



1st November 2021

Dear cycling industry colleagues,

As a group of business leaders from across the cycling industry, we have become acutely aware that climate change is not only a future risk, but a current one, which is accelerating before our eyes.

We are proud that cycling plays an important part in decarbonising our world, by enabling people to ride their bikes, enjoy the outdoors and make cities more liveable by taking cars off the streets. At the same time, the way in which we in the cycling industry make and sell products is also contributing to the problem.

We need to change this, but we can't do it on our own, which is why we're making an urgent appeal to you, our partners and competitors across the wider industry.

Why this initiative

Shift Cycling Culture brought us together in a leadership forum to discuss our business' roles in tackling climate change. During this process we have woken up to the fact that it is not just our business we need to change and that in order to contribute to the UN global goals on Climate Change, we will need to speed up our efforts collectively as an industry.

How the collective cycling industry can play a part

In 2015, 195 countries signed the UN Paris Agreement, in which they committed to keep global warming below the critical level of 1.5 degrees Celsius. To achieve this, Greenhouse Gas emissions have to be reduced by 55% by 2030, and 100% no later than 2050.

To reach this target also in the cycling industry, we need the entire supply chain to be involved. The biggest part of the environmental impact of our products arises from production; 50-80% of the carbon emissions take place when we extract, source and produce materials and parts. We operate in a linear economy that doesn't place value on the recirculation of materials, and too often, our customers are left with incompatible and redundant parts and products.

We recognise the enormity of the challenge of meeting the UN Paris Agreements' targets, and we will only be able to do so if we innovate together to:

- Reduce emissions related to production
- Create products that will last longer
- Work with customers on maintenance and lifetime extension
- Develop a closed loop system to recover materials

Our commitment

1 // Report: We will disclose our own company's carbon impacts by measuring our Scope 1 & 2 Greenhouse Gas (GHG) emissions, in accordance with the GHG Protocol, by 2023 (latest) and will continue to do so on an annual basis

2 // Reduce: We will disclose our plans to reduce our Greenhouse Gas (GHG) emissions by at least 55% by 2030 (against a baseline of no earlier than 2015)

This is just a start

We recognise that these are just the initial steps of a long journey, and that many of us in our industry have already begun to take them. However, we believe these initial steps are essential and urgent for us all, and that if every company within the cycling industry takes them, then the cumulative impact would be enormous.

Please join us

This letter is a call to action for ourselves and for you as our colleagues. We invite you to join us on this journey and commit to transformative change in our industry.

Please join us by signing up at www.shiftcyclingculture.com/climatecommitment

Yours sincerely,

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|------------------------|---|
| Derek Bouchard-Hall | CEO, Assos of Switzerland |
| David Zurcher | CEO, BMC Switzerland AG |
| Will Butler-Adams OBE | CEO, Brompton |
| Wade Wallace | Founder, CyclingTips |
| Peter Woods | CEO, Dorel Sports Group |
| Jayu Yang | CEO, Haro Bikes USA/Kenda Tires |
| Thomas Spengler | MD Marketing & Customer, Internetstores Holding GmbH |
| Simon Mottram | Founder & CEO, Rapha |
| Dr. Sandra Wolf | CEO, Riese & Müller GmbH |
| Thorsten Heckrath-Rose | Managing Director, ROSE Bikes GmbH |
| Frank Bohle | President & CEO, Schwalbe |
| Barbara Bigolin | CEO, Selle Royal Group |
| Mike Sinyard | Founder & CEO, Specialized Bicycle Components |
| Stijn Vriends | President & CEO, Vittoria S.p.A. |

About Shift Cycling Culture

Shift Cycling Culture is a global movement with the mission to drive systemic change in the cycling industry and wider community to create a sustainable future for our sport and the places we love to ride.

Companies and organisations committed since 1st November:

