

2023 IMPACT REPORT



QUALITY BICYCLE
PRODUCTS

A photograph of a person riding a bicycle on a dirt path through a vast, open landscape. The sun is low on the horizon, creating a bright glow and long shadows. The landscape is flat with sparse vegetation, and a large, flat-topped mountain is visible in the background. The image is framed by a large, semi-circular cutout in the red background.

Riding toward a
brighter future

Table of Contents

3

Letter from Rich

4

B Corp

8

Advocacy

12

Sustainability

20

Community

28

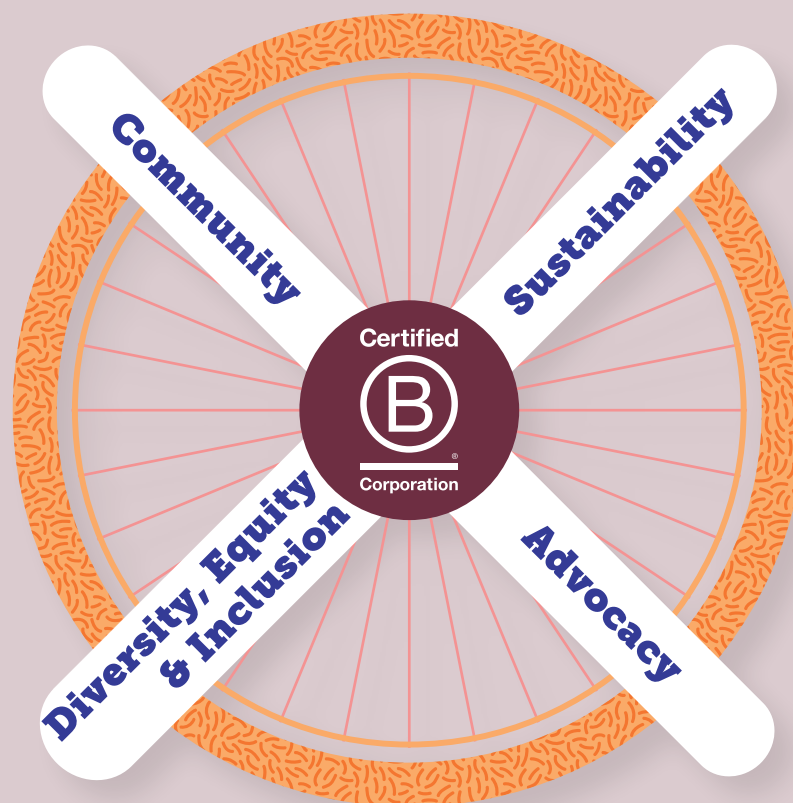
Diversity, Equity & Inclusion

36

Looking Forward

BUILDING MOMENTUM

At the heart of our impact model lies our B Corp certification, the hub from which Advocacy, Sustainability, Community, and DEI initiatives radiate like spokes. Action within these areas propels us toward a more equitable and sustainable future, one pedal stroke at a time.



A Letter from Our President

Here at Quality Bicycle Products, our core mission is to advance the experience of bicycling for the wellbeing of people and our planet.

While we're a for-profit business, we aim to give back to the communities that bring people to bicycling in the first place. We've always been vocal about our commitment to creating a sustainable, welcoming environment for all, but our financial resources, time, and energy spent giving back is what sets us apart. By having a mission that propels us in the right direction, we're never far from igniting that spark that leads to change.

In the spirit of transparency, we want to acknowledge that 2023 was an unusually difficult year for Q. As we learned to navigate the highs and lows of doing business in today's economic climate, we faced a series of challenging obstacles that included industry headwinds, softening sales, and eroded margins. This led to tough decisions like the closing of our U of Q Institute and overall reduced funding opportunities.

Despite these setbacks, we still made strides when it comes to the "four spokes" of our impact work that we've committed to: Advocacy, Sustainability, Community, and DEI. We've had to pivot, in more ways than one, and figure out how to best serve our communities with limited resources. But we remained flexible and are proud of the work done to create impact and momentum.

In this report, you'll read about some of the amazing accomplishments our team has made to get more butts on bikes. You'll get a closer look into the initiatives taking us to carbon neutrality within our U.S. operations by 2030, our 6% investment of after-tax profits to advance bicycling within our communities, and impressive employee volunteer hours that impact local communities around the country.

Thank you for taking the time to learn about ways we're reaching our mission, and supporting Q in your own way as we work together to make cycling a more accessible, inclusive, and represented experience for all.



