

The Cycle Loft in Lexington is pleased to once again be sponsoring NEBC and its members for the coming **2017** season.

In addition to a direct financial contribution to the club, we will continue to offer the following benefits to club members in good standing:

48-hour turn-around on most repairs checked-in between Monday and Thursday (on racing bikes and equipment). Please tell our techs that we have your **racing bike!** Please contact our Service Manager, Zach Kingsland Zach (zach_kingsland@cycleloft.com), with questions or to book ahead.

5% off all new, non-sale bicycles for personal use.

Our best pricing on clothing, accessories, and parts for personal use.

Storage space for Club equipment; space for meetings, events, and clinics; neutral support for NEBC events such as the Van Bares Kids' Crit.

A few words about the Cycle Loft's discount policies:

Although we recognize that discounts and sales are an integral part of retailing, we strive to price all of our products and services, for all of our customers, at every-day prices that are always competitive in our market (even as the modern Internet-based economy continues to apply downward pressure on all retailer's profit margins).

We value your patronage, your good will, and your good opinions. It is our contention that NEBC members are recognized as active, involved and connected members of the local cycling community. It is our hope that you will recognize our passion for cycling, and continue to recommend us to your (non-NEBC) friends, co-workers, and fellow cyclists.

Our price level for sponsored clubs is as low as we can offer and still maintain our profitability as a sustainable business. Because our costs for many items can change on a daily basis, we monitor this price level very carefully, making frequent adjustments.

NEBC member's discounts will in most cases be automatically calculated by our computer system. Therefore, only members that have been associated with the NEBC group in our database will be automatically afforded the preferred pricing. NEBC sends us an updated club roster on an almost weekly basis. We make changes to our database within a day or two of receiving these updates.

In the event that NEBC members find an item for less than our "Sponsored Club" price, we will make every effort to meet or beat that price. These cases, in addition to any pricing questions, will require intervention from one of our managers, so feel free to get in touch with either Jeff (jeff@cycleloft.com), Anthony (anthony@cycleloft.com), Zach (zach_kingsland@cycleloft.com), or Nate (nate_plant@cycleloft.com) to work out any necessary details.

Thank you for your continued support and patronage. We look forward to working with each of you in the coming year, and wish you all success in 2017.

Jeff Palter, and the entire staff of Cycle Loft