

 PROFILE DESIGN bellwether

News Release

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FOR IMMEDIATE RELEASE

Profile Design and Bellwether Partner with Buy Local Now, Adding to IBD Support Initiatives

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Leading cycling brands Profile Design and Bellwether have announced partnership with SmartEtailing's Buy Local Now technology. The unique dealer referral tool provides a brand new way to drive website visitors to close a sale with their local bike shop.

To date, Buy Local Now has driven over a quarter million consumer referrals, and generated over \$1.7 million in estimated sales to local bike shops.

"Buy Local Now puts an end to what has, for a long time, been the "elephant in the room" when it comes to traditional dealer locators," said Larissa Lewis, Marketing Manager with Profile Design and Bellwether. "Traditional dealer locators list nearby retailers with no information on product availability. The consumer has to call around to several dealers for more information and may abandon the process entirely for the easy online one-click buy. Even more frustrating for brands, the customer drives all the way to the store to find the product they had their heart set on is out of stock - and buys a competitor's product instead. Buy Local Now ends the disconnect by keeping consumers engaged with your brand throughout the entire purchase process while also keeping the purchase within the IBD family."

Buy Local Now is a free program for both brands and retailers, but offers a few paid packages for dealers to enhance their level of participation.

As one of the first cycling-specific companies to establish a Minimum Advertised Price (MAP) Policy, the integration of Buy Local Now adds to Profile Design and Bellwether's rapidly expanding arsenal of industry-leading IBD support initiatives. Combined with exceptional internal resources, "the MAP policy vigilantly protects customers investment in our brands," said Joel Gurga, Director of Domestic Sales.

Check out the Buy Local Now tool in action on the [Profile Design T2+ Aluminum page](#).

To learn more about Profile Design and Bellwether's industry-leading IBD support initiatives, contact Larissa Lewis.

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