## Revenue by Year and Category 2 Each product category has an upward trend Cross Country Race Cyclocross Elite Road \$5,000,000 \$500,000 \$3,000,000 \$4.000,000 \$400,000 \$3,000,000 \$300,000 \$2,000,000 \$2,000,000 \$200,000 \$1,000,000 \$1,000,000 \$100,000 \$0 \$0 Over Mountain **Endurance Road** Fat Bike \$2,000,000 \$200,000 \$1,500,000 \$2,000,000 \$1,000,000 \$100,000 \$1,000,000 \$500,000 \$0 \$0 \$0 Trail Triathalon **Sport** \$2,500,000 \$500,000 \$1,000,000 \$2,000,000 \$400,000 \$750,000 \$1,500,000 \$300,000 \$500,000 \$1,000,000 \$200,000 \$250,000 \$100,000 \$500,000 \$0 \$0 \$0 20112012201320142015 20112012201320142015 20112012201320142015

Revenue

