



BOYD
CYCLING

DEALER PRICING
INFORMATION PACKET



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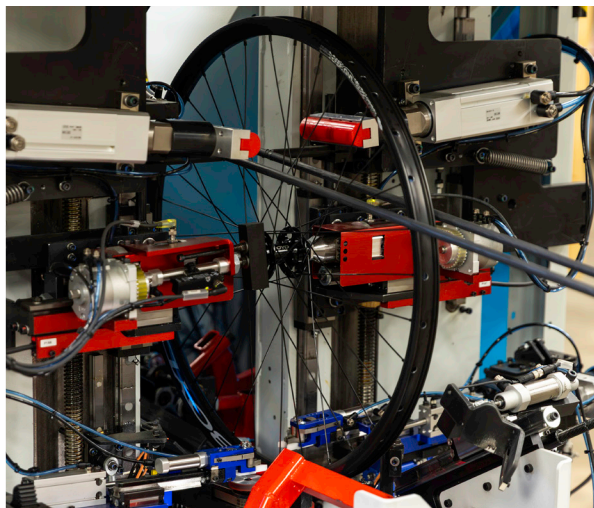
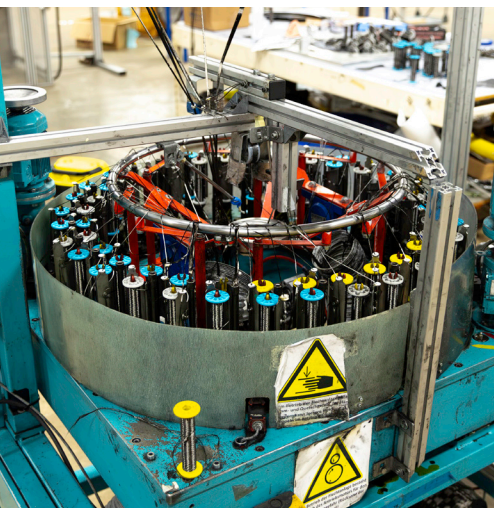
ABOUT BOYD CYCLING

THE BOYD STORY

I get the question all the time, “What made you decide to start making wheels?”

I have been fortunate enough to have been riding and racing my bike most of my life. I started racing when I was 13, and by the time I was 18 I was traveling around the country racing. As I kept going I was fortunate enough to be sponsored by many different wheel companies, and had a chance to race pretty much every major option out there. I saw what made wheels good, what made them not so good, and what we could do different. In 2009 I was finishing up my final season on a professional team and the timing was perfect to launch this company.

At the start we were selling bike frames, wheels, handlebars, and bottle cages. Very quickly the wheels started gaining traction and that’s when we made the decision to focus on the wheels and make the **best possible quality wheels out there.**



15+

Years of
Operation

70k+

Customers

2

Manufacturing
Facilities

20+

Wheel Models

HUBS



Grade 54

The Most Advanced Hub Boyd's Ever Made

Straight Pull Design

54 Tooth Ratchet Drive

6.6 degrees Engagement

85 Grams Front/185 Grams Rear



Grade 36

High End Hub for Maximum Performance

J-Bend Design

36 Tooth Ratchet Drive

10 degrees Engagement

120 Grams front / 220 Grams Rear



Tripel

Super Quick Engagement For MTB

Six Simultaneous Pawl Drive

3 degrees Engagement

E-Bike Rated

150 Grams Front / 300 Grams Rear

ROAD WHEELS

The Podium Series is our flagship lineup of carbon and alloy wheels. The focus is on quality, innovation and performance. Handbuilt in Greenville, SC we offer the highest possible quality to get you rolling on your next adventure. Every model comes Tubeless Ready with Tubeless Valves and our patented Offset Wingnuts.

36 Road Disc SL

Built light. Built right.

The 36 Road Disc SL wheelset is engineered to deliver ultra-low weight with the stability, durability, and serviceability you expect from Boyd.

Retail Price: \$2,100

Depth: 36mm

ID/OD: 23mm/29mm

Weight: 1130g

Hubs: Grade 54



ROAD WHEELS



55mm Road Disc
Retail Price: \$1,800

Depth: 55mm
ID/OD: 22mm/29mm
Weight: 1670g
Hubs: Quest

Road speed for fast conditions



80mm Road Disc
Retail Price: \$1,850

Depth: 80mm
ID/OD: 25mm/32mm
Weight: 1795g
Hubs: Quest

The fastest, most aero wheelset out there, when every second counts



Altamont Alloy Disc
Retail Price: \$725

Depth: 26mm
ID/OD: 22mm/25mm
Weight: 1500g
Hubs: Quest

High performance alloy road wheels



44mm Road Disc
Retail Price: \$1,200

Depth: 44mm
ID/OD: 22mm/29mm
Weight: 1465g
Hubs: Grade 36

Mid depth road wheelset, designed to handle it all at a budget friendly price



Rouleur Alloy Disc
Retail Price: \$425

Depth: 24mm
ID/OD: 21mm/26mm
Weight: 1760g
Hubs: Skyuka Disc

Budget-friendly upgrade to your disc brake road bike

GRAVEL WHEELS

Boyd Cycling is the pioneer on gravel cycling wheels. Long before gravel became “A thing” company founder Boyd Johnson would find himself down the path less traveled. Countless hours of exploration, adventure, and performance have gone into every gravel wheel we’ve ever created.

Jocassee Carbon

Designed for high volume tires and adventurous riding.

