



## Outdoor Insight

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On the Bike

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Osprey's VP of Marketing Gareth Martins is seeing more outdoor retailers embrace bike as part of their store presentations. Osprey is expanding its product line to include specific commuter packs. Martins says, "All trends seem to indicate this is a lifestyle change that a lot of people want. You do



**"COMMUTERS WANT MORE CHOICES TO HAVE THE OPTION TO DO WHAT THEY WANT TO DO. EVERY DAY WE ARE LOOKING INTO HOW WE CAN KEEP THAT CUSTOMER HAPPY." DAN JOYNER, OUTSIDE OUTFITTERS**

see a lot of cities where this is becoming more and more prevalent. It's a very logical progression for us."

