



Swiss Jersey



## Bikes Belong Survey Says: High Gas Prices are Fueling Bike Sales

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Boulder, Colorado

Is there an upside to high gas prices? If you're a bicycle retailer, there can be - particularly in the service department. Bikes Belong has just completed a survey of more than 150 bicycle retailers from nearly 40 states to see if their summer 2008 sales reflect an increase in the use of bicycles for transportation.

The majority of retailers who responded said their sales of transportation-related bicycles, accessories, and service have increased in 2008 compared to 2007:

- 73% said they are selling more bikes.
- 84% said they are selling more accessories.
- 88% said they are selling more service.

Is this increase in sales because of high gas prices? Most retailers who we surveyed think so:

- 95% of shops said customers cited high gas prices as a reason for their transportation-related purchases.
- 80% of retailers said gas prices were helping them sell more bikes for transportation.
- 86% thought accessory sales were getting a boost.
- 89% said they were selling more service because of high gas prices.

Many new customers are dusting off old bikes and bringing them in for repair. There appears to be a surge of interest in riding bicycles for short trips, errands, and commuting.

These survey results paint a clear picture of bicycling as a simple, affordable transportation solution and reinforces the need to create safe, appealing places to ride. Now is a prime time to encourage people to use bikes for transportation. It's good for the wallet, health, the environment - and it's fun.

View the complete survey results at <http://www.bikesbelong.org/node/1033254>.

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## **About Bikes Belong**

Bikes Belong Coalition is the U.S. bicycle industry organization dedicated to putting more people on bicycles more often. Bikes Belong lobbies to increase federal bike funding, awards grants to support innovative bike projects, promotes bicycling and its benefits, and backs crucial national efforts such as Safe Routes to School, Bicycle Friendly Communities, and the National Bike Summit. The affiliated Bikes Belong Foundation focuses on improving bicycle safety and enhancing children's bike programs.

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## **Contacts**

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## **More from Bikes Belong:**

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- ▶ **Bikes Belong Awards \$40,000 in Grants**
- ▶ **Bikes Belong Forms Foundation to Promote Bicycle Safety, Children Bicycling**
- ▶ **Bike's Belong October Newsletter**
- ▶ **Pat Cunnane Joins Bikes Belong Board of Directors**
- ▶ **Safe Routes to School National Partnership Receives Grant from Robert Wood Johnson Foundation**
- ▶ **Bikes Belong January '07 Newsletter**
- ▶ **Bikes Belong Awards \$44,400 in Grants**
- ▶ **Jeff Frehner, CEO of Pacific Cycle, Elected to Bikes Belong Board**
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- ▶ **Bikes Belong Awards \$50,000 in Grants**
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- ▶ **REI Grants \$100,000 to Bikes Belong Foundation to Help U.S. Cities Become Bicycle Friendly**
- ▶ **Bikes Belong November '07 News**
- ▶ **Bikes Belong Awards \$35,000 in Grants**
- ▶ **Interbike and Giant Leaders Join Bikes Belong Board**
- ▶ **Richard Fries, Top Cycling Journalist and Ambassador, Joins Bikes Belong**

**Team**

‣ **New York and Chicago Groups Receive \$15,000 REI Grants to Improve**

**Bicycling**

‣ **Bikes Belong Awards \$50,000 in Grants**

‣ **Bikes Belong April '08 Newsletter**

‣ **Complete Streets Bill Now in Both House and Senate**

‣ **Bikes Belong Awards \$44,200 in Grants for Recreation Projects**

‣ **Bikes Belong Adds Two New Staff Members**

‣ **Bikes Belong Awards Five REI/Bicycle Friendly Community Grants**

‣ **Retailers: Are High Gas Prices Fueling Your Sales?**

‣ **Bikes Belong August '08 News**

‣ **Bikes Belong Survey Says: High Gas Prices are Fueling Bike Sales**

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‣ **Bikes Belong Awards \$33,000 in Grants**