Retail Price: \$2,000

Depth: 25mm

ID/OD: 26mm/31mm

Weight: 1130g

Hubs: Grade 54



GRAVEL WHEELS



Pinnacle 700c
Retail Price: \$1,700

Depth: 36mm
ID/OD: 24mm/29mm
Weight: 1480g
Hubs: Quest

The 'racers' gravel wheel



CCC Alloy 700c
Retail Price: \$725

Depth: 18.5mm
ID/OD: 26mm/30mm
Weight: 1420g
Hubs: Grade 54

High performance alloy gravel wheels



CCC Alloy 650b
Retail Price: \$725

Depth: 23mm
ID/OD: 25mm/29mm
Weight: 1485g
Hubs: Quest

High performance alloy gravel wheels



Reiver (NEW!)
Retail Price: \$1,200

Depth: 25mm
ID/OD: 26mm/31mm
Weight: 1415g
Hubs: Grade 36

*Durable Carbon gravel wheelset at
a budget-friendly price*



GVL 700c
Retail Price: \$425

Depth: 24mm
ID/OD: 25mm/29mm
Weight: 1895g
Hubs: Skyuka

*Budget-friendly upgrade for your
gravel bike*



GVL 650b
Retail Price: \$425

Depth: 24mm
ID/OD: 25mm/29mm
Weight: 1855g
Hubs: Skyuka

*Budget-friendly upgrade for your
gravel bike*

MTB WHEELS

Whether you are aiming to lighten up your rig for your next cross country adventure, or looking for the most robust wheels to handle sending it on a downhill race, Boyd has a wheel for you. Designed for the type of riding you are actually doing, Boyd's mountain bike offering will never leave you wishing you had more.

Ridgeline 29er

Go find the most fun or brutal trail you can and enjoy every mile you can throw at your wheels!

Retail Price: \$1,750

Depth: 26mm

ID/OD: 30mm/36mm

Weight: 1825g

Hubs: Tripel Boost



MTB WHEELS



Trailblazer 29er Retail Price: \$1,750

Depth: 25mm
ID/OD: 26mm/32mm
Weight: 1385g
Hubs: Quest Boost
Ultra light and durable XC



Bracken Retail Price: \$725

Depth: 19mm
ID/OD: 30mm/34mm
Weight: 1850g
Hubs: Tripel Boost
Alloy enduro and trail



Stumhouse 29er Boost Retail Price: \$450

Depth: 25mm
ID/OD: 30mm/34mm
Weight: 2105g
Hubs: Skyuka Boost
Strong, durable wheelset designed for the current mountain bike

TERMS & CONDITIONS

All Dealers Receive:

- 24 hour application approval process: Immediate access to B2B portal and dealer pricing.
- BOYD Cycling Dealer Locator: When you become an approved dealer your shop will be listed on our website.
- Online Access: Place orders anytime with the B2B portal. View account history, past order details, technical documents and how-to guides.
- MSRP Pricing: MAP Pricing Strictly Enforced.
- Handcrafted Revolution: Every wheel is handbuilt in Greenville, SC and undergoes multiple steps to ensure the best quality product.
- Warranty: Limited lifetime warranty on carbon (2018+) and two year warranty on all alloy wheels against manufacturer defects.
- Crash Replacement Program: A competitive crash replace program. Details online.
- Lifetime Trade In/Up Program: Your consumers may trade in any BOYD wheelset for 20% off a new wheelset. Dealer margin bumped 10% for trade ins.
- Customer Service: Contact us via phone, email or chat online. One of our goals is to offer the best customer service in the industry. 9am-5pm ET.

Podium Series 40% Margin

- Employee Purchase (EP): 45% off, 1 wheelset per category per year. Discount applies to parts and accessories as well.
- Demo Wheelsets: Up to six sets per year 50% off, not for resale. Letting customers ride a wheelset is the quickest way to a sale!
- In-Store POP: BOYD Cycling Stocking Dealer Sticker, printed (and online) Spec Sheet/Quick Reference Guide, BOYD Cycling wall graphic and/or banner.
- Protected Territory: If a consumer purchases directly from BOYD, within your territory you will receive a 20% credit to your account for a future purchase.
- Inventory Balancing: If a set of wheels on display has not sold within a reasonable amount of time you can trade in up to two wheelsets.

Prologue Series 30% Margin

- Purpose: A budget-friendly wheelset to bridge the gap between high-end carbon and your customers' needs.
- Employee Purchase (EP): 35% off, 1 wheelset from each category per year. Not for resale. Discount applies to parts and accessories as well.
- Demo Wheelsets: Up to six sets per year, 40% off, not for resale.

TESTIMONIALS

Gear Up Velo has been partnering with Boyd Cycling since its inception in 2020, and for good reason. When it comes to quality of materials, construction, and customer service, they are second to none. The rims and complete wheels have been fixtures in our shop for upgrades, as well as for our custom bike and wheel builds. The Terminator Tears decals have almost become our shop's signature. We love your wheels and the team that makes them. Chapeau!

- Matthew Schieferstein | Manager, Gear Up Velo



From the first time I met the Boyd Cycling crew at CABDA many years ago, I knew these were my people. They not only answer the phone, but give solid ETA's and no nonsense answers to questions. We have had great luck with their products over the years, and equipt nearly all of our custom builds with Boyd wheels. It is great to have the ability to visit the factory, and actually see rims and wheels being made. We are more than customers, we are made to feel like family. Quality products made by quality people.

- Paul Reardon | Owner, Blue Steel Bike



CONTACT US



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