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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.



ENGLISH

SPANISH



ENGLISH

FRANÇAIS

DEUTSCH

ITALIANO

ESPAÑOL

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

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- **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

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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.”

HayesDiscBrake.com, MantiouMTB.com, ProTaperMTB.com, ReynoldsCycling.com, SUN-ringle.com

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.

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