



JANUARY 1- DECEMBER 31, 2021 MEDIA HITS
8,561,367 TOTAL IMPRESSIONS



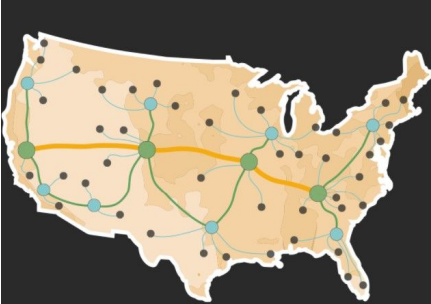
January 14, 2021
11,000 Unique Monthly Visits

Kitzuma Cycling Logistics Goes National with Coast-to-Coast Shipping

Upstart bike-shipping brand well ahead of schedule; will begin shipping nationwide next week with a group of renowned brands. Only a few months after their official launch – and well ahead of schedule due to high demand – **Kitzuma Cycling Logistics** will begin offering national coverage on January 25th with its fully-built, ready-to-ride bike shipping service.

“Starting next week, Kitzuma trucks can pick up a bike from a manufacturer’s dock in, say, California and deliver them through our network to a customer in Boston,” says Taylor Essick, Co-Founder/CEO. “And of course that works vice versa or anywhere in between. As we actively onboard new clients across the country, we’ll be ready to handle their needs no matter where they do business. And in most cases, the entire process takes a total of just 3-6 days at a similar cost to the big-name shippers.”

“What we offer takes the uncertainty of a middle man and shipping bikes in cardboard boxes out of the equation,” adds Essick. “Bikes are moved via our national fleet of specially equipped vans and trucks – all exclusively owned and operated by Kitzuma and its employees – so only Kitzuma personnel will ever handle the products. All bikes will be picked up fully built and will remain that way through final delivery.”



Damage-Free
No box. No damage. No claims. Guaranteed. Our clients' bikes are loaded fully assembled into proprietary racks in our vans.

White-Glove Experience
We take fully-built bikes and deliver them ready to ride. No boxing for the brand and no building for the rider.

Timely Delivery
We ship ONLY bikes, so we're far more efficient. We'll coordinate customer appointments, and we guarantee delivery on that date.

National Coverage
Kitzuma's nationwide network lets you quickly and reliably access the nation's largest cycling markets and everywhere in between.

[Kitzuma Cycling Logistics Goes National with Coast-to-Coast Shipping](#)

While delivering east of the Rockies over the last few months, much of that around the Southeast, where they're headquartered, they've been steadily building the framework for a hub-and-spoke-based national network, and they're ready to roll it out. A handful of major hubs spread across the country, working in conjunction with regional hubs that will 'spoke' out from there, will give Kitzuma efficient access nationwide.

“Starting next week, Kitzuma trucks can pick up a bike from a manufacturer's dock in, say, California and deliver them through our network to a customer in Boston,” says Taylor Essick, Co-Founder/CEO. “And of course that works vice versa or anywhere in between. As we actively onboard new clients across the country, we'll be ready to handle their needs no matter where they do business. And in most cases, the entire process takes a total of just 3-6 days at a similar cost to the big-name shippers.”

“Our dispatch team is in regular contact with recipients to coordinate delivery,” adds Co-Founder/COO Chris Cosgrove, “Additionally, our specially trained drivers communicate with recipients on delivery day, and they can even help individual consumers with final setup of the bike like seat height, suspension sag, and other basics. We're thrilled to be able to offer our services to the handful of brands who were forward-thinking enough to be early adopters, and we're confident others will follow suit soon based on the steady influx of inquiries from others across the country.”

Kitzuma's model for shipping bikes, whether for B2B or B2C, is unique and entirely new in the industry: Traditionally a manufacturer must build up a new bike, break it down to box it up, then hand it off to a shipping company to deliver it via truck and/or air cargo.



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19,000 Unique Monthly Visits

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After operating a successful pilot program in the eastern half of the country with a major multi-brand bike group, they’ll begin shipping nationwide next week with that client. Another new client, a renowned bike brand based in Utah, is currently under a pilot program that will go national as well. On January 25th they’ll open national service to other potential clients across the country.

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“To go along with the overall white-glove service, our company has also invested heavily in building a technology platform to maximize efficiency, tracking, and communication between parties,” says Co-Founder and CITO Tony Eggers. “Everyone on both sides of the equation is kept in the delivery loop from start to finish.”



January 14, 2021
36,770 Unique Monthly Visits

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January 15, 2021
455,989 Unique Monthly Visits

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[Asheville Cyclist See New Bike Business Boom During COVID Pandemic](#)

Taylor Essick moved to Western North Carolina in 2003 for the pure love of mountain biking and the legendary single-track trails like Kitsuma in the Pisgah National Forest.

