

ABOUT TERRY: The gateway to the women’s cycling market.

We are the original women’s bicycling company founded in 1985 by Georgena Terry who introduced women-specific product design and pioneered the women’s cycling industry. For over 3 decades, TERRY has been committed to getting more women riding – designing innovative bikes, award-winning saddles, trend-setting apparel and accessories around the concept that pure performance and feminine style can ride in tandem. We are 100% dedicated to making cycling a more comfortable, safe and beautiful experience for all women.

OUR CUSTOMERS

TERRY is a multi-channel marketer with a direct-to-consumer catalog and website, and a wholesale distribution channel to large retailers like REI, EMS and ll Bean, as well as to independent bicycle dealers.

Our retail customer base is extremely passionate about cycling and evangelistic about the TERRY brand.

- They live healthy, active lifestyles and are interested in self improvement, sport and fitness.

- They have time and money. Likely to have no children or grown children, allowing them more time and money to devote to their passion.

- They engage in fund raising/charity rides and cycling clubs.

- High concentration of nurses and educators.

- Likely to be over 35 years of age, but young at heart.

- Have an appreciation for women-specific products and those made “by women for women”.

- Apparel purchases are motivated by comfort and style.

- Geographically diverse, with concentrations in the sunbelt regions.

TERRY HISTORY

1985 Georgena Terry introduces hand-built, women-specific bicycles to the US, encouraging women to “have a fit”.

1991 Terry introduces women-specific bike apparel.

1992 Women’s Sport saddle designed to respond to female cyclists’ requests for more comfortable bike seats.

1st saddle patent.

1996 Georgena Terry named one of 4 cycling pioneers by Bicycling magazine.

1997 Women’s Liberator introduced.

First consumermailorder catalog sent.

1998 Men’s Liberator introduced. A stunning 50,000 units sold.

1999 Patent received on Liberator design. Terry buys GKA (girls kick ass) and introduces skorts for cycling.

Men’s Liberator becomes best selling Terry product.

2001 Terry begins sponsorship of pro women’s road racing team, focusing on developing young female riders.

 Italian Fly and Butterfly saddles introduced.

2002 Georgena named one of 11 cycling innovators by Outside

 Magazine. She’s the only woman recognized.

2003 Company celebrates 6 years of double-digit sales growth.

2004 Fly Ti named best saddle for men by Outside magazine.

2005 Terry awarded Marketer of the Year by Direct Marketing Association of New York.

 Terry Firefly saddle selected Editor’s Choice, Bicycling.

2006 Terry profiled on NPR and donates thousands of dollars to breast cancer research and to grassland conservation efforts.

2007 Terry Bella Shorts named Bicycling magazine’s Editor’s Choice, its first year in the

 market.

2008 Terry holds first Wild Goose Chase women’s benefit ride along Maryland’s Eastern Shore.

Fly and Butterfly sales top 100,000.

2009 Terry sells majority interest to Elisabeth Robert, former CEO of Vermont Teddy Bear.

Women’s Falcon saddle named Bicycling magazine’s Editor’s Choice.

2010 Company moves to Burlington, Vermont.

 JDK Design partnership infuses Terry with new brand and creative energy.

Advanced Sports International licenses Terry bikes and works with Georgena Terry to introduce a line of ready-to-ride bicycles to a broader market.

Georgena Terry receives OIWC Pioneering Woman award.

2011 Terry launches RIDE IT FORWARD bicycle grant program, inspiring women to ride, one bike at a time.

2012 Video of Georgena Terry produced and is accepted into over 30 film festivals both in the US and abroad.

2014 Terry partners with Blue Cross Blue Shield of Vermont and launches Wellness Revolution cycling program for women.

 Terry named HOT 100 Best Retail Web Site of the Year

2015 Terry celebrates 30th anniversary