



The Joncas Company  
Sales & Marketing

# Cycling Newsletter special

From TJCSM – your NW representative for Innovative cycling products

December 2016

**LIGHT & MOTION** – CYCLING LIGHTS, **BLIX** - E-BIKES, **WALLERANG** - E-BIKES  
**EDDY MERCKX CYCLES** – ROAD BIKES, **VITTORIA** – ITALIAN SHOES & HELMETS  
**FROG BIKES** – LIGHTWEIGHT KIDS BIKES

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## The bikes



**Balance Bikes \$210-\$250**

**2 models**



**Hybrid Bikes \$420- \$480**

**5 models**

## Frog Bikes Coming to U.S.

Haven't heard of Frog Bikes? Neither had we, but after talking to regional sales manager Jeff Giesler, we were fully convinced that there's a place for these kids bikes in the U.S. market.

Jeff explained that FROG Bikes are a British Company created by the need for a **LIGHTWEIGHT** kid specific designed bike. Bikes that are easy for kids to ride, easily adjusted and that were designed with kid correct geometry. They have more than succeeded as over 100,000 have been sold, winning a start-up UK export business of the year award in 2015.

FROG Bikes has their own factory in Wales. They sell over 1000 dealers in 28 countries.

They are now expanding their sales to the U.S. starting in cycling strong markets. Washington and Oregon will be among the first targeted. We are happy to partner with FROG as their representatives in the Pacific Northwest.

### Why FROG Bikes are Better

Lightweight is the key, other kids bikes can weigh more than the child, making the bike difficult to ride, move, or carry. All FROG Bikes are constructed from carefully chosen aluminum alloys and components to minimize weight.

Correct Geometry is another factor. Instead of chopping down a standard bike, FROG Bikes are designed from the ground up for kid's bodies resulting in a better riding experience.

FROG Bikes have also optimized the bottom bracket width for kids, reducing the space between the pedals. Instead of a spread legs motion, the direct downward force makes FROG Bikes more efficient and again easier to ride.

Ease of adjustability. Even FROG's least expensive bikes have threadless headset. Our bike line allows for easy adjustments to optimize the riding experience and personalize the fit. Slim grip brakes, narrow handlebars and thumb shifters are kid bike friendly features.



Road Bikes \$640 - \$700

3 models



Track Bikes \$450- \$490

3 models



Helmets and Accessories too!

For more information contact:

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Safety First. Every single Frog bikes frame, fork and component conforms to standards set by EN and International Standards body (ISO), and this means they have to undergo very rigorous testing. USA - All bikes have passed Consumer Product Safety Commission CPSIA 2008 16-CFR- part 1512.



New factory recently opened in Wales



Team Sky Kids Road Bike

A sensible array of accessories will also be available. Helmets, bags, racks, stands, etc. Everything needed to complete the kid bike experience.

FROG also offers **Team Sky** versions of the bikes and accessories taking advantage of the popular race team's wins at the Tour de France.



### Partnering with independents

FROG Bikes are not a commodity and their business model is a direct dealer relationship. Big box stores and e-commerce are not part of their plans.

FROG has come up with some very dealer friendly programs to get a few quality bikes into your shop without a large commitment. Want to learn more? We'll have some samples soon and will be happy to go over the details.

FROG Bikes can be seen at: [www.frogbikes.com](http://www.frogbikes.com)

Cheers