The thrill of flying down mountainsides led Essick to a career in the outdoors back then by starting Brown Dog Adventure Tours, and his keen sense of smell for the biking business helped him to the rare launch of a new company during the COVID-19 pandemic - [Kitzuma Cycling Logistics](#).

Essick, CEO, and co-founders Chris Cosgrove, COO, and Tony Eggers, CITO (chief information technology office), set the wheels churning Dec. 1 on the land-based bicycle transport business, named with a slight spelling tweak ("to make it cooler") and nod to one of his favorite mountain bike trails.

"There's been a huge bike boom since COVID. All the bike shops are kind of out of inventory right now for a couple of reasons. One is because the supply chain faced interruptions because of COVID. Most bikes are manufactured in China and Southeast Asia, which started a ripple effect," Essick said.

"And bike participation is off the charts. Last summer everyone was asking me, 'Do you know where I can get a bike?' That's the way you can have a socially distanced activity, get out in the woods and feel like a normal human."

Through his bike tour business, Essick met someone who shipped bikes around the country, and to Hawaii for Ironman triathlons. In 2006 he went to work for the company and honed his skills in the art of delicately but efficiently shipping bicycles.

He also met Cosgrove six years ago, and during COVID, they decided to strike out on their own, along with technology expertise from Eggers. They purchased three 16-foot vans specially designed to hold 20 ready-built bicycles, with just the front wheels removed, and started working in the Southeast.

They are now going nationwide, working with three main bicycle manufacturers in Tennessee, Utah and California.



BIKERUMOR!

January 19, 2021
286,727 Unique Monthly Visits



[Kitzuma's Box-Free, Ready-to-Ride Bicycle Delivery Service goes Coast-to-Coast](#)

Kitzuma Cycling Logistics only launched their pre-assembled bike deliveries a few months ago, but they're already expanding their service to anywhere in the USA (excluding Alaska and Hawaii). Late in 2020 Kitzuma started pilot programs with a major multi-brand bike group in Eastern USA, and soon found themselves facing more demand than expected. Since business is already booming, Kitzuma has decided to offer deliveries nation-wide as of January 25th – much earlier than initially planned.

All the brands who joined Kitzuma's pilot programs have now signed on to the national delivery service, and the company is actively negotiating to get more bike companies on board. To ensure efficient deliveries, Kitzuma Cycling Logistics plans to assemble an appropriately named 'hub and spoke' network with major and regional shipping 'hubs' scattered across the USA. Currently their service is only available to manufacturers, distributors and re-sellers, but Kitzuma plans to offer deliveries to individual consumers in the near future.

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January 15, 2021

3,443,070 Total Unique Monthly Visits

Outlet Name	Location	Source Type	Industry	Potential Audience
 PRWeb	United States	Online News Sites & Other Influencers	Media & Information	917,057 ^[1] visitors/month
 1st Discount Brokerage	United States	Financial News Service	Financial	161,590 ^[1] visitors/month
 Ascensus	United States	Online News Sites & Other Influencers	Financial	161,590 ^[1] visitors/month
 Benefit Plans Administrative Services	United States	Online News Sites & Other Influencers	Financial	161,590 ^[1] visitors/month
 Daily Penny Alerts	United States	Online News Sites & Other Influencers	Financial	161,590 ^[1] visitors/month
 Dow Theory Letters	United States	Banking & Financial Institutions	Financial	161,590 ^[1] visitors/month
 Value Investing News	United States	Financial News Service	Financial	161,590 ^[1] visitors/month
 Franklin Credit Management	United States	Online News Sites & Other Influencers	Financial	161,590 ^[1] visitors/month
 Mom Blog Society	United States	Blog-Parental Influencers	Retail & Consumer	23,250 ^[1] visitors/month
 The Daily Press (St. Marys, PA)	United States	Newspaper	Media & Information	17,289 ^[1] visitors/month

 Great American Financial Resources	United States	News & Information Service	Financial	161,590 ^[1] visitors/month
 Rockford Register Star (Rockford, IL)	United States	Newspaper	Media & Information	161,590 ^[1] visitors/month
 IBTimes	United States	Newspaper	Media & Information	161,590 ^[1] visitors/month
 Tamar Securities	United States	Online News Sites & Other Influencers	Financial	161,590 ^[1] visitors/month
 Townhall Finance	United States	Financial News Service	Media & Information	161,590 ^[1] visitors/month
 WRAL-TV CBS-5 (Raleigh, NC)	United States	Broadcast Media	Media & Information	161,590 ^[1] visitors/month
 FinancialContent - PR Newswire	United States	Financial News Service	Media & Information	161,590 ^[1] visitors/month
 One News Page Global Edition	Global	Online News Sites & Other Influencers	Media & Information	74,536 ^[1] visitors/month
 Spoke	United States	News & Information Service	Business Services	58,648 ^[1] visitors/month