Rich Tauer (he/him)

B CORP

Photo courtesy of Little Belles

Riding toward
business that
benefits all

Driven By Our Values

In April of 2021, Q underwent a graded evaluation through the non-profit **B Lab** to assess our impact on employees, customers, community, and the environment. Due to our score, Q was able to become B Corporation certified, joining a select group of companies in the outdoor industry that put people, communities, and the planet right up there with profit. We're extremely proud of this achievement, not only because it acknowledges the efforts we've already invested, but also because it keeps us accountable with routine auditing and provides a roadmap for future, value-driven initiatives. This isn't a certification we take lightly, and we're continuing to focus our efforts on building trust and transparency among employees, bike shops, riders, suppliers, and other community members that help create a positive impact within our industry and the rest of the world.

TO ACHIEVE THIS CERTIFICATION, A COMPANY MUST:

- **Demonstrate high social and environmental performance** by achieving a B Impact Assessment score of 80 or above
- **Make a legal commitment** by changing its corporate governance structure to be accountable to all stakeholders — not just shareholders
- **Exhibit transparency** by allowing information about its performance to be measured against B Lab's standards and appear publicly on B Lab's website



How We Measure Up

To achieve B Corp certification, a company must score at least 80 out of 250+ points on B Lab's B Impact Assessment. After completing our assessment in 2021, we earned an overall score of 82.5.

While that may seem low, it's important to note that the median score for ordinary businesses that complete the assessment is only 50.9. Starting out at 82.5 lets us know that we're going above and beyond in many areas, and that there's still room for growth.



To learn more about what a B Impact Assessment covers, [click here](#).

Our B Corp scores won't change until we apply for re-certification in early 2024. But until then, we'll reflect on our 2021 assessment:

Overall
B impact score
82.5

Governance

overall score **15.2**

- 2.1** Mission and Engagement
- 3.1** Ethics & Transparency
- 10*** Mission Locked

Environment

overall score **17.8**

- 3.8** Environmental Management
- 6.1** Air & Climate
- 1.9** Water
- 5.2** Land & Life

Community

overall score **17.1**

- 4.2** Diversity, Equity, & Inclusion
- 1.9** Economic Impact
- 4.6** Civic Engagement & Giving
- 4.7** Supply Chain Management

Workers

overall score **22.2**

- 9.5** Financial Security
- 5.7** Health, Wellness, & Safety
- 2.6** Career Development
- 4.3** Engagement & Satisfaction

Customers

overall score **10.0**

- 2.5** Customer Stewardship
- 7.4*** Health & Wellness Improvement

* We earned these points because of our legal status as a General Benefit Corporation. It means that our business model is intentionally designed to create a specific positive outcome for at least one of its stakeholders — such as workers, community, environment, or customers.

Moving Forward

This is no small feat, and we're proud of the efforts made to get Q to where it is today. Our official B Corp status is only the beginning, as we're ready to drive even more initiatives when it comes to advocacy, sustainability, community, and DEI in the years ahead. We'll keep aiming high — in our scores, initiative possibilities, and vision for the future ahead of us.



Photo courtesy of Steve Bate

ADVOCACY

A photograph of two cyclists riding past a shop named 'Cycles' with a sign 'ESTABLISHED 2010'. The image is overlaid with a large, semi-transparent circular graphic and a red wavy pattern on the right side. The text 'Riding toward a bike-centric world' is written in white over the image.

Riding toward
a bike-centric
world

Giving Everyone a Chance

A world where people can freely ride without economic and societal obstacles doesn't just happen overnight; it requires fundamental change in infrastructure, a shift in mindset, and a vision to work toward. To increase ridership and break down barriers, we've got to partner with those who know their communities best — whether it's a nationwide nonprofit with years of experience or a local, grassroots movement just beginning to spark change.

Our commitment to advocacy, along with thousands of volunteer hours and \$11.4 million donated to the Q Community Fund over the years, doesn't just speak big ideas into the world; it fuels action-oriented initiatives that have been shown to elevate ridership, improve infrastructure, and bring awareness to unique cycling community needs.

ALIGNING OUR GOALS

We're working hard on these goals:

- **Increase and develop bicycle ridership in disinvested communities** by working with bicycle-focused nonprofits on a national scale
- **Help build, support, and empower bicycle advocacy groups** near our U.S. distribution centers
- **Advocate for bike parks and bike playgrounds** near our U.S. distribution centers



Photo courtesy of Park Hill Bike Depot

Our Advocacy Partners

We can't achieve these goals on our own, which is why we partner with trusted organizations and non-profit bike shops who share our vision and are dedicated to sustaining progress. Many Q employees are interconnected with these organizations through volunteer work like coaching, advocacy, trail building, and more.



Photo courtesy of Lancaster Bicycle Club

Here's a glimpse of who and how we partnered with in 2023:

OUR NATIONAL ADVOCACY PARTNERS

PeopleForBikes

In addition to having Q employees serve on its board and subcommittees, Q supports [PeopleForBikes](#) with considerable annual membership dues, which are based on a percentage of the annual U.S. bicycle market revenue, and go toward advocating for safer, accessible bike infrastructure across the U.S.

