

Preferred and Platinum Preferred Cyclists receive Early Access invitations to many of our sales and promotions along with exclusive special offers!

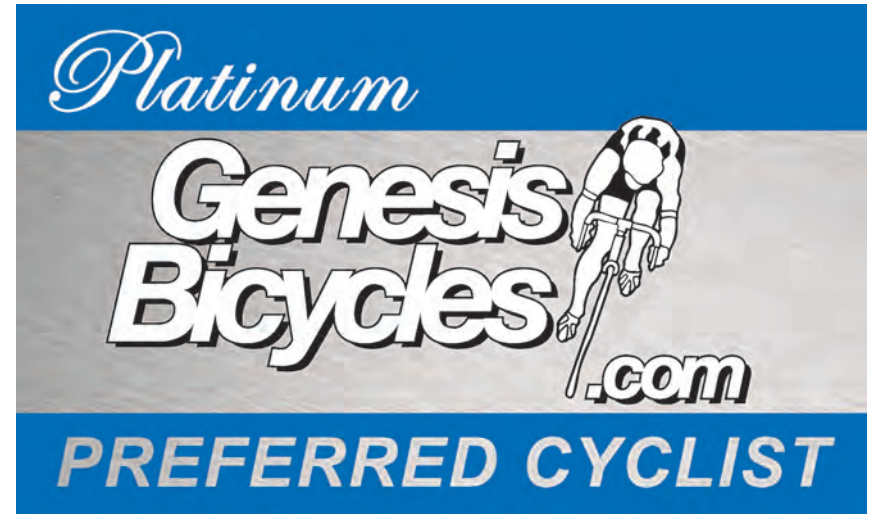
**Genesis
Bicycles
.com**

The program benefits detailed here are available to paid Preferred Cyclist cardholders only. Offers do not apply to online purchases and are subject to change without notice.

Your Preferred Cyclist discount is renewable.

Ask an associate for details.

To receive these benefits, be sure to present your Genesis Preferred Cyclist Card!



Cardholder Benefits Guide

Whether you choose the \$49.99 Preferred Cyclist or the \$79.99 Platinum Preferred Cyclist Membership, you'll enjoy the following benefits for TWO FULL YEARS:

10% OFF Regular Price of all in-stock, as well as most special-ordered, clothing, accessories and car racks.

10% OFF Regular Price of Bike Service Packages as well as 10% off parts and tires for any bike you own.

15% OFF Regular Price of Bike Service Packages September through January, plus 10% off parts and tires.

Preferential Service for your new bike. Preferred Cyclists' new bikes receive priority scheduling for the fastest service!

Notification of periodic "Preferred Cyclists Only" special offers.

Advance Access and Exclusive Offers at select sales events.

20% OFF Regular Price of Genesis-Branded accessories or clothing.

Guaranteed Attendance in any Genesis University clinic.

And for ONE FULL YEAR you'll enjoy:

Unlimited Free Mechanical Adjustments While You Wait

with your designated new bike purchased on the same invoice as your Preferred or Platinum Preferred Cyclist membership. This benefit alone is worth more than the cost of the membership itself!

And TODAY, along with your new bike purchase, you'll receive:

FREE Installation of Accessories

purchased on the same invoice as your new bike and Preferred or Platinum Preferred Cyclist membership. (Certain exclusions apply.)

— AND —

15% OFF!

regular price of all in-stock clothing and accessories purchased on the same invoice as your new bike and your Preferred Cyclist or Platinum Preferred Cyclist membership! *Do the math!*

— AND —

Choose one of the Accessory Kits shown on the next page at no extra charge:



Genesis Preferred Cyclist Accessory Kits

In addition to the benefits on the preceding page, here is what you'll receive today:

Cycling Essentials Kit valued at \$49.97

Water-Resistant Under-Seat Pack

Genesis Bottle Cage and 20oz Water Bottle

— OR —

Essential Care Kit valued at \$56.97

High-Pressure Mini Pump w/ Mounting Bracket

Teflon Bicycle Chain Lube

Tire Repair Kit and Tire Levers

— OR —

Safe & Secure Kit valued at \$50.97

Wrap-Around Bright LED Headlight

Wrap-Around Bright LED Taillight

Lightweight 4' Combination Bike Lock

— OR —

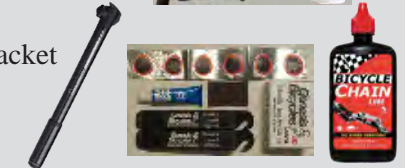
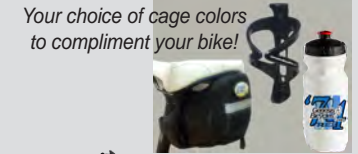
Kids Essentials Kit valued at \$57.96

High-Quality Aluminum Kickstand

Child-Size Water Bottle and Bottle Cage

Handlebar Bottle Cage Mount (if required)

I ♥ My Bike Bell and Sticker Pack



Choice of bottle style!



Genesis Platinum Cyclist Accessory Kits

With Genesis PLATINUM Membership, get even **MORE** value for your money!

Platinum Fitness Kit 1 valued at \$84.97

CatEye Wireless Cycling Computer

Composite Bottle Cage and 20oz Water Bottle

— OR —

Platinum Fitness Kit 2 valued at \$103.96

CatEye Wireless Cycling Computer

High-Pressure Mini Pump w/ Mounting Bracket

Tire Repair Kit and Tire Levers



Your choice of cage colors to compliment your bike!



OR Choose any TWO of the Genesis Preferred Accessory Kits shown above at No Additional Charge! A combined value \$100.94-\$108.93!

PLEASE NOTE: The kits listed above are one-time offers valid on day of initial bike purchase only. Products may vary from images shown.