

TREK/NICA 2022 DISCOUNT PROGRAM

In 2022, Trek is proud to offer a product discount program once again to licensed NICA Coaches and Student Athletes.

Because of the continuing difficulty with inventory, and the wait for backordered bikes, the biggest change to the program is that the discount is now available on in-store inventory, and to help our retailers, the discount is the same across the board.

The Discount

- 25% off MSRP at participating Trek retailers
- Shipping and assembly are not included in discounted price and are subject to retailer discretion

Who Gets the Discount?

- All practice-ready NICA student athletes (must provide license at time of purchase)
- Licensed Level 1, 2, and 3 NICA coaches All League Directors (You must provide your license at time of purchase. Licenses can be accessed in your Pit Zone dashboard by clicking “Download License Document”.)

Which Products?

BIKES:

- Limit 1 bike per year.
- Marlin, X-Caliber, Roscoe, Procaliber, Supercaliber, Top Fuel, and Fuel Ex
- Project One bikes are excluded from the program
- E-bikes are available to League Directors and Level 3 coaches only (E-caliber or Rail only)

P&A:

- Bontrager MTB shoes (limited to two per year)
- Bontrager Blaze, Rally and Circuit helmets (limited to two per year)

Order and Purchase Window

January 1, 2022 – December 31, 2022

Can I Still Put a Bike on Backorder With My Local Shop?

Yes. If your local retailer doesn't have the size or color you really want, ask them to put it on order for you. Please know that some shops might ask you to put a deposit down on a backordered bike. When it comes in, you can still purchase it at the discounted price. To find a participating NICA retailer in your area, go to www.trekbikes.com/us/en_US/nica/ or contact your coach or local league director for a list.

What About Level 3 Coaches?

Due to ongoing inventory shortages, in 2022, Level 3 coaches are being offered the same in-store bike and P&A product discount as Student Athletes and L1 & L2 coaches. However, if you received a Level 3 discount code for a bike in 2021 and were not able to use it due to lack of inventory, we will honor that code in 2022 if and when there is inventory on trekbikes.com.

We cannot offer 2021 Level 3 discounts in-store. This includes bike purchases made at retailers via Locally. A Locally purchase qualifies as an in-store purchase.

What Now?

Fill out the information below and bring it to your local participating Trek retailer with your current NICA license to enjoy these awesome discounts on Trek and Bontrager products.

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Welcome To the Family

By accepting this discount, you're becoming a representative of Trek and Bontrager. We're glad to have you on board! Here's what we need from you:

- Always represent Trek, Bontrager and our products in a positive manner
- Like Trek on Facebook
- Follow **@trekbikes** and **@bontrager** on Instagram
- When you post photos, keep them fun
- Follow all NICA rules and guidelines

Name				
Team Name				
Affiliation	Athlete	Level 1 Coach	Level 2 Coach	Level 3 Coach
License #				

Trek retailers are not required to participate.

No Trek retailer is required to participate in any NICA discount program. This includes any discount program related to bikes or P&A. Your access to NICA related discounts on Trek products is a privilege, not a right. Further, by accepting a product discount you are agreeing to use the product for your own personal use, and to be a positive ambassador for the brand. So please be courteous to your Trek retailer and enjoy the products you purchase under this program.