



LEARN HOW
**ELLIPTIGO CAN
PUT MORE SERVICE
DOLLARS IN YOUR
POCKET**

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At ElliptiGO, we're excited to **expand our network of Service Partners**, and we're looking for more bike shops and mobile bike mechanics to join us. With over 40,000 ElliptiGO bikes on the road and a **steadily growing customer base**, there's a fantastic opportunity to **boost your service revenue** by servicing these unique, fun-to-ride elliptical bikes.



Here are two reasons why you should consider becoming an ElliptiGO Service Partner:

INCREASE YOUR REVENUE

When you service ElliptiGO bikes, you gain access to a whole new customer base. Our riders are passionate, and they need routine maintenance, repairs, and occasionally warranty service, just like traditional bike riders. By adding ElliptiGO bikes to your service menu, you can tap into this new market and increase your service revenue. Plus, ElliptiGO customers often buy more than just bikes. Although fewer than 10% of our riders also own traditional bicycles, they buy plenty of accessories—helmets, pumps, and even regular bikes for family members. That means even more revenue for your shop.

WE'RE EASY TO WORK WITH

At ElliptiGO, we pride ourselves on being responsive and helpful and are always just a phone call or email away (service@elliptigo.com). We maintain an extensive parts inventory and handle warranty work quickly and efficiently. There's no need for a formal dealer agreement, and we don't require you to stock parts unless you want to. We also add Service Partners to our Service Locator, which helps direct customers to you.



KERI'S Q&A

Answers to some of the most common questions.

Keri Cleeremans is a longtime cycling industry professional. Her experience includes stints as softgoods buyer for the Jax chain of bike shops in California and marketing manager for ASI/Fuji Bicycles. She's a long-time cyclist, competitive rider and now record holder for ElliptiGO cycling. She has been ElliptiGO's service manager since 2011.

Q: Why are ElliptiGO bikes so "funny looking?"

A: The ElliptiGO design mimics the natural running motion, offering runners and fitness enthusiasts an alternative to traditional seated bicycles. The unique look is part of the appeal, and as more people discover the benefits of the elliptical bike, the demand for service is growing.

Q: Are they "real" bikes?

A: Absolutely! An ElliptiGO is a bike—it just doesn't have a seat. In fact, 85% of the parts on ElliptiGO bikes come from your standard bike suppliers, so they'll be familiar to you. For any parts that aren't commonly available, you can order them from me, and I'm always here to help with service guides and videos.

Q: Will they take up too much room in my shop?

A: Some of our models are a bit longer or wider than typical bikes, but they are no bigger than a 29er or fat tire bike, and many shops find that they fit just fine with other bikes.

Q: Can I work on them with my current tools?

A: Yes! ElliptiGO bikes require a workstand with a large enough jaw (2.8" to be exact), but they can also be serviced on a table or large trash bin. Don't worry—we can provide you with all the guidance you need to make servicing these bikes easy.



Q: What about parts and margins?

A: We've got you covered! You can order parts from us with just a credit card; no formal dealer agreement is necessary. Margins on parts and accessories range from 30-50%, so you can expect solid profit from servicing ElliptiGO bikes. Plus, we keep most parts in stock, ready to ship at a moment's notice.

Q: What if I'm not familiar with non-standard parts like internal hubs?

A: No worries! We have videos and written instructions to help you understand how to work with these parts. I'm always here to guide you through any challenges.

Q: How do I know how long a job will take?

A: The time it takes depends on the parts being serviced and the tools at your disposal. I can help you estimate the time required for different jobs and answer any questions you might have. You can also create service packages for ElliptiGO bikes, just as you would for traditional bikes.

Q: What if I don't handle warranty work for products I don't sell?

A: We understand that concerns about warranty service are common, but here's the good news: we pay your shop's hourly rate for warranty work, so you don't have to worry about unpaid labor. We're committed to making the experience positive for both you and the customer, and we're always here to assist.

I can always count on Keri for great support. She's quick to respond and incredibly thorough. My customers love that we offer ElliptiGO repairs, and it's been a wonderful revenue source for us.

— Gardner Berridge, Owner, Clinton Ave Bike Shop

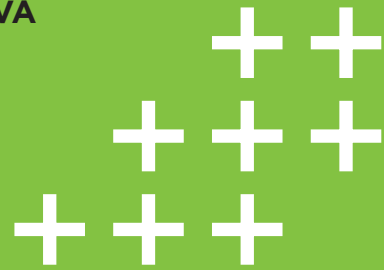
WHAT DEALERS ARE SAYING ABOUT WORKING WITH ELLIPTIGO

"I was cautious about working on ElliptiGO bikes at first, but I quickly realized they're made of quality bike components that I'm already familiar with. Most parts are easy to get, and once I got the hang of it, working on them became just as easy as any regular bike. Plus, the customers are very loyal and appreciative."

— **Craig Hockmeyer, Owner,**
Vero Bike Repair, Vero Beach, FL

"Working with ElliptiGO has been fantastic. The bikes are straightforward to work on, and the parts I need are easy to order. I've even built a solid customer base—people come from hours away to use my services!"

— **Dan Donohue, Owner, NOVA**
Cycleworks, Manassas, VA



READY TO JOIN THE ELLIPTIGO SERVICE PARTNER NETWORK?

If you're ready to increase your service revenue and offer something unique to your customers, we'd love to have you join our network. ElliptiGO bikes are fun, innovative, and growing in popularity, which means more opportunities for you to profit.

Reach out to me at service@elliptigo.com to get started. Let's work together to keep the ElliptiGO riders in your community happy and riding strong!