



### **Mountain Cycle gets back in the Saddle**

Under new ownership and with a new lease on life, legendary brand Mountain Cycle is pleased to announce that Doug Stuart has joined the company as President and equity partner. With its new management group the company plans to rebuild Mountain Cycle back into the innovative and rider oriented brand that it started out as back in 1988.

Having been part of the management teams at both Specialized Bicycles and Marin Mountain Bikes, Stuart is best known for his role as President of Full Speed Ahead (FSA) where he championed the growth of this popular component brand.

In conjunction with the company's new ownership and management structure, Mountain Cycle will be moving its headquarters to the Seattle Washington area. To serve customers in the US new office and warehouse facilities are being set-up immediately and the company will be ready to start serving its dealers in the next few weeks. Handover from Mountain Cycle's previous owners, Kinesis USA in Portland, will be managed to minimize disruption to our loyal customers.

To best serve the European market, Mountain Cycle has established a European subsidiary based in France, with Krien Dawson as its Managing Director. Prior to joining Mountain Cycle Dawson has worked as product manager for Shimano, and most recently was Brand Manager at Vario Bikes.

The Mountain Cycle brand was first introduced to the market in 1988. It quickly became popular among technically minded enthusiasts and racers due to the many innovative technical characteristics that were incorporated into the company's frame designs. Mountain Cycle is considered to be a pioneer in the use of hydraulic disk brakes, inverted suspension fork technology and aluminum monocoque frame construction.

Everyone involved with the take-over is well aware of the rich history surrounding Mountain Cycle, and of the efforts and energy already put in place by it's previous management team. Our collective aim is to build on this foundation, and using our experience and business backing to bring this brand back to it's rightful place in the enthusiast MTB market.

We look forward to having the opportunity of meeting all the Mountain Cycle enthusiasts and retailers over the course of the next weeks and months. We will be attending Eurobike and can be found in Hall A5, at Stand Number 218. Dealers can also test ride the company's bikes at the Interbike On Dirt Demo.



*Mountain Cycle President, Doug Stuart*

### **Contact Information**

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