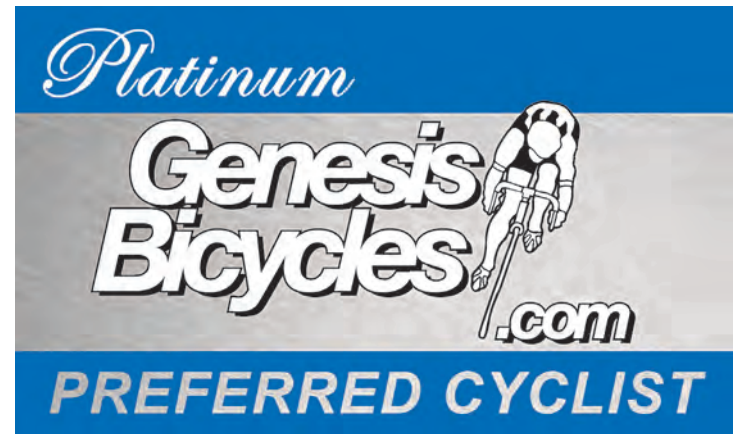


The program benefits detailed here are available to paid Preferred Cyclist cardholders only. Offers do not apply to online purchases and are subject to change without notice.

**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 \$89.99 Platinum Preferred Cyclist Membership, you'll enjoy the following benefits for TWO FULL YEARS:



Genesis Pays Your Sales Tax on all in-stock, as well as most special-ordered regular-priced Cycling Apparel, Helmets, Accessories, Car Racks, Parts, and Bike Service Packages

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 Membership. This benefit alone is worth more than the cost of the membership itself!

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

10% OFF

— AND —



Genesis Pays Your Sales Tax on regular-priced in-stock cycling apparel, helmets, accessories, and car racks purchased on the date of original transaction with your new bike and your Preferred or Platinum Membership! **Do the math!** (GPS units excluded from no-tax offer.)

— AND —

Choose one of the Accessory Kits shown on the next page at NO EXTRA CHARGE:



\$49.99

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 \$52.97*
Water-Resistant Under-Seat Pack
Genesis Composite Bottle Cage
24oz BPA Free Genesis Water Bottle
PCKIT1 _____ OR _____



Essential Care Kit *valued at \$53.96*
Mini Air Pump w/ Mounting Bracket
Teflon Bicycle Chain Lube
Tire Repair Kit and Tire Levers
PCKIT2 _____ OR _____



Safe 'n Sound Kit *valued at \$52.99*
Bright High-Output LED Headlight
Bright High-Output LED Taillight
Choice of ANY In-Stock Bell
up to \$18 Value
PCKIT3



Lots of bells to choose from!



\$89.99

Genesis Platinum Cyclist Accessory Kits
With a Genesis PLATINUM Membership, you'll get even MORE value for your money!

Choose any TWO of the Preferred Cyclist Accessory Kits shown above at No Additional Charge!
A combined value \$104.95 - \$106.93!

COMBINED PC KITS: PLATKIT1-2, PLATKIT1-3, PLATKIT 2-3

_____ OR _____
Platinum Fitness Kit *valued at \$97.97*
CatEye Wireless Cycling Computer
Genesis Composite Bottle Cage
24oz BPA Free Genesis Water Bottle
PLATKIT4



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