Brands

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| Ken Lousberg | CEO, SRAM Bicycle Components |
| Antje von Dewitz | CEO, Vaude Sport GmbH & Co. KG |
| Chris Kruitbosch | CEO, Kruitbosch |
| David Hancock | CEO, enviolo |
| Wayne Du | CEO & Founder, Jakroo Custom Apparel |
| Johannes Biechele | CEO & Founder, Fazua GmbH |
| Jochim Aerts | CEO & Founder, Belgian Cycling Factory (Ridley/Eddy Merckx) |
| Peter Lange | CEO & Founder, Pas Normal Studios |
| Jakob Luksch | CEO, myStromer AG |
| Martin Krøyer | CEO, GripGrab |
| Tori Fahey | Founder, Apidura Ltd. |
| J. Matthew VanEnkevort | CEO, Marin Mountain Bikes, Inc. |
| Jerry & Shelley Lawson | Co-founders, Frog Bikes |
| Michael Lin | CEO, Pacific Cycles, Inc. |
| Jörg Schindelhauer | Co-Founder, Schindelhauer Bikes |
| Tim Bundegaard-Goodall | CEO, Islabikes |
| Sam Atakhanov | CEO & Founder, DÖST Bikes Inc. |
| Andy Smallwood | CEO, Ribble Cycles |
| Frank Schnipper | Managing Director, antidot.bikecare |
| Hugo Davidson | CEO, Knog Pty Ltd. |
| Stefan Schott | CEO & Founder, 8bar bikes |
| Ardo Kaurit | CEO & Co-founder, Ampler Bikes |
| Oliver Pepper | Founder, Morvélo |
| Mathias Ihlenfeld | CEO, woom GmbH |
| Helge von Fugler | CEO, E BIKE Advanced Technologies GmbH |
| Timo Hyppönen | CEO & Co-founder, Pelago |
| Staffan Widell | CEO & Founder, Ass Savers AB |
| Jasper Ockeloen | CEO & Founder, Sockeloen |
| Ben Gaby | Founder & CEO, RideGuard c/o Jabeda Ltd. |
| Rob Webbon | CEO, Presca Ltd. |
| Thomas Donhou | Founder, Donhou Bicycles |
| Luke Humphreys | Owner, Pacenti Cycle Design |
| Richard Zirkl | CEO & Co-founder, reanimated-bikes |
| Jérôme Communal | CEO & Co-founder, Cycles Revolution SAS |
| Jason Evans & Duncan McRobert | Co-founders, Rawvelo |
| Javier Garcia | CEO & Founder, Negative Split Carbon |

Manufacturers & Distributors

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| Armando Levy | CEO & Founder, Rodi & Triangles |
| Daisuke Kobayashi | CEO, SR SunTour |
| Dan Liljeqvist | CEO, Herrmans Bike Components Ltd. |
| Jesper Lundqvist | CEO & Founder, Promovec |
| Vital Almeida | CEO, Ciclo Fapril, S.A. |
| Jimmy Seear | Co-founder, CSS Composites |
| Hermes Chang | Chairman, Ideal Bike Corporation |
| Sato Tange | President, Tange Seiki Co., Ltd. |
| Thomas Ramge & Marco Wolf | CEO, UPL Service GmbH |
| Pierre Regnier | CEO & Co-Founder, VELCO |
| Sato Tange | President, Tange Seiki Co., Ltd. |
| Panos Sinopoulos | Co-Founder, Ocean Industries |
| João Miranda | CEO, Miranda & Irmão, Lda |
| Phil Chang | CEO, Tentech Composite |
| Li Wenjie | CEO/General Manager, Flybike Asia Sports Equipment Co. Ltd. |
| Tan Weikun | CEO/General Manager, XDS Carbon Tech (Shenzhen) Co. Ltd. |
| Marcel Fowler | Founder, New Motion Labs |

Retailers

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| Dominique Metz | CEO, Veloplus AG |
| Chase Wreyford | Founder, Repack Bike Shop |
| Andy Carr | CEO & Founder, Spoon Group Ltd. |
| Craig Goff-Cooper | Founder, Ride Electric |
| Thomas Vanderhoydonck | CEO, De Geus BV |

Other

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| Robin Thurston | CEO & Co-founder, Outside Inc. |
| Mars Holwerda | Founder, studioMOM |
| Mark Sutton | Founding Editor, CyclingIndustry.News |
| Theo Grobler | CEO & Co-founder, Two Three Bird |
| Joko Vogel & Olivier Senn | Co-CEO & Founder, Cycling Unlimited AG, Tour de Suisse |
| Richard Pascoe | Founder & Owner, Saint Piran Pro Cycling |
| Jon Woodroof | Owner & Founder, Twotone Consulting BV |
| Alessandro Ferrio | Founder, We Bike Italy |
| Steve Zavestoski | Founder, Comova Cycling |
| Sander Kolsloot | Founder, Cycling Connection |
| Martin Donat & Stephan Peters | CEO & Founder, lifeCYCLE Magazine |
| Matthias Höfer | Co-Founder & CEO, BikeBoxPro |