

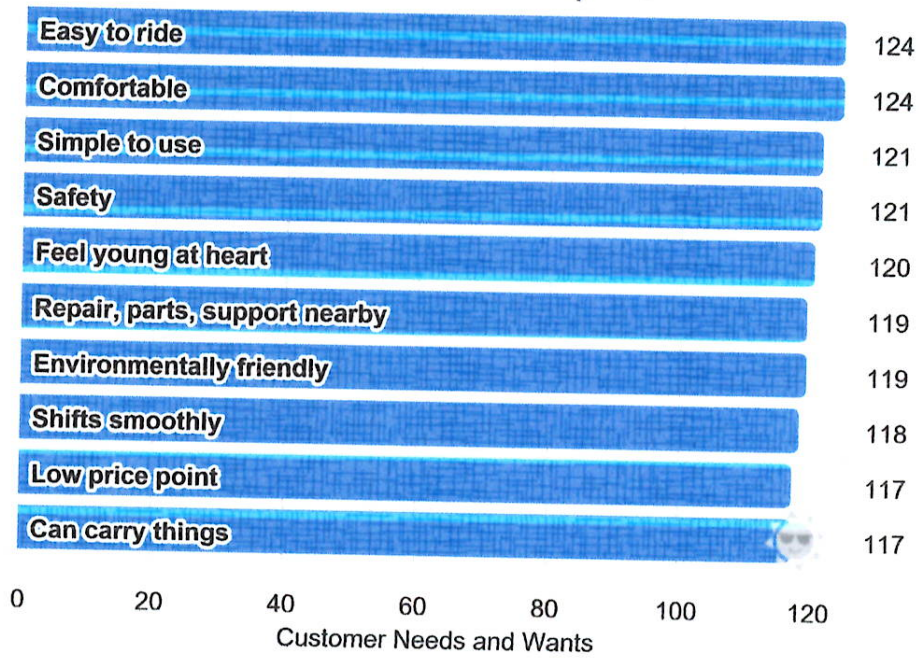



 Recreation	 Mountain	 Speed
Recreation	129	115	106
Exercise	115	118	121
Relaxation	122	108	102
Fun	123	115	102
Adventure	112	129	117
Sport	81	115	129

