130mm	140mm
Crank Length	170mm	170mm	170mm	170mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1"	1"	1"	1"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **CRISSCROSS**
 WEIGHT: **28 lbs**
 PURPOSE: **Sport**
 COLORS: **M=Dark Cranberry
M=Crystal Sand**
 HIGHLIGHTS: **21 speeds, gel saddle**
 COMPONENTS: **Alivio**

FEATURES:

- Schwinn chrome-moly frame and fork
- Shimano 21-speed component group with Dual SIS, M-System brakes
- Multi-condition "Glen Bar"
- Grip Shift
- Alloy wheels w/front and rear quick release
- Gel saddle

BENEFITS:

- Schwinn design, lightweight, chrome-moly
- 21-speed components have more high quality features, durable
- Comfort, safety 3-hand positions
- Easy to use, effortless shifts
- Alloy wheels are easier to true, Q/R's allow easy transportation
- Super soft comfort

Frame Size*	16"	18"	20"	22"
Standover Height	27"	29.5"	30.5"	31.9"
Top Tube Length**	526mm	546mm	575mm	602mm
Head Angle	72°	72°	72°	72°
Seat Angle	73.5°	73°	73°	73°
Fork Offset	45mm	45mm	45mm	45mm
Chainstay Length	425mm	432mm	432mm	432mm
Wheelbase	1016.2mm	1033.3mm	1054.5mm	1075mm
BB Height	270mm	290mm	290mm	290mm
Head Tube Length	90mm	100mm	100mm	120mm
BB Spindle Length	122.5mm	122.5mm	122.5mm	122.5mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	110mm	120mm	120mm	130mm
Crank Length	170mm	170mm	170mm	170mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1"	1"	1"	1"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **CROSSTRAIL**
 WEIGHT: **33 lbs**
 PURPOSE: **Sport**
 COLORS: **M=Black Forest Green**
 HIGHLIGHTS: **Fully equipped, grip shift**
 COMPONENTS: **Alivio**

FEATURES:

- Schwinn chrome-moly frame and fork
- "Glen Bar" with multiple hand and brake positions
- Fenders, rack, bell and generator light
- Gel saddle
- QR seat binder
- Foam grips
- 7-speed Grip Shift
- 21-speed gearing

BENEFITS:

- Lightweight, high strength chrome-moly
- More comfort and safety
- Utility features for all conditions
- Super soft comfort
- Adjusts seat without tools
- Comfortable foam, no hard rubber
- Easy to use 7-speed
- Gives closer gearing to match conditions

Frame Size*	16"	18"	20"	22"
Standover Height	27"	29.5"	30.5"	31.9"
Top Tube Length**	526mm	546mm	575mm	602mm
Head Angle	72°	72°	72°	72°
Seat Angle	73.5°	73°	73°	73°
Fork Offset	45mm	45mm	45mm	45mm
Chainstay Length	425mm	432mm	432mm	432mm
Wheelbase	1016.2mm	1033.3mm	1054.5mm	1075mm
BB Height	270mm	290mm	290mm	290mm
Head Tube Length	90mm	100mm	100mm	120mm
BB Spindle Length	110mm	110mm	110mm	110mm
Handlebar Width	560mm	560mm	560mm	560mm
Stem Length	120mm	130mm	130mm	140mm
Crank Length	170mm	170mm	170mm	170mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1"	1"	1"	1"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center

MODEL: **PASSAGE**
 WEIGHT: **26 lbs**
 PURPOSE: **Sport**
 COLORS: **Royal Blue**
 HIGHLIGHTS: **Triple chainrings, Shimano components**
 COMPONENTS: **RX-100**

FEATURES:

- Schwinn chrome-moly frame and fork
- Shimano RX-100 drivetrain
- Triple front chainrings
- Araya alloy wheels

BENEFITS:

- High performance, race design
- Shimano race-proven components
- More gears with additional front chainrings gets you over the hills
- Light, strong alloy, quicker acceleration

Frame Size*	48cm	51cm	54cm	56cm	58cm
Standover Height	29.2"	29.7"	30.7"	31.3"	32"
Top Tube Length**	500.6mm	523mm	550.1mm	560.1mm	570mm
Head Angle	72°	72°	73°	73°	73.5°
Seat Angle	76°	75.5°	74.5°	73.5°	73°
Fork Offset	45mm	45mm	45mm	45mm	45mm
Chainstay Length	420mm	420mm	420mm	420mm	420mm
Wheelbase	995.3mm	997mm	1006.9mm	1007mm	1007mm
BB Height	65mm	65mm	65mm	65mm	65mm
Head Tube Length	85mm	85mm	105mm	120mm	135mm
BB Spindle Length	115mm	115mm	115mm	115mm	115mm
Handlebar Width	390mm	390mm	410mm	410mm	410mm
Stem Length	100mm	100mm	120mm	120mm	120mm
Crank Length	170mm	170mm	170mm	170mm	170mm
Seat Post Diameter	26.2mm	26.2mm	26.2mm	26.2mm	26.2mm
Headset Diameter	1"	1"	1"	1"	1"

* Frames are measured Center to Top of Seat Tube

** TT Length is measured Center to Center