[A New Bike Shipping Service: Catching up with Kitzuma Cycling Logistics COO Christ Cosgrove](#)

Capitalizing on the year's COVID-19-fueled surge in bike sales, in January, Kitzuma Cycling Logistics debuted a new model for shipping bikes in the industry, whether B2B or B2C — a nationwide, ready-to-ride service that delivers bikes directly from the manufacturer to customers.

SGB Executive caught up with COO Chris Cosgrove for the skinny on its step-saving cycling business model.

What's your business model? Do your revenues come from the manufacturer, retailer, consumer, or all three? We're working with manufacturers, retailers and IBDS, delivering new bikes to their customers. We're taking a hard look at working with consumers for events and holiday travel, and consumer-to-consumer shipping services.

Do you think it will be sustainable after the COVID-19 boom? Without question, and in fact, our numbers should increase because manufacturers and retailers may have inventory. We think we're solving a huge problem and making commerce easier in the bike industry. Besides shipping and transport for new and used bikes, there is room for growth in other services, including demos, trade shows, events, and more.



[Gear Break: Kitzuma](#)

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But top-notch service is every bit as important as speed and coverage with Kitzuma. *“What we offer takes the uncertainty of a middle man and shipping bikes in cardboard boxes out of the equation,” adds **Essick**. “Bikes are moved via our national fleet of specially equipped vans and trucks – all exclusively owned and operated by Kitzuma and its employees – so only Kitzuma personnel will ever handle the products. All bikes will be picked up fully built and will remain that way through final delivery.”*

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[A2 Speed Phreak- Delivery & Assembly Kitzuma](#)

For the bike's delivery, I had a company called **Kitzuma** delivering the bike right to my front door. Kitzuma is a Custom Bike Delivery Service that's recently new within the bike industry. Still, they are extremely professional in what they do, as they're focused on delivering high-end bikes from many different brands right to your front door, all in the safest way possible.

Here are a few pictures of how I got my A2 Speed Phreak Tri-Bike delivered to me right at my front, all in a very professional manner, and all without a single scratch. The most amazing part about the bike's delivery is that the company's delivery team did this during a very snowy day, with around 12-inches of snow already building up

My Speed Phreak Tri-Bike came perfectly secured inside their delivery truck's mounting-brackets, which kept the bike perfectly stable during the entire ride, from its starting point all the way to my front door.

After getting the bike delivered to me in perfect conditions, it was just a matter of testing out the breaks and its overall construction to make sure that all of its components came properly assembled, which they did, as I gladly confirmed after double-checking everything.

[Kitzuma Cycling Logistics Opens Delivery Service to Independent Bike Dealers](#)

Continuing its rapid, disruptive path through the bike shipping industry, Kitzuma Cycling Logistics is proud to announce they're now delivering bikes for Independent Bike Dealers (IBD) across the country. Retailers who offer online sales can employ Kitzuma to deliver fully-built, ready-to-ride bikes directly from the shop to the consumer's doorstep.

After highly successful pilot programs with Motion Makers Bike Shop, a multi-store retailer in North Carolina, Contender Bicycles, a Utah-based retailer, and PLAYTRI, a multisport retailer with stores across the country. All three retailers have been thrilled with the various benefits Kitzuma provides for the IBD.

"We love being able to offer the customer an option of delivery that doesn't risk their bike getting damaged or them having to figure out how to re-assemble a boxed bike," says Kent Cranford, owner of Motion Makers. "This has become our standard for shipping bikes. The customers have been very impressed with the service!"

"Our initial test run went beautifully, and we're confident lots of other dealers nationwide will sign up soon," adds Kitzuma Co-Founder/CITO Tony Eggers. "That experience also helped us develop our new online portal which makes it incredibly quick and easy for IBD clients to process their orders, track delivery, etc. The combination of top-end service and a user-friendly interface should be extremely attractive for bike dealers."





April 27, 2020
8,000 Unique Monthly Visits



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April 27, 2021
18,965 Unique Monthly Visits

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In addition to customer service, there's added value for the retailer: Instead of having to box up every bike purchased online, staff can spend more time working on other bikes or on the sales floor.





