

Trek CEO John Burke's presentation at Interbike 2012 – Bicycling Good News

- Federal investment - \$6 Billion/18,000 projects (10 yr)
- Cities are being transformed (e.g., Portland, NYC, Atlanta, Boulder, Mpls)
- Bike commuting is growing
- Local advocacy groups growing
- IMBA
- Bicycling in National Parks
- Bicycle-friendly communities



Trek CEO John Burke's presentation at Interbike 2012 – Bicycling Bad News

- Despite progress, we've barely moved the meter. Trips by bike: US 1%; Netherlands 26%
- Lost dedicated federal funding after 15 years
- Industry participation is low
 - 500 suppliers/distributors; 150 members of Bikes Belong
 - 4,500 retailers; est. 200 engaged in advocacy
 - 50,000 industry employees; very few engaged in advocacy
- NRA dwarfs misc bike organizations in # of members, \$, lobbyists



Trek CEO John Burke's presentation at Interbike 2012 – Mission, Goals

- Bikes matter: Health, environment, traffic congestion
- Market potential: US spending per capita, \$15/yr; Netherlands \$82/yr
- BHAG: 5% of trips by 2025; how to get there?
 - Every supplier/distributor joins Bikes Belong
 - Get industry employees involved in creating a bike-friendly US
 - Expand People for Bikes to 3 million supporters/1 million donors
 - 2,000 new Green Lanes
 - Create a bike war room in Boulder that develops relationships w/ politicians at federal, state and local levels