International Mountain Bicycling Association (IMBA)

We donated \$75k to support the [More Trails Close to Home Initiative](#), expanding opportunities for local communities to ride bikes.

FUNDING NON-PROFIT BIKE SHOPS

Q Donated bicycle accessories worth:

\$60,010*

to Common Wheel of Lancaster

\$42,098*

to Kids on Bikes, Colorado Springs

\$42,899*

to Express Bike Shop of St. Paul

\$70,366*

to Reno Bike Project

* Products include helmets, water bottle cages, saddles, tires, and hand sanitizers.
Based on product MSRP.

More Wins for Winter

Protect Our Winters (POW) is a non-profit organization that strives to protect the cold landscapes we all know and love from the harsh realities of climate change. Back in January 2023, our flagship cold weather riding brand 45NORTH partnered with POW to do everything in our power to preserve the environment and the winter rides we look forward to each year.

Last year, 45NORTH committed \$10k to POW in support of its unrivaled and urgent work to curb climate change. In January of 2024, 45NORTH continued their commitment with another \$10k to keep progress in motion.



SUSTAINABILITY



Curbing Our Carbon Footprint

We all know riding your bike is a more sustainable, environmentally considered approach to transportation, but what about the time, energy, and resources it takes to get your bike from its initial design to the doorstep of your local bike shop? By reducing our carbon footprint within our own facilities as well as our global supply chain operations, we're finding different ways to put our sustainability goals into action. We're people who care about the outdoors, and we want to take care of the places we're able to explore on two wheels. As we put the planet first and think about our sustainability goals, this is what we're working toward.

OUR SUSTAINABILITY GOALS

- Carbon neutrality for domestic U.S. operations by 2030
- 100% powered by on-site solar at all 4 U.S. facilities by 2030
- Carbon neutrality for all Q-owned products by 2040
- Reduce 2022's Scope 3 emissions by 50% by 2032

17,000+ metric tons

CO2 eliminated to date since 2016

41%

Q's overall energy usage powered by on-site solar at our 4 U.S. facilities in 2023

4,783,871 kWh

Cumulative production from our solar panels since 2006, including the 1,506,108 kWh produced in 2023

4

Q distribution centers using Packsize to minimize packaging

Achieving Carbon Neutrality

We've always been a company that strives to prioritize the well-being of our planet and people in achievable and sustainable ways. However, our gears really started turning when our employees attended the Intergovernmental Panel on Climate Change in 2018, illustrating the need for tangible action. While our goal is to achieve total carbon neutrality by 2030, we're required to comply with current limitations that keep us focused on what's in our control, which mainly include U.S. operations.

Reaching full carbon neutrality won't be easy, and it's a goal that requires all facets of our business to do their part. As we make changes in conjunction with our overseas partners, we look forward to expanding carbon neutrality in all corners of our operations.

THE CONDITION OF OUR EMISSIONS

After taking stock of all our environmental efforts, we felt that there was still more we could do to offset our carbon emissions. While we recognize carbon offsetting isn't a perfect solution, **we're committed to working with organizations that actively capture carbon from the atmosphere and protect resources that naturally reduce carbon like forests.**

We know that, to be effective, carbon offset credits must demonstrate additionality, meaning the greenhouse gas reductions would not have occurred had we not purchased the credits. We currently work with Native Energy to offset our emissions.



A Bright Future

One big way we reduce our emissions is by investing in cleaner energy sources like solar. To date, 41% of Q's overall energy usage at U.S. facilities is powered by solar panels located at our distribution centers and offices. In 2023, our solar arrays produced 1,506,108 kWh (kilowatt hours) of solar power.



One Size Does Not Fit All

All four of our distribution centers use a technology called Packsize, a packaging on-demand system that selects right-sized boxes for our products — minimizing void fill with each order.

We've also refined our packaging by using containerization software. This helps us achieve greater detail when it comes to exact dimensions and allows us to optimize product data to improve package density.

"Creating the shipping box on demand, as the order is prepared, is ideal for highly variable shipping environments. This approach limits both the amount of cardboard needed for the box and the amount of void-fill used to pack the products securely. Q continues to refine our process to impact the environment in a positive way."

— Sean Wall, Distribution Director

Since we started (in 2022):

36%

Reduction in overall cardboard usage for boxes

68%

Reduction in recyclable air bubbles

34%

Reduction in void fill

HERE ARE THE IMMEDIATE IMPACTS:

- We're opting for **custom corrugated boxes** made from easily recyclable materials over less environmentally considered options. Using appropriately sized boxes has allowed us to reduce our overall cardboard usage.
- Using boxes that are the **appropriate dimension for each unique order** means we use less void fill. In 2023, we saw an initial 46% reduction in plastic void fill, and we're striving to reach an 80% reduction compared to our 2021 benchmark.
- Right-sized boxes combined with less void fill keep our shipping as efficient as possible. Our delivery trucks are packed **full of products instead of air** or excess packaging materials.