Recreation - Top 10

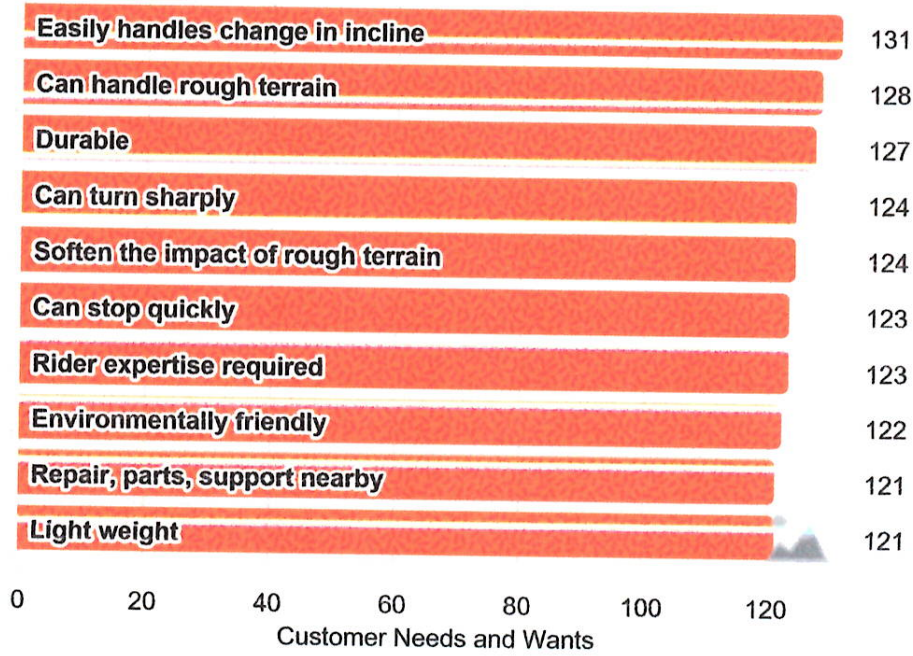


Customer Needs and Wants

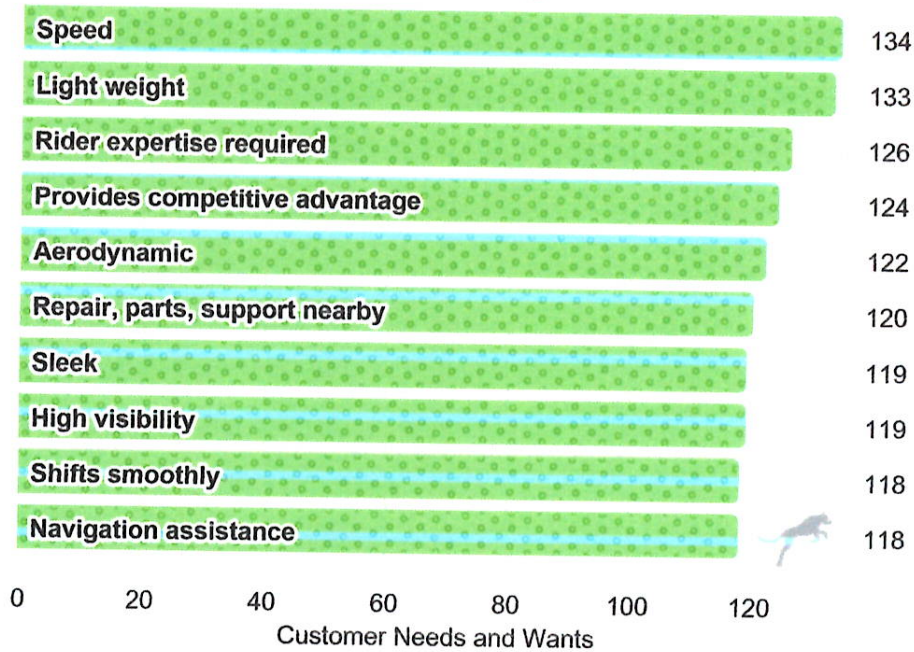
	 Recreation	 Mountain	 Speed
Colorful	116	120	109
Fits rider's personality	116	113	116
Simple to use	121	102	69
Safety	121	112	113
Low price point	117	98	70
Sleek	104	83	119
Stylish	111	118	116
Easy to ride	124	100	102
Comfortable	124	95	101
Soft ride	115	89	87
Repair, parts, support nearby	119	121	120
Can handle rough terrain	111	128	82
Can stop quickly	114	123	110
Precise speed control-turns, hills	103	106	117
On-road and off-road capabilities	114	95	69
Can carry things	117	104	69
Durable	108	127	117
Feel young at heart	120	115	117
Can turn sharply	113	124	115
Light weight	115	121	133
High visibility	117	103	119
Easily handles change in incline	107	131	113
Speed	110	109	134
Shifts smoothly	118	118	118
Provides competitive advantage	98	117	124
Aerodynamic	80	88	122
Rider expertise required	103	123	126
Status symbol/exclusivity	111	121	116
Navigation assistance	115	117	118
Soften the impact of rough terrain	116	124	90
Environmentally friendly	119	122	107

Segments by Application

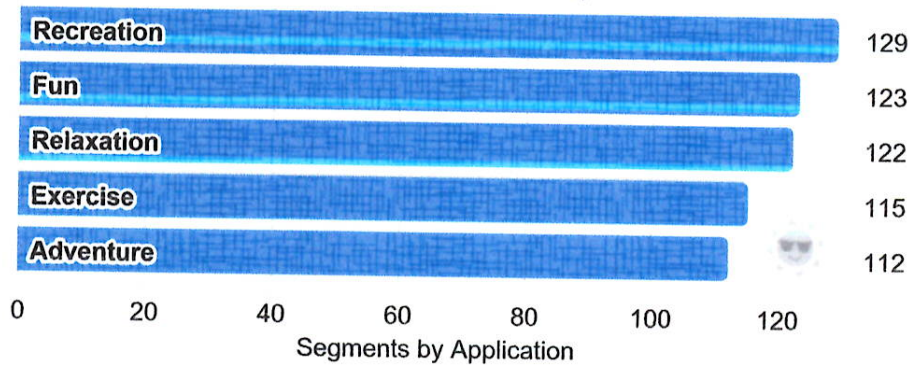
Mountain - Top 10



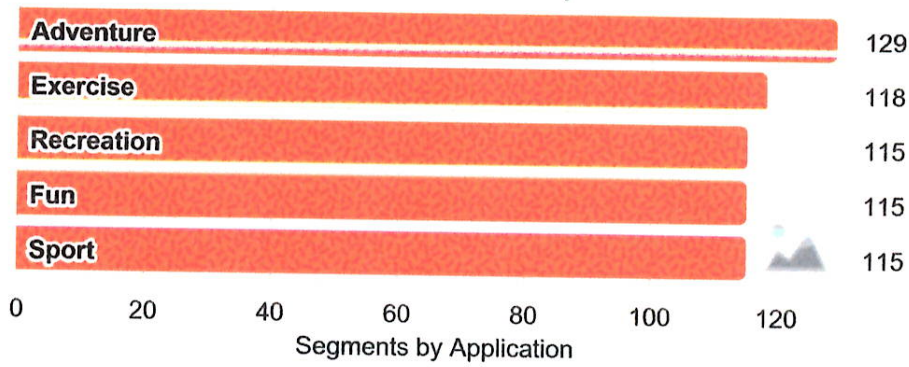
Speed - Top 10



Recreation - Top 5



Mountain - Top 5



Speed - Top 3

