

**NOW IS THE PERFECT TIME TO BE AN  
IRWIN CYCLING AUTHORIZED DISTRIBUTOR.**

**FIND OUT WHY!**



**IRWIN**  
EXPERIENCE REAL INNOVATION

# WELCOME TO IRWIN CYCLING

It has always been IRWIN Cycling's mission to deliver technologically superior products at an affordable price. With 20 years of experience in the cycling industry, we have developed a great product with consistent quality at affordable prices. This presents a great opportunity for our distributors.

Not only that, we have a complete marketing and sales program to help you sell your products, backed by a professional team of technical and support staff.

**AS IRWIN CYCLING'S DISTRIBUTOR,  
YOU BENEFIT FROM OUR INTEGRATED  
MARKETING AND SALES SUPPORT.**

**WE WILL WORK WITH YOU TO DESIGN  
A MARKETING SCHEME THAT WORKS  
FOR YOUR MARKET TO MAXIMIZE  
SALES.**

IRWIN Cycling believes in success through collaboration. We treat our distributors as our worldwide partners. Your success is our success. We will do our best to ensure that our distributors receives the full support of IRWIN Cycling to compete in the market.

We invite you to browse through this Distributor Program to see the many benefits of becoming an Official Distributor of IRWIN Cycling.



A handwritten signature in black ink that reads "Michael Chen".

Michael Chen  
General Manager / Chief Engineer



**RICHARD REICHELT OF REISON P/L IS THE DISTRIBUTOR FOR IRWIN CYCLING IN AUSTRALIA.**

**THIS IS WHAT HE HAS TO SAY:**

I have now been working with IRWIN Cycling's team for several years. They have been most impressive in every aspect. From the areas of technical excellence, product quality, value, marketing and technical support I could not be more delighted. More importantly,

**IT HAS ENABLED ME TO SELL HIGH QUALITY PRODUCTS INTO A TOUGH MARKET AND GET SUCCESS QUICKLY.**

None of this would be possible without the expert backing from the IRWIN Cycling team.

However, the aspect that sets IRWIN Cycling apart, is the high integrity with which they carry themselves. IRWIN Cycling selects its people and partners not just on commercial terms, but on values.

**WHEN YOU JOIN IRWIN CYCLING, YOU BECOME PART OF LARGER FAMILY AND THAT BECOMES OBVIOUS BY THE WAY IRWIN LOOKS AFTER ITS DISTRIBUTORS AND CUSTOMERS.**

I highly recommend IRWIN Cycling as a partner and welcome the opportunity to share any learnings and experiences in more detail, should the opportunity arise.

Richard Reichelt  
Director  
Reison P/L  
Trading as "IRWIN Cycling Oceania"

# ABOUT THE BRAND

## OUR MISSION

To deliver technologically superior bicycle products that offer the best value-for-money.

## VISION

To communicate to the bicycling community that IRWIN Cycling is committed to bringing some of the most advanced bicycle products to market at affordable prices, and making the consumers understand via everyday language that we focus on innovation and implementing functional technology that makes a huge positive influence on the rider's cycling experience.

## BRAND POSITION

IRWIN Cycling is a dynamic brand that focuses on using the latest design and technology to make cycling a more fun and safer activity.

**RATHER THAN ENGAGING IN FANCY MARKETING GIMMICKS THAT OFFERS NO REAL-WORLD BENEFITS, OUR ATTENTION IS DIRECTED AT THE CONTINUOUS INNOVATION AND ENGINEERING IMPROVEMENT OF OUR PRODUCTS.**

These innovation and engineering improvements are measurable factors and supported by hard scientific data. To this end, we have invested in our own machines and equipment. In fact, we are one of the very few brands that does our own product testing, quality control and design. Our testing facility is located in Taichung City, Taiwan, which is the epicenter of bicycle manufacturing. This allows us to access the brightest minds in bicycle science to create products that consistently exceed expectations at affordable prices.

While we are not the biggest or most well-known brand, our products are second to none. And we will continue to emphasize functional technology and innovation while avoiding hollow and confusing marketing gimmicks.





## WHEELSETS ARE OUR CORE PRODUCTS

We have a full line of wheels from road to MTB in different configurations and sizes. We have an extensive experience in wheel technology. In fact, we are just one of the few companies that have our own in-house wheel testing machines. For you that means less quality problems, more customer trust and ultimately, more sales.

## WE WILL BE METHODICALLY IMPROVING AND EXPANDING OUR PRODUCT LINE

We understand the importance of having a more diverse product line without losing focus on our main strength. Our future plans involve incorporating wheel-related parts and accessories to complement our core products. We will do so in a controlled way by making sure that each product we release into the market is worthy of carrying the IRWIN Cycling brand.

For you and your dealers, it will mean more sales opportunities.



# DISTRIBUTOR BENEFITS

## PRODUCT BENEFITS

- Technologically superior and high-quality products comparable to the best available in the market
- Complete product line that addresses the road bicycling and MTB segments with excellent range expansion possibilities including consumable products like brake pads
- Dynamic product program that can quickly adapt to the ever-changing market needs

## PRICING ADVANTAGES

- Unbeatable value-for-money compared to similar products
- Volume pricing program
- Strong recommendation of retail pricing levels to avoid price wars

## RESPONSIVE SALES SERVICES

- Bi-lingual staff with an excellent knowledge of bicycles
- Fast and accurate responses
- On-time delivery
- Quick response to warranty issues

## MARKETING SUPPORT

- Annual product catalog, in hard copy or editable digital format. Use as-is or customise for your market
- Availability of ready-made print and digital designs for advertising. Use as-is or customise for your market
- Professionally-made global website, regularly updated
- Social media presence
- High-resolution print-ready product and image photos are available free to use
- Video footages available free to use
- Possible support for local racing teams
- Promotional and in-store sales materials like stickers, beach flags, banners and wheel bags. Racing kits are also available.





CATALOGS



MAGAZINE ADVERTISEMENTS



GLOBAL WEBSITE



ACTIVE SOCIAL MEDIA PRESENCE



PRINT-READY PHOTOGRAPHS



RAW AND FINAL VIDEO FOOTAGES



RACING KITS



PROMO ITEMS / MERCHANDISING

## GLOWING REVIEWS OF IRWIN WHEELS IN VARIOUS BICYCLING MAGAZINES



**NOW YOU KNOW WHY NOW IS THE PERFECT TIME TO BE  
AN IRWIN CYCLING AUTHORIZED DISTRIBUTOR.**

**CONTACT US!**

**IRWIN**

EXPERIENCE REAL INNOVATION

TEL

+886 - 2 - 8791 - 7296

FAX

+886 - 2 - 8792 - 1259

E-MAIL

sales@irwincycling.com

[IRWENCYCLING.COM](http://IRWENCYCLING.COM)