Smart Bike Packaging

As part of our goal of reducing the amount of packaging we use and making sure the materials we do use are environmentally conscious, we looked at how we package bikes for transit — and it turns out that there is plenty of room for improvement. In June 2022, we started the process of saying goodbye to plastic and polystyrene foam and hello to more recyclable cardboard. Our goal is to apply this to all our bike models by 2025.

As for 2023, we were able to get 47,893 bikes assembled with this new packaging process. We're excited to share that we're currently piloting this packaging process with another one of our bicycle assemblers with plans to convert to more recyclable cardboard in spring of 2024.

EVERY BIKE MAKES AN IMPACT

The breakdown on our new bike packaging process:

Complete elimination of all polystyrene foam

- Going from 158 grams per bike to 0 grams per bike
- Eliminated 7,567 kilograms in 2023

Reduction in plastic

- Going from 126 grams per bike to 50 grams per bike
- Eliminated 6,034 kilograms in 2023

An increase in recyclable cardboard

- Increasing use by 158 grams per bike
- Increased cardboard by 7,567 kilograms total in 2023



Ditch the Car for a Change

For Q employees, it pays off to get places without a car! To encourage our community to reduce its own carbon footprint, we offer a Ride Incentive Program for all full- and part-time employees to earn money for using alternative modes of transportation — whether it's for work commutes, personal errands, company events, or seasonal ride challenges.

Acceptable forms of alternative transportation include biking, ebiking, walking, carpooling, and mass transit. Eligible commutes include any travel to and from a place where an employee performs work as well as to and from sanctioned volunteer opportunities. We define "errands" as off-the-clock travel to complete a personal task like getting groceries or picking kids up from school.

"Q's commuter credits program has been instrumental in encouraging me to opt for biking over driving when commuting to the office. It provides valuable motivation for me to choose sustainable transportation."

— Kurtis Wilson, Director of E-commerce Experience

3,748,643 miles

logged since 2006

90,665 miles

logged in 2023

**2,886,455
pounds**

of CO2 saved since 2006

69,812+ pounds

of CO2 saved in 2023

\$698k+

paid out to employees via
commuter credits since 2006

\$24,000+

commuter credits paid out to
employees in 2023

On the Road to Recycle

Over the last decade, we've seen ebikes grow in popularity — and for good reason. They're versatile machines that are both fun and functional, and fully capable of replacing your car. The one sticking point that raises an environmental concern is proper ebike battery disposal.

That's why we're partnering with PeopleForBikes and Call2Recycle — the nation's largest, most reliable battery recycling program experts — to give bike shops an easy way to recycle spent ebike batteries. Participating shops are listed as drop-off sites on an online database and receive kits to safely ship retired ebike batteries to facilities where they will be returned to their proper recycling stream rather than a landfill.

RECYCLING OUR MATERIALS

We're always on a mission to evaluate the sustainability of our products, including all the materials that go into creating them. In 2023, **we were able to recycle over 500 pounds of carbon fiber scrap** from items like frames and forks, various returns, and excess from product development.

While we're working on ways to better dispose of tires and tubes, we're also collecting tires that we'll send to a Minnesota recycler that specializes in tire recycling. So far, **we've sent out approximately 14,670 pounds of tires to be recycled!**

HOW BATTERY RECYCLING IS GOING

Since we started in 2021:

145

Bike shops enrolled and trained

477

End-of-life kits sent

5,030 lbs

Ebike batteries recycled

65

Lithium-ion battery incident kits* sent

* for damaged or defective ebike batteries that require additional safety precautions



COMMUNITY

Photo courtesy of Smith Creek Cycles

Riding toward
thriving
communities

Getting Down to Business

With core values and principles guiding the company, we're able to dedicate time and resources toward our goals of improving cycling culture and community for everyone involved. It's why we've allocated 6% of our post-tax profits since 1998 to support causes that align with our values and encourage our team members to seek out volunteer opportunities and other ways to foster community when possible. Our collective volunteer efforts have accumulated over 17,500 hours, and through our 6% back initiative, we have contributed over \$11.4 million to date.

WAYS WE GIVE

- **Dedicating 6% of our after-tax profits** to help build healthy, sustainable bike communities
- **Investing and raising a combined \$1 million** by 2030 to support bicycle-focused projects in underserved communities through our Community Grant program
- **Supporting Q employees with 10,000 hours of paid volunteer time** over the course of 10 years (2020–2030)



Photo courtesy of Little Bellas

Putting Our 6% to Work

Since 1998 we have dedicated more than \$11.4 million to the **Q Community Fund**, which made up 6% of our after-tax profits.

Here's where we funneled our giving in 2023:

International Mountain Bicycling Association (IMBA)

IMBA creates, enhances, and protects great places to ride mountain bikes.

