



Hi,

The Specialized Spring Reward is back!

Cycling should be a way of life and we want to ensure you get rewarded for riding a Specialized bike.

So whatever you're after, whether you're looking to upgrade, expand your cycling skills or you're simply looking to get into the season in style, Specialized have the right bike for you and FREE* equipment to go with it!

From February 1st through to April 30th spend over £1,000 on a 2010 Specialized bicycle* and you will receive 10% of its value in free Specialized equipment.

If you want to test ride before your buy, Specialized are organising demos at the British Mountain Bike Series. Details at www.britishxc.co.uk.

Happy cycling

*Offer valid on selected bikes. See terms and conditions for more information.

TERMS & CONDITIONS

1. Employees (as well as agents and their immediate family members) of Specialized, its subsidiaries, affiliates, or its dealers are not eligible.
2. Specialized Spring Reward ("The Offer") runs from February 1st until midnight GMT 3^{0th} April 2010.
3. The offer is only valid in store, at participating Specialized Dealers.
4. For the offer to be valid the consumers must purchase one of the 2010 Specialized bikes over £999.99

5. The offer is valid on Specialized bikes over £999.99 but excludes S-Works models of bikes and frames for men and women.
6. The Reward is free Specialized equipment or apparel up to 10% of the value of the bike purchased.
7. This offer is not valid with any other discount and /or offer.
8. The offer is as stated and no cash alternative will be offered.
9. Should the value of the Specialized equipment be less than the stated 10% of the value of the bike purchased, no cash refund will be available.
10. Specialized reserves the right to withdraw, amend or suspend this offer at any time.
11. By buying into this offer, consumers agree to be bound by these terms and conditions.
12. Promoter: Specialized UK Ltd, 29 Barwell Business Park, Leatherhead Road, Chessington, Surrey KT9 2NY.