

Development Squad Program 2011

Summary: Welcome to Seven's Development Squad Program. In order to try and respond to the many questions we've received about the program, we've compiled a list of Frequently Asked Questions to help make the process more straightforward

What is the Seven Development Squad?

Seven's Development Squad is a grassroots sponsorship program. The purpose is to foster the growth and enjoyment of bike racing in the United States and identify talented individuals who would benefit from the enhanced riding experience offered by Seven Cycles

How many Squad Members are in the program?

A maximum of 20 Squad Members from across the United States will be selected for 2011.

What does a Squad Member receive?

- Special Preferred Team pricing on a complete bike order
- 25% discount on team clothing
- Name, retailer name, race results, and race reports posted on Seven's New Development Squad Facebook Page

What am I expected to do in exchange for being part of this program?

- Order your bike in a timely fashion so it can be built and completed by July 15, 2011
- Submit monthly results and race recaps during your in-season competition
- Actively promote your sponsorship with Seven
- Provide testimonials related to their new bike and working with their retailer of choice
- Please keep all preferred pricing you received as a Squad Member confidential

How do I find out bike pricing?

Once you know which model you want to order, please email Mattison Crowe at mattison.crowe@sevencycles.com. We will email you pricing for the frame model or models you request. We can also generate a quote for your components, based on your choice of equipment. Squad Members are responsible for any fitting fees, taxes and shipping expenses related to their purchases. Squad members are also responsible for any costs related to the build or set-up of their bikes. We encourage you to have your designated Seven Retailer build your bike when it is ready

If I don't want a complete bike, can I order just a frameset?

Yes. If you have another sponsor providing components, or wish to race using components you already own, you can order a frame or frameset only. Please make sure you tell us which parts you are using, as this can impact design elements of your frame

How many bikes can I order?

You may order one complete bike per calendar year through the program

Can I select any bike model?

Yes, you may select any 2011 Seven Cycles model

What is the Development Squad paint scheme and how much does it cost?

The Development Squad paint scheme is a three-color paint scheme that is exclusively offered to Squad Members; the default color choice is:

- Seven Green, Snow White and bare titanium on titanium and titanium / carbon models

- Seven Green, Snow White and Platinum on steel and full carbon models

A frame drawing, showing an example of the Development Squad Paint Scheme will be emailed to every Squad Member. Squad Members who are also racing for their local team may substitute those team colors for Seven Green and Snow White, if they choose

Pricing for the frame and fork paint scheme will be mailed to Squad Members with their bike-pricing quote

What if I want an unpainted bike?

If you choose a model that does not require paint, you can select any stock decal color choice.

How do I place my bike order?

Please contact your designated Seven Retailer to set up an appointment have your measurements taken and your order placed. You and the retailer will complete a Custom Kit Order Form. You will receive the name of your shop contact in your congratulatory email message.

How soon do I need to order my new bike?

Our goal is to have all Development Squad bike orders ready to ship by July 15, 2011. We expect you to place your bike order within two weeks of being notified of your selection.

How do I order clothing?

You order clothing directly from your Seven retailer Squad Members receive a 25% discount off retail pricing for softgoods, but are charged ground shipping. All softgoods are mailed to the Seven retailer for pick-up.

What if I have other questions?

You can call or email Mattison Crowe, our Marketing Manager at mattison.crowe@sevencycles.com, or call 617-923-7774 with any questions