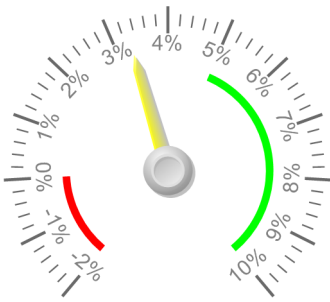


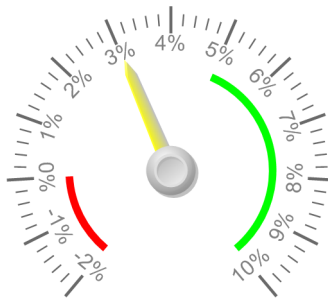
Marketing Dashboard Month

Reporting month June 2004

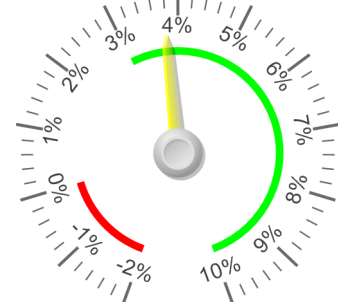
Growth Revenue Total



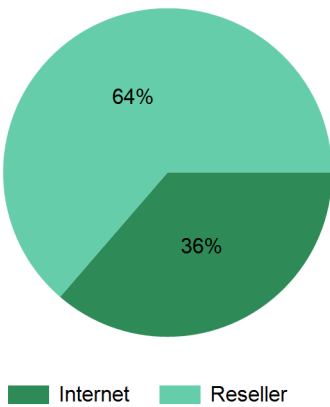
Growth Revenue Resellers



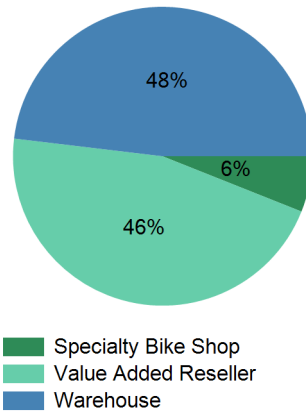
Growth Revenue Internet



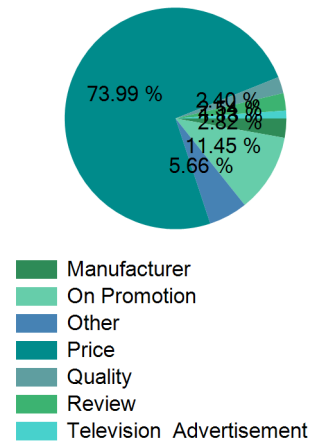
Channels contribution



Reseller contribution



Internet Sales Reasons



Countries	Growth	Amnt
United Kingdom	69%	688.4
Canada	35%	717.8
Australia	29%	711.1
United States	2%	2581.4
Germany	-14%	349.5
France	-59%	316.7

Countries	Growth	Amnt
United Kingdom	114%	426
Australia	99%	231.5
Canada	48%	585.2
United States	6%	1917.8
Germany	-30%	135.7
France	-80%	119.2

Countries	Growth	Amnt
United Kingdom	26%	262.4
France	23%	197.5
Australia	10%	479.5
Germany	0%	213.8
Canada	-4%	132.6
United States	-8%	663.5

Product Line	Growth	Amnt
Components	46%	43.8
Touring	19%	1854.1
Mountain	3%	1864.5
Accessory	-1%	159
Road	-12%	1443.4

Discount Type	%	Amnt
No Discount	96%	3280.8
Volume Discount 11 to 14	3%	86.1
Volume Discount 25 to 40	1%	20.1
Volume Discount 15 to 24	0%	16.3
Mountain-500 Silver Clearance Sale	0%	12.1

Occupation	Growth	Amnt	%
Skilled Manual	15%	416.8	21.4%
Manual	8%	164.2	8.4%
Clerical	4%	311.3	16.0%
Professional	2%	722.8	37.1%
Management	-5%	334.3	17.1%