PeopleForBikes

PeopleForBikes builds more safe and convenient places to ride, transforming America through bicycling.

Little Bellas

This organization provides mountain biking opportunities to young female riders, regardless of economic status.

National Interscholastic Cycling Association (NICA)

Guided by the values of fun, inclusivity, respect, and community, NICA builds strong character through mountain biking.

ADDITIONAL GIVING

We made financial and in-kind donations of at least \$1,000 to these organizations and groups in 2023:

- **Minnesota Mountain Bike Series**
- **Kids on Bikes**
- **Express Bike Shop**
- **Common Wheel**
- **Harrisburg Bike Club**
- **VEAP (Volunteers Enlisted to Assist People)**
- **Loaves & Fishes**
- **Bicycle Industry Employers Association**
- **Peace House**
- **Minneapolis Parks and Recreation Board**
- **Reno Bike Project**

COMMUNITY

Bike Shops Know Best

Local bike shops know their communities best, which makes them uniquely equipped to create positive change. It's this belief that jump-started our Community Grant program. In 2023, we leveraged \$50,000 to support 12 projects that create tangible, local change and contribute to the sustainability of the industry.

HERE'S WHAT GRANT RECIPIENTS ACCOMPLISHED THIS YEAR

Anson Bike Buddies

/ Hood River and Wasco County, OR

Partnering with Safe Routes to Schools and other non-profits to donate refurbished bikes to kids, caregivers, and adults with an emphasis on vulnerable communities.

Blue Wheel Bicycle & Charlottesville Community Bikes / Charlottesville, VA

Providing supplies to develop a new job training program for teens from groups that are underrepresented in the cycling industry.



Anson Bike Buddies



Blue Wheel Bicycle



Oasis Bike Workshop

COMMUNITY

Des Moines Street Collective / Des Moines, IA

Running the Summer Huskies Cycling Camp, which introduces elementary school students to biking through skill development and group rides.

Oasis Bike Workshop / Nashville, TN

Facilitating Queer Spokes, which offers open shop hours with access to tools, resources, and the guidance of trained bike mechanics.

Ohio City Bicycle Shop / Cleveland, OH

Expanding its Pay What You Can Program, which supplies recipients with essential accessories like locks, lights and fenders.

Park Hill Bike Depot & Bikes Together / Denver, CO

Using recycled bicycles as a vehicle for equitable social change, collective individual wellness, education and empowerment, and connection.

Scenic Routes Community Bicycle Center / San Francisco, CA

Offering a free flat fix and basic roadside maintenance class monthly centering women and queer folks as paid teachers and free learners.

Slipping Gears Cycling / Bangor, ME

Providing equipment, instruction, and a beginner/intermediate trail system to community members and teaching local teens bike maintenance, repair, trail work, and riding skills.



COMMUNITY

Smith Creek Cycles

/ Kelowna/Westbank British Columbia, Canada

Introducing youth who face barriers to participating in cycling to mountain biking through mentorship.

Susitna Bicycle Institute / Anchorage, AK

Expanding its capacity for running bike repair classes available to Alaskans who have been systemically excluded from cycling culture.

The ReCyclery of Jefferson County

/ Port Townsend, WA

Facilitating active transportation by “bike bus” to local elementary and middle schools weekly. The “bus” is led by high school apprentices.

Trips for Kids Bay Area / San Rafael, CA

Launching its Earn-a-Bike program in person, which focuses on middle and high school students who live in low-income communities throughout San Francisco.



COMMUNITY

Volunteer Allowance Program

One way we give back to the communities where we work is through people power. Our Volunteer Allowance Program supports employees with paid volunteer time. Since this program was formed in 2012, employees have logged hours building singletrack, fixing up bikes, cooking meals, and more. Additionally, our employees are able to log off-the-clock volunteer time, for which we donate \$10 per hour to that organization (up to \$400 per employee per year).

EMPLOYEE VOLUNTEERING

1,441 hours

of on-the-clock time in 2023

17,500+ hours

of on-the-clock time since 2012

22,600+ hours

of off-the-clock time since 2012



Q-East Tree Planting Ride

Changing Gears Leave

Long-term Q employees can pursue their passion by promoting bicycling, engaging in community service, or contributing to environmental causes through our Changing Gears leave. This benefit has been available since 2012 to any employee who's worked at Q for 10 consecutive years in a full-time position; it covers full or partial pay for up to 4 weeks. In 2022, we had 9 Q employees use this leave to contribute their skills, time, and energy to causes they care about.



"Giving myself a mental break was my main goal, with a secondary goal of cleaning up places that I love on the North Shore. Having a month to focus on this project has changed how I live my day-to-day. I can't go for a dog walk without a trash bag in my pocket anymore. I have a tiny kit that comes with me everywhere now, with puncture resistant gloves, trash bags and a grabber in each car."

