

Company Description: Heidelberg



Introduction

Bicycle Corporation is a major bicycle and cycling product manufacturer and distributor under brand names Trek, Electra Bicycle Company, Gary Fisher, Bontrager, Diamant Bikes, Villiger Bikes and until 2008, LeMond Racing Cycles and Klein. With its headquarters in Waterloo, Wisconsin, Trek bicycles are marketed through 1,700 dealers across North America, subsidiaries in Europe and Asia as well as distributors in 90 countries worldwide.

1980–1984 Trek becomes a business

Hampered without additional manufacturing capacity, Trek sales plateaued in the late 1970s. In just a few years Trek had outgrown its original “red barn” manufacturing facility—a former carpet warehouse. Recognizing the need for expansion, in 1980 Trek broke ground on a new 26,000 sq ft (2,400 m²) corporate headquarters on the outskirts of Waterloo. Company co-founder Dick Burke would later recall that “it wasn’t until we built the new factory that we became a business.” With more factory space available, Trek expanded its manufacturing to include complete bikes. In 1981 Trek entered the steel road racing bike market, introducing the “Pro” line, including the 750 and 950 models, and in 1983 Trek built its first mountain bike, the 850. In 1984 Trek ventured into the aftermarket parts and accessories business, launching its Trek Components Group (TCG) department.

1985–1991 Technology frontier

In 1985, borrowing technology from the aerospace industry, (and bike companies such as Alan and Vitus), Trek introduced its first bonded aluminum bike frame, the 2000. The introduction of bonded aluminum to Trek’s production line proved very problematic for a company that had

built itself on hand-brazed steel frames. Manufacturing ground to a halt as Trek worked to figure out how to build bonded frames in a production environment. A year later Trek followed up the success of the 2000 with a 3-tube carbon composite model, the 2500. Thus began Trek's foray into carbon fiber. That same year, to keep up with rapidly growing sales, Trek added another 75,000 sq ft (7,000 m²) of manufacturing space to its Waterloo headquarters. In 1988 Trek introduced "Trek Wear," marking the company's entry into the cycling apparel business. A year later Trek expanded into foreign markets, opening subsidiary offices in the UK and in Germany. That same year Trek introduced its Jazz brand of bicycles, a collection of entry-level and kids' bikes designed by Trek but manufactured in Taiwan. Jazz bicycles were discontinued in 1993.

1989 was a pivotal year for Trek, marking the year that the company unveiled its first molded carbon fiber frame, the Trek 5000. The 5000 frameset (monocoque carbon frame plus bonded aluminum fork) had an advertised weight of 3.3 lb (1.5 kg). Designed by Trek but built by Brent Trimble, an outside manufacturer, the 5000 suffered enough quality problems that it was discontinued after just one year. But the lessons learned from the 5000 would prove to be instrumental in driving Trek to develop its own carbon

Eco-friendly products[edit]

For the year 2010, Trek teamed with multiple suppliers to provide eco-friendly products. This includes brand new bikes that are economically priced and are made out of steel. Steel is an easier material to obtain and recycle. Also, Trek is starting to provide bike shops with funds to start recycling old tubes to be sent to Alchemy Goods in Seattle, Washington, to be made into bags, seat bags, and panniers.

Bontrager

Bontrager branded products include helmets, tires, wheels, handlebars, stems, seatposts, saddles, electronics and cycling shoes.

LeMond brand

The relationship between Trek and Tour-de-France winner Greg LeMond went back to at least 1995 when LeMond licensed Trek to produce LeMond branded bicycles. According to Trek, "In 1999, the LeMond line was one of the fastest growing road bike brands and one of the top five largest road bike brands in the United States".[9]

In March 2008, LeMond Cycling Inc prepared a suit against Trek, accusing it of bowing to pressure from "third parties" to "wind down" his brand through lack of distribution and promotion, especially in the European market. The complaint also says that "Since 2001, Trek has systematically sought to silence Mr. LeMond's right to make comments that constitute an informed and honest opinion on matters of legitimate public interest – the problems associated with the use of performance enhancing substances". The complaint includes examples of Trek threatening its ties with LeMond in 2001 and 2004 after he made public statements against doping, Michele Ferrari, and Lance Armstrong[10][11]