

TREK/NICA 2024

DISCOUNT PROGRAM

In 2024, Trek is offering a product discount program to licensed NICA coaches and student athletes. Because warehouse inventory levels are approaching normal, we're going back to the previous process of special ordering NICA bikes from your local Trek retailer. Continue reading for more details. Just like last year, the discount is the same across the board for everyone.

THE DISCOUNT

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

WHO QUALIFIES?

All practice-ready NICA student-athletes with a valid license (must provide license at the time of purchase)

All licensed Level 1, 2, and 3 NICA coaches and League Directors (must provide license at the time of purchase)

Licenses can be accessed in PitZone by clicking "Download License Document"

WHICH PRODUCTS?

BIKES:

Marlin, X-Caliber, Roscoe, Procaliber, Supercaliber, Top Fuel and Fuel EX

Framesets of the above are also included

Custom configured and designed Project One bikes are EXCLUDED

E-bikes are available to League Directors and ALL level coaches (Rail and EXe only)

Limit one bike per calendar year

P&A:

Bontrager MTB shoes (limit two pair per year)

Bontrager Blaze, Rally and Circuit helmets (limit two per year)

ORDER AND PURCHASE WINDOW:

January 1, 2024 – December 31, 2024

HERE'S THE NEW PROCESS

You'll still get the bike you want, you just need to ask your shop to order it. If you've been around NICA for a while, you remember how it used to work. Pick your bike, color, and size, and have your local shop put it on order. Most shops are three days or less from one of our three warehouses, and you'll have it in no time at all. Once the bike arrives at the shop, make sure you work with the service department to schedule the bike build.

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. Note: no Trek retailer is required to participate in any NICA discount program, see below.

WHAT ABOUT LEVEL 3 COACHES?

In addition to the above discount program, Level 3 coaches are entitled to one (1) complimentary custom branded NICA L3 Blaze WaveCel helmet. One per coach - only on initial qualification to L3 coaching status. This helmet is only to be worn by the L3 coach themselves, and may not be loaned, given away, or sold. It is intended to identify you as a Level 3 coach, and to recognize your significant contribution to NICA.

WHAT NOW?

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

TREK BONTRAGER

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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 on Instagram and @thebicyclecompany on TikTok
- 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 Expiration Date				

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.