Changing Gears can be a complicated plan or a simple plan. For me, it was about keeping it simple."

– Joe Van Ert, Q Systems Architect

DIVERSITY, EQUITY & INCLUSION



Riding toward
more butts
on bikes

Creating Space for Everyone

Making diversity, equity, and inclusion (DEI) efforts an important part of our company's goals has led to important conversations and powerful actions that make us stronger. By inviting those who have traditionally felt stifled or ignored to share their experiences, ideas, and hopes for the future, we're cultivating an environment where everyone can feel welcome. We're all looking for a sense of belonging and acceptance, and DEI initiatives are just one way to get us there.

MAKING ROOM FOR OTHERS

Our [DEI Strategic Plan](#) includes insights on Q's work in this area along with plans for continued progress through 2024. Releasing this plan publicly increases transparency, accountability, and hopefully inspires companies that are looking for ideas to deepen their own DEI work.

"Diversity and inclusion are not just values; they are the foundation upon which we build a brighter future for everyone."

– Jennifer Holthusen, VP of OD



Photo courtesy of Anson Bike Buddies

We're Ready to Spark Change

Every Butt on a Bike is our vision, and it keeps us motivated to accomplish great things. We must find ways to eradicate injustice and inequality in our communities and the bike industry if we want to see our vision come to life. That's why, in 2020, we committed to achieving seven goals by 2030 to put into action the idea that we can, and will, improve diversity in cycling.

OUR PROGRESS WITH OUR 10-YEAR COMMITMENT

1. Invest, raise, and leverage \$1 million to support bicycle-focused projects in underserved communities.

Progress: Q contributed \$50,000 towards 12 projects in 2023, bringing our project total to 41 and total investment to \$262,000 since making this commitment.

2. Create an additional 20 urban bike parks and/or trail systems.

Progress: In 2023, we've contributed \$75,000 to the IMBA's Trail Accelerator Grants and have supported the creation of four bike parks and trail systems that actively benefit local communities.

3. Train 1,000 BIPOC (Black, indigenous, people of color) individuals in foundational bike mechanic skills and 100 in intermediate skills.

Progress: Created by Q's own Darrow Jones and funded by Q, Break the Cycle had 122 participants in the P3 program and 26 students in the Bicycle Tech lab program in 2023. Since we made our 10-year commitment, 296 students in total have completed training through Break the Cycle.

4. Hire 100 interns through our Equity and Diversity Internship program.

Progress: In 2023, we hired two previous interns as permanent, full-time employees of Q, bringing a unique perspective to both Q and the bike industry. Since making this commitment, we've hired a total of 12 interns to be a part of our DEI Internship program.

5. Provide 300 U of Q Institute scholarships to underrepresented individuals.

Progress: Since this commitment was made, we have allocated 42 U of Q scholarships. In 2023, we were unfortunately unable to distribute scholarships after we closed the U of Q Institute. We're brainstorming new ways of fulfilling this need in the community as we work towards replacing this program in the future.

6. Provide 100 League Instructor Scholarships to underrepresented individuals via the League of American Bicyclists.

Progress: While we were unfortunately unable to distribute scholarships in 2023, we look forward to funding more training opportunities in the future. Since making this commitment, our overall scholarship total remains at 51.

7. Support Q employees with 10,000 hours of paid volunteer time.

Progress: In 2023, employees logged 1,441 paid volunteer hours. We've accounted for 3,878 hours total since making this commitment.

Opening the Door

In 2021, Q launched **Break the Cycle** — a grassroots program developed by employee Darrow Jones that creates pathways toward working in the bike industry and supports BIPOC community leaders. The program has two main offerings — P3 rides and Bicycle Tech Labs. On January 1, 2024, Break the Cycle became a stand-alone non-profit to further its mission of connecting underserved communities to opportunities within the cycling industry.

Break the Cycle 2023:

122 riders

participated in P3 rides

26 students

completed training through Bicycle Tech Lab

PIZZA, PEDALS & PROFESSORS (P3) RIDES

P3 Rides are designed to remove barriers to cycling and foster community connections via bikes and pizza. Rides are led by a local “bike professor.” Professors cover safety and routine bicycle maintenance topics intended to empower BIPOC community members in attendance.

Each P3 Ride Includes:

- Road safety clinic
- Food (pizza!)
- Childcare
- Free multi-tool
- Community ride and basic bike maintenance class

BICYCLE TECH LAB

Bicycle Tech Lab offers bicycle maintenance education courses to BIPOC community members.