[New Funding Enables Kitzuma Cycling Logistics to Continue Rapid Growth](#)

Less than a year ago **Kitzuma Cycling Logistics** disrupted the bike industry with their ready-to-ride, door-to-door, bike-shipping service; now eight months in, with 15 major bike brands as clients, they've just successfully closed their first round of funding. They'll use this fresh influx of capital to deliver their white-glove customer experience to even more clients and consumers across the country.

"We are really excited about what Kitzuma has been able to accomplish in eight short months," says Taylor Essick, CEO of Kitzuma. "After being self-funded for nearly a year, this outside investment will allow us to remain aggressive in our growth trajectory on the B2B side and also allow us to start laying the groundwork for our consumer shipping services as well."

"I can't say enough great things about our investors," Essick adds. "In addition to believing enough in Kitzuma to invest, they are passionate cyclists and bring a wealth of knowledge and experience across all sectors of the business world, which will be a critical asset as we continue to grow and scale."



August 4, 2021
3,000 Unique Monthly Visits

[New Funding Enables Kitzuma Cycling Logistics to Continue Rapid Growth](#)

After eight months of steady growth/proven service, Kitzuma now has 15 B2C bike clients; will use capital to improve tech, grow fleet, add new hires, broaden user base.

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The initial round of funding closed significantly ahead of schedule and proved that investors see a need for Kitzuma Cycling Logistic’s new paradigm of first-rate, ready-to-ride bike shipping. But equally important to the capital itself, the Kitzuma team was also determined to find the right people behind it.

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August 4, 2021
390.000 Unique Monthly Visits

[Kitzuma Cycling Logistics Bicycle Shipping Business Driven by First Round of Funding](#)

“I can’t say enough great things about our investors,” Essick said. “In addition to believing enough in Kitzuma to invest, they are passionate cyclists and bring a wealth of knowledge and experience across all sectors of the business world, which will be a critical asset as we continue to grow and scale.” Eight months after launching, Kitzuma has 15 bike brands as clients, and the undisclosed amount will allow expanding into consumer shipping services, said Taylor Essick, Kitzuma CEO. This initial round of funding closed ahead of schedule.

“No investment is ever guaranteed, but investing in Kitzuma, whose founders have over 20 years of experience and have developed a purpose-built logistics platform, is hard to pass up,” said Watkins, an enduro rider.

Kitzuma uses a spoke-hub appointment-based model with driver-techs trained to handle and set up bikes for the customer. Each bike is guaranteed against damage.

[Bike-Shipping Business Kitzuma Cycling Logistics Boosted by First Round of Funding](#)

Kitzuma Cycling Logistics announced the closing of a first round of funding with the goal of expanding its door-to-door bike shipping business.

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September 21, 2021
18,965 Unique Monthly Visits

[Kitzuma Cycling Logistics Signs with ENVE for DTC Bike Shipping](#)

Kitzuma Cycling Logistics continues to shake up the bike industry's shipping paradigm with their latest partnership: ENVE Composites has begun delivering their new line of custom road bikes through Kitzuma's fully built, ready-to-ride service. This puts Kitzuma's rapidly growing list of clients at 20 in their first year alone.

Consumers can design their custom bike on the ENVE website. When the bike is ready, the Kitzuma team will pick it up at the factory, and deliver it fully built to the customer's doorstep via their nationwide network. And the pricing is so reasonable that ENVE will offer this premium service as their standard shipping option.

ENVE sees Kitzuma as a natural fit for their high-end, custom bikes. "Kitzuma's ready-to-ride delivery service makes perfect sense for us. As with our bikes and other products, we always strive to offer a best-in-class experience for our customers," says Jake Pantone, ENVE's VP of Product and Consumer Experience. "Developing these gorgeous new bikes – and having them delivered safely, on time and fully assembled – is an ideal fit for our Custom Road project.."

"We are so excited to add ENVE to our list of clients," adds Taylor Essick, Kitzuma Co-Founder/CEO. "We knew when we started Kitzuma that for brands selling direct, this model offered so many benefits, and thankfully brands like ENVE agree. Plus they get all that service at a similar cost to other providers, and almost all bikes are delivered within three to six days."

[Kitzuma Cycling Logistics Signs with ENVE for DTC Bike Shipping](#)

Renowned brand's first-ever full-bike offerings to be delivered to consumers with Kitzuma's fully built, ready-to-ride service.

Kitzuma Cycling Logistics continues to shake up the bike industry's shipping paradigm with their latest partnership: ENVE Composites has begun delivering their new line of custom road bikes through Kitzuma's fully built, ready-to-ride service. This puts Kitzuma's rapidly growing list of clients at 20 in their first year alone.

