

Starting NOW:

SouthWest Bicycles is changing the reward program for SWBCC members.

SWB is discontinuing the club members' 10% point-of-sale discount on parts and accessories and replacing it with a refreshed rewards program!

SUMMARY:

SWB is rewarding you for being a loyal customer of SWB and member of SWBCC!

1. You may enroll in the SWB Ride Club Rewards program for free at the shop. This loyalty program offers a 5% discount awarded via a point system for any customer. **SWBCC Members earn 40% more than non-members.** *(see next page for details).*
2. The Loyalty program applies to parts, accessories and **BIKES**, all year-long! *(new benefit!)*
3. You can feed your cycling habit by shopping online at more than **500 OTHER retailers to earn your rewards faster!**
4. SWBCC Members will be invited to a members-only sale night where additional discounts will apply for that one night only.
5. SWBCC Members may purchase a SouthWest Bicycles Jersey at a reduced price.
6. SWBCC Members who log their club activities on www.Plus3Network.com will earn \$1.00 shop credit for each club activity *(awarded quarterly and separate from the SWB Ride Club Rewards Loyalty Program)*

ADDITIONAL BENEFITS for Club Ride Leaders who plan and lead club rides:

1. You will be given access to at Premium Membership on www.RideWithGPS.com *(An \$80 per year value)*
2. You will earn double ride credits for the rides you LEAD when you log them correctly at www.Plus3Network.com. When you lead a ride, you will earn \$2.00 SWB Store Credit for that ride!

(Details regarding Ride Leader benefits will be furnished when you complete the ride leader training and sign the agreement.)

PLEASE READ THE NEXT PAGE FOR MORE INFORMATION

A Loyalty Program to Fuel Your Passion for Cycling

40% MORE for SWBCC Members! *Read below for details.*



SWB is excited to announce the launch of **SWB Ride Club Rewards** – a brand new loyalty program that will fuel your passion for cycling! You enrolled in Ride Club Rewards when you shopped at *SouthWest Bicycles*. As a Ride Club Rewards member, you earn points every time you shop at *SouthWest Bicycles*, and tons of other merchants. And every time you accumulate 2,500 points, SWB will email you a certificate good for \$25 off your next purchase at *SouthWest Bicycles*!

Here's how it works:

- Earn 5% in Rewards points on every dollar spent when you shop at SouthWest Bicycles. (One point is worth \$0.01, so if you spend \$100 you've earned 500 points).
- Earn Rewards for every dollar you spend with nearly 500 retailers through our [Ride Club Rewards online mall](#).^{*} For all of these merchants, you can earn points on both online orders that are delivered to you or that you pick up in-store.
- Every time you earn 2500 points, you will receive a \$25 certificate that you can redeem exclusively at SouthWest Bicycles.

EARN SWB Ride Club Rewards with over 500 Online Merchants: In addition to earning at *SouthWest Bicycles*, you can also earn points when shopping with hundreds of top name merchants in almost every category imaginable. Every point you earn gets added to your account, which gets you closer to receiving your next big discount at *SouthWest Bicycles*.

The program is free for all of our customers, so stop in today and start earning points! If SWB has your email address, you are already enrolled.

Visit http://southwestbicycles.com/site/files/library/RewardsPilotOnlineMerchantList_060314.pdf for a list of merchants.

If you already shop with SouthWest Bicycles and we have your name and email address, you will receive an activation email. If you don't receive that email or if you don't already shop with SWB and would like to save money on bike stuff, stop by and enroll. It's easy!

**You may begin shopping through the portal when you receive your activation email.*

SWBCC Members Earn Added Rewards: Members of the SouthWest Bicycles Cycling Club earn MORE! **SWBCC Members glean an additional 40% value to their earned Ride Club Rewards!** For every \$25 in points that you rack up with the SWB Ride Club Rewards program, SWB will redeem SWBCC Members' certificates for \$35! And, the certificates are good for ANYTHING in the shop including bikes, parts and accessories!

Enroll in the SWB Ride Club Rewards, and join [SouthWest Bicycles Cycling Club](#) to earn 40% MORE on every \$25 certificate!