



01 Our Ethos

At Cyclone we believe the bicycle is a vehicle for change. It is as much a method of transformation as it is a method of transportation. Bikes take you places—both "out there" in the world, and sometimes to a world within. How you ride, when you ride, and why you ride matters less to us than the common ground we all share: We ride.

The Cyclone team came together because of a shared passion for bicycle-enabled adventure. We represent every kind of riding there is. We are urban bike commuters and backcountry bike packers. We are tourists and triathletes. We haul cargo and crush criteriums. We are CCX, BMX, MTB, and DH. In other words, we ride.

Our passion is infused with decades of experience; we grew up working in retail, brand development, and product manufacturing. As a result, we understand the needs of our customers—and our customers' customers—because we've been there. Literally.



02 Our History

Cyclone Bicycle opened our doors in 2003, supplying the bike shops and frame-building studios of the Pacific Northwest with bicycle parts, tools, apparel and accessories.

What began as a small warehouse along the Willamette River, has grown to become a national and international distributor over the past 13 years. And even though we've moved once or twice as we've grown, this rainy little city still holds a special place in our hearts

In 2015 Cyclone Bicycle acquired New Jersey-based Action Bicycle USA, along with their dealer network and house brands, expanding our reach coast-to-coast.







03 Our Mission

WE ARE DEDICATED to getting more butts on bikes and spreading the love of bicycles across the world by providing more efficient methods of getting product in the end user's hand.

WE ACT AS PARTNERS with our customers, our suppliers, and ultimately, the consumer.

WE PROMISE to constantly challenge the business-as-usual attitude of the bicycle industry. We strive to provide opportunities and create alliances that create value for the independent bicycle retailer.

WE MAKE GOOD on these promises by developing tools to enable smoother transactions, supplying a tightly curated product mix, and providing the highest level of service in every interaction.



04 Our Core Competencies

AT CYCLONE BICYCLE we deliver more than just products. We deliver customer service excellence. We deliver ease. We deliver value.

WE ARE AGILE. As both the bike industry landscape and consumer behavior changes, we work to meet our customers' needs with real-time, real-world results.

WE ARE OMNICHANNEL SAVVY. We saw the writing on the ecommerce wall over 10 years ago. Now, we are industry leaders as omnichannel sales experts.

WE HUSTLE. We aren't trying to be all things to all people. but we absolutely go to bat for our customers. We work to find the best deals on in-demand products, and pass along those values. And if there is no demand, we work hard to help create it.







05 Our Brands

With warehouses on both U.S. coasts, we stock over 18,500 products from 240 brands and ship to over 3000 customers in 12 countries, but we're more than just a bike industry "middleman".

In 2016 we expanded our staff to provide marketing support for the brands we carry exclusively. Through strategic outreach, paid and social media and PR campaigns, we partner with emerging brands to grow consumer awareness and market penetration, adding value to both manufacturers and to independent bicycle dealers.









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