











#### FOR IMMEDIATE RELEASE

Hayes Bicycle Group Launches a Powerful New Website – A Global Resource for Dealers, Distributors, and Riders

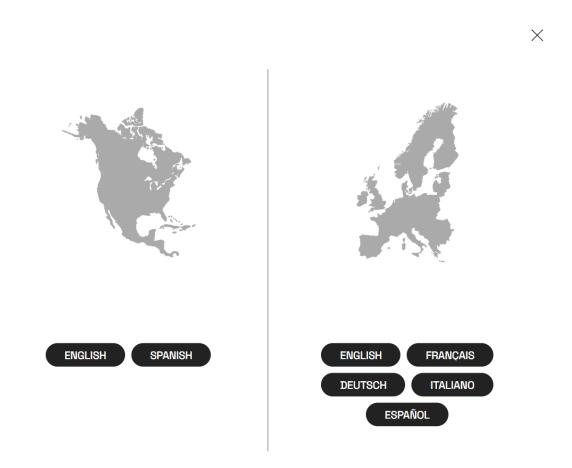
Mequon, WI] — Hayes Bicycle Group (HBG), parent to industry-leading brands Reynolds, Manitou, Hayes, Sun Ringle, and ProTaper, proudly announces the upcoming launch of its completely overhauled website: a unified, yet deeply versatile digital platform designed to serve everyone across the value chain — from global distributors and local bike shops to riders exploring their next upgrade or complete bike build.

# A Resource Built for the Entire Commercial Ecosystem

This isn't just a new website. It's a **comprehensive platform** designed to empower the entire HBG commercial partner network and the broader cycling community.

- For our distributors and IBDs: It's a tool to better communicate brand value, support sales conversations, and strengthen product knowledge across multiple customer types.
- For end consumers: It's an accessible, educational gateway to explore HBG technologies, athlete stories, and product families in depth a destination that guides interest and builds intent, regardless of where the actual purchase happens.

• For OEMs and researchers: It's a reference hub that contextualizes our technologies within the full riding experience, giving credibility to brands on complete bicycles.



# **Designed to Inform, Inspire, and Support**

The previous website was functional — but limited. This new launch addresses those limitations by transforming the site into a **globally accessible, multi-brand showroom and knowledge base**, with:

- **Distinct brand experiences** for each HBG brand, each built on its own aesthetic, identity, and storytelling
- Multilingual content for our international partners and audiences

Hayes Bicycle USA	5800 W Donges Bay Road Mequon WI 53092
	Phone: 888.686.3472



- A deeper dive into tech, product families, history, press coverage, athlete endorsements, and more
- **Modern UX features**, including carousels, product range maps, visual hooks, and multimedia integration

While **direct-to-consumer (D2C)** functionality exists in select regions, it plays a supporting role — **the website's true purpose is broader**: to inform, support, convert, and guide users to the right commerce path, whether that's through a trusted local dealer, a distributor, or another channel.



### **Built with Intelligence and Flexibility**

Powered by a **hybrid WordPress + Shopify structure**, the site provides Hayes Bicycle Group with the design freedom and editorial control needed to evolve quickly, roll out updates across brands, and stay agile in a rapidly shifting market — without sacrificing the shopping experience where applicable.

Navigation across brands is seamless, with HBG present behind the curtain — not in front of it — allowing each brand to shine while maintaining the benefits of a "house of brands" synergy.

# **Coming Next: Phase II Enhancements**

Following the launch, HBG will begin rolling out **Phase II initiatives**, including:

- The Manitou Virtual Museum Celebrating innovation rooted in legacy
- Hayes Athlete Platform: Stopping the Unstoppable Athlete-driven storytelling meets validation
- Ambassador Recruitment To foster community, generate content, and expand brand reach
- Flowbox Integration A bridge between social performance and web conversion
- Deep tech dives across Reynolds, Hayes, and Manitou with OEM-style product storytelling front and center

### How to Help Us Maximize Its Value

To make this resource even more powerful, we're calling on our global commercial team:

- Help us finalize the dealer locator: Accurate listings = better visibility and conversions
- **Share tech insights**: Comparative data and dev stories help set us apart, especially for Reynolds and MTB
- **Send us material, stories, and feedback**: This platform is built to evolve and your input fuels it

"We've built a platform to support, educate, and elevate — for our brands, our partners, and our riders," said Darren Campbell, President – Hayes Bicycle Group. "Whether you're in sales, support, service, or the saddle — this site is for you."

<u>HayesDiscBrake.com</u>, <u>MantiouMTB.com</u>, <u>ProTaperMTB.com</u>, <u>ReynoldsCycling.com</u>, <u>SUN-ringle.com</u>

#### **About Hayes Bicycle Group**

Hayes Bicycle Group engineers performance-driven components under its house of brands: Reynolds, Manitou, Hayes, Sun Ringle, and ProTaper — trusted by riders and professionals around the world.

####

Hayes Bicycle USA 5800 W Donges Bay Road Mequon WI 53092

Phone: 888.686.3472

Hayes Bicycle Europe