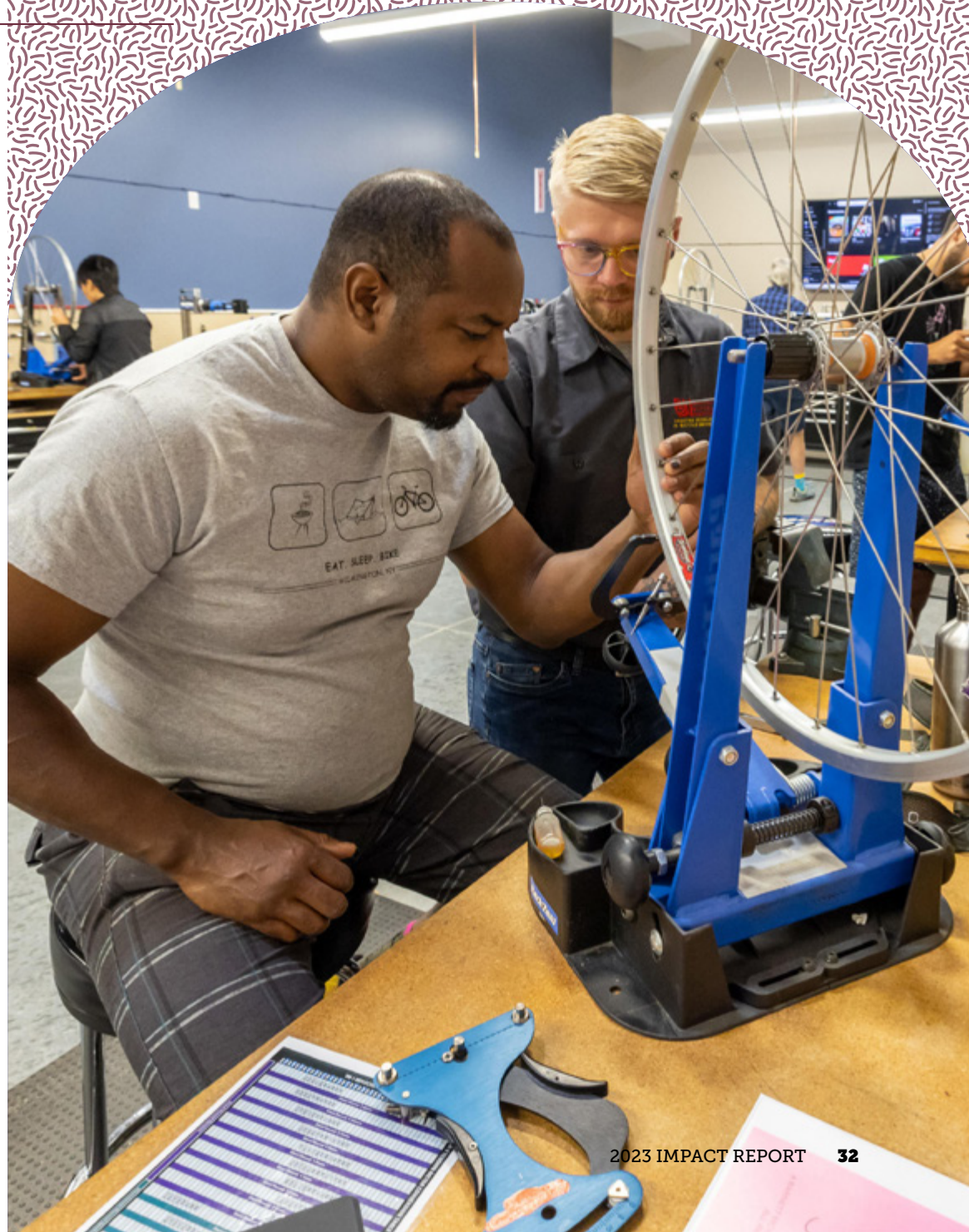
The curriculum was developed with Q’s Break the Cycle curriculum and Barnett Bicycle Institute’s materials.

Bicycle Tech Lab courses include:

- Flat Fix Class
- Derailleur Adjustment Class
- Wheel Alignment Class
- Brake Adjustment Class
- Bicycle Fit Class
- Bearing Adjustment Class

Empowering Others to Leave their Mark

Helping bike shops improve their ability to serve everyone in their community makes everyone stronger. While we had to make the difficult decision to close our U of Q Institute in 2023, and in turn, our Q Bike Mechanic Scholarship, our mission to build upon bike skills and community among underserved communities hasn't waned. We look forward to finding new ways to educate and share knowledge, skills, and resources that empower others.



Finding Community at Work

The need to stay connected and foster a sense of belonging is still a vital part of company culture as we continue to work remotely or at distribution centers scattered across the country. We rolled out Employee Resource Groups (ERGs) in 2022, and we've continued them throughout 2023, making space for employees to cultivate identity-specific community at work despite being geographically dispersed.

"Our Women's ERG is like a workplace ally, offering a space where women can share insights, experiences, challenges, and support one another. It enhances our company by harnessing the strength of diverse perspectives, sparking creativity, and making sure every woman here feels empowered and heard."