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ENVE sees Kitzuma as a natural fit for their high-end, custom bikes. "Kitzuma's ready-to-ride delivery service makes perfect sense for us. As with our bikes and other products, we always strive to offer a best-in-class experience for our customers," says Jake Pantone, ENVE's VP of Product and Consumer Experience. "Developing these gorgeous new bikes – and having them delivered safely, on time and fully assembled – is an ideal fit for our Custom Road project.."

"We are so excited to add ENVE to our list of clients," adds Taylor Essick, Kitzuma Co-Founder/CEO. "We knew when we started Kitzuma that for brands selling direct, this model offered so many benefits, and thankfully brands like ENVE agree. Plus they get all that service at a similar cost to other providers, and almost all bikes are delivered within three to six days."



September 29, 2021
36,770 Unique Monthly Views

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Kitzuma Cycling Logistics, based in Asheville, NC, announced it has contracted with ENVE Composites to deliver its line of custom road bikes through Kitzuma's ready-to-ride service.

Consumers can design their custom bikes on the ENVE website. When the bike is ready, Kitzuma will pick it up at the factory and deliver it built to the customer's doorstep via its nationwide network. ENVE will offer the service as their standard shipping option.

Kitzuma drivers are trained by the manufacturer to handle basic adjustments, including adjusting handlebars or saddle height, installing pedals, or other final preparations.

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[How to Attract and Keep Employees at Your Bike Shop](#)

A shrinking pool of job candidates this summer created another challenge for an industry still navigating a turbulent supply chain. While some in the industry blame enhanced unemployment benefits for depressing the labor market, the reasons for having fewer job candidates — and for increased trouble hanging on to them — are as varied as the factors contributing to supply chain chaos.

Pay, career growth potential, health benefits, COVID-19/Delta variant fears, and a work/life balance are factors giving candidates more pause before applying for industry jobs, retailers and suppliers told BRAIN. Many said the lure of the shop lifestyle that once attracted employees isn't as strong as it once was. And the pandemic has given many the chance to reset priorities and consider other career opportunities.

"The candidate is more empowered these days to ask for what they need, which is pretty darn cool, if you ask me," Essick said. "There are some challenges for me as an employer, but I'm also encouraged by the fact that it seems like people are getting compensated more fairly these days, and their options are more plentiful in terms of what they can look for and what they might be a candidate for. It's just a broader marketplace for employees or candidates looking for work. They can hold their ground in negotiating."

Kitzuma's workforce — with openings for driver-tech, customer experience, and logistics positions — is approaching 30. "We don't pay anybody less than \$16 an hour, but you're not getting the type of response you would have for a \$20 an hour job."

[Kitzuma Cycling Logistics Brings on LeMond, Alchemy and Eminent](#)

Kitzuma Cycling Logistics is adding three more renowned bike manufacturers to the growing list of brands employing their pioneering bike-delivery service: LeMond Bicycles, Alchemy Bikes and Eminent Cycles. Each of these brands is already delivering their direct-to-consumer bikes through Kitzuma's fully built, ready-to-ride delivery service.

Consumers can order their bikes directly from each individual brand. When the bike is ready, the Kitzuma team will pick it up at the factory and deliver it fully built to the customer's doorstep via its nationwide network. And the pricing is so reasonable that Alchemy, for one, will offer this premium service as their standard shipping option at no extra cost.

As with all Kitzuma's deliveries, bikes are delivered fully assembled — and never boxed — so customers can ride off immediately without the hassles of traditional delivery. And if basic adjustments and/or instruction is needed, like adjusting handlebars or saddle height, installing pedals or other final preparations, all delivery techs are trained by Kitzuma to handle such tasks, with guidance from the individual brand.

LeMond Bicycles Founder Greg LeMond is very enthusiastic about the unique services Kitzuma provides: "The 'white-glove' delivery process provides our customers with the personalized and professional experience expected from the LeMond brand. Kitzuma is exactly what I was searching for!" says LeMond.

Alchemy Founder and CEO Ryan Cannizzaro sees Kitzuma as a perfect fit for the direct-to-rider system for its road, mountain, gravel and electric bikes.

"As soon as we heard what Kitzuma offers we said, 'Sign us up!'" Cannizzaro says. "We're a premium brand, and our customers deserve premium service from start to finish: Knowing our customers are getting their bikes fully built and ready to ride, with no banged-up frames or setup hassles, gives all of us the peace of mind that should come with making a purchase like this. Cycling is all about enjoying the ride and it should not be stressful to get a bike delivered directly to you. Kitzuma delivers that enjoyment from the minute our customers receive their new bikes!"

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