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**US Bike Retailers Race to BikeExchange**

US bike retailers have been quick to identify an additional way to make more sales that is also re-shaping the way they can do business.

BikeExchange, the world’s largest online marketplace for everything bike, commenced operations in the US in February 2015. The site is already generating $50-million annually in genuine bike sales leads to retailers, a figure that is growing 15 per cent each month.

Originally founded in Australia in 2007, BikeExchange has also expanded to Germany, Belgium, Netherlands, Luxemburg, New Zealand and will soon commence operations in England and Ireland.

Yet it’s the US arm of the business that is resonating exceptionally well in the industry, with the Californian based team officially outgrowing Australia’s impressive operations last month.

The concept is simple – a single online destination where bike retailers, sellers, consumers and wholesales can engage; a true marketplace, but on the web.

CEO Matt Gordin is formerly BikeExchange Australia’s biggest retail customer, and one of its first adopters. Gordin’s bike retail background gives him a unique understanding of why the concept is working so well in the US.

“BikeExchange enables sellers to tap into incredible volumes of online traffic. It takes their shopfront online, but assumes responsibility for so much of the back-end work and costs. It means retailers can stick to what they do so well, which is looking after their in-store customers,” said Gordin.

“Sellers can choose a number of ways to sell more product on BikeExchange. They can have their own e-commerce enabled website with us, click and collect, or simply list product ads that generate calls or emails from potential customers,” he said.

“A major feature is our fully integrated ad placement, which means ads now autoload and update daily. The big plus here is that stores with POS systems don’t have to do any additional work to be a part of BikeExchange,” said Gordin.

US retailers have been quick to identify the potential for more sales without incurring more effort.

* Some 465 stores have now signed on with BikeExchange US, a figure that is also growing by some 20 – 30 stores per month.
* Retailers have collectively placed 44,800 ads, with this tally increasing on average 3,000 every month.
* Annualized traffic is now at 2.5-million visitors and increasing by 15 per cent per month.

BikeExchange US is a sponsor of many major road races, whilst globally the business is a major sponsor of pro road cycling team Orica-GreenEDGE. BikeExchange is owned by the same parent company as highly respected cycling editorial website, CyclingTips.

[www.bikeexchange.com](http://www.bikeexchange.com)

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BikeExchange CEO Matt Gordin is available on: (949) 344 2616