– Amber Auer, Women's ERG facilitator and Q employee

OUR EMPLOYEE RESOURCE GROUPS

BIPOC ERG
Queers of Q
Women of Q
Q Allies



Starting With Us

While our employees have often reflected the bike industry rather than the local communities, **we're taking active steps toward improving the diversity of our teams by:**

- Strategically connecting each week with ten organizations that work with groups that are underrepresented in the bike industry
- Leveraging our B Corp status to attract new candidates
- Assessing job descriptions and interview questions through a DEI lens
- Posting jobs in more locations to reach a broader audience
- Increasing racial and gender diversity within our leadership positions
- Finding ways to increase the retention of BIPOC and women employees such as internal mentoring, career development plans, and leadership training

CREATING PATHWAYS

Our Equity and Diversity Internship program is a powerful gateway for students from underrepresented communities and identities to find paid internship positions within the bike industry. Over the years, we've brought in a diverse pool of people, each bringing their own unique experience and perspective to Q. While we had to temporarily pause our program in 2023, we were able to hire two full-time former interns, and we're excited to see this program expand again in the future.

DURING 2023

23.4% to 36.2%

Increase in our female-identifying applicant pool

30.1% to 36.6%

Increase in our BIPOC applicant pool

15%

The amount we're surpassing our goal of increasing racial and gender diversity in our applicant pool, year-over-year, due to the combined impact of these efforts



Our Brands Pave the Road Ahead

Behind every great brand is a team of hard-working individuals who bring these ideas to life. We're proud of the work done to further DEI work through the lens of our brand families.

HERE ARE A FEW OF THE THINGS ACCOMPLISHED IN 2023

- Salsa donated \$15,000 to support the Radical Adventure Riders' growth and educational efforts, as well as gear for their libraries. We're looking forward to highlighting each chapter's efforts to engage more people within the bikepacking community.
- After discovering some problematic origins of the name, Teravail recently announced that the tire formerly known as Coronado will now be named Oxbow.
- We identified the Salsa Mukluk as an appropriated name due to its meaning of traditional indigenous footwear in arctic regions. We have since remedied this with a name change – the Salsa Heyday!
- Salsa donated \$3,000 to the Beargrease family to support their fundraising efforts for the John Beargrease Sled Dog Marathon.
- Surly's "Humanoids of Surly" blog series continues to feature diverse ridership, giving participants the chance to share their story, get paid, and choose a charity to receive a \$300 donation from Surly.



LOOKING FORWARD

A black and white photograph of a man and two children riding a bicycle together on a dirt path. The man is in the driver's seat, wearing a helmet and a jacket with patches. Two children, also wearing helmets, are seated behind him. The background shows a dirt path, a stone wall, and some trees. The image is partially obscured by a large blue circle on the right side.

Riding toward a
brighter future

Mapping Out the Trail

We're proud of how far we've come, even though we know we're just getting started. As we continue brainstorming long-term goals and ways to accomplish even more, here's what we plan to tackle next.

Being an active member of our communities

- In 2023, 18% of our employees volunteered on company time. Next year, we're aiming to have 30% of employees volunteer.

Eliminating the use of "forever chemicals" (PFAS) from softgoods

- We plan to bring our new clothing and other softgoods into compliance with California PFAS regulations by 2025.

Going further on minimizing packaging materials

- In 2023, we reduced the use of corrugated cardboard by 8% and plastic poly bags by 26% vs 2022 levels. Our goal for 2024 is to reduce cardboard by an additional 10% and usage of plastic air pillow fill by 30%.

Using recycled resources in manufacturing

- In 2023, we identified our rubber material usage as an area of opportunity for us to reduce our impact. We're now working to source recycled rubber and identify better ways to sustainably dispose of tires and tubes nationwide.

Ditching single-use plastic with 45NORTH

- We accomplished our goal of packaging all 45NORTH clothing without plastic poly bags, which is one more step towards keeping winter (and the earth) cool.

Ramping up our solar reliance

- By 2025, we plan to have 79% of our energy use for U.S. operations come from on-site solar panels.

Leading with our commitments to diversity, equity, and inclusion

- We remain committed to our 10-Year Commitment to Inclusion and DEI Strategic Plan. We'll use 2024 to strategize how we can advance these goals in the future.

We Couldn't Do It Without You

Sharing our progress is only a fraction of what it takes to bring these initiatives, goals, and visions to life. We wouldn't have anything to share if it weren't for the active support of our employees, partners, and customers who hold us accountable and champion the same mission of creating a more inclusive and sustainable environment for all. As we pedal forward, we're bound to come across more bumps and bruises, as well as more exciting changes to be proud of.

We appreciate you taking the time to read this report.

If you have questions or feedback, please contact us at community@qbp.com.

For media inquiries, contact us at media@qbp.com.



Scan this QR code to see the digital version of this report.





QUALITY BICYCLE
PRODUCTS



qbp.com