



Cruisers

Cruiser sales have seen a **huge boom** in recent years

Huffy has a **43% market share** in the cruiser bike market

Cruiser sales make up 30% of all adult bicycle sales

Since 2008, cruiser sales are **up 300%**

Bicycling is one of the **top 5** outdoor recreational activities in the US

The Huffy **brand is growing** and gaining international exposure

Many towns now have clubs promoting cruiser rides as a low tech alternative to driving

Cruisers give riders a more **comfortable ride** because of their upright profile

Cruisers have **broad appeal** from Baby Boomers to the young, trend-savvy generation