

Exclusive X.Change Program Now Available from Velo Vie

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Velo Vie, a leading manufacturer and marketer of high quality bicycles based in Arizona, is focused on giving back to the cycling community to help it grow. Part of this philosophy is a concentration on keeping their custom, quality bikes and components at low price points and offered through online direct channels to eliminate additional cost. Even with these efforts, there are still gifted and deserving cyclists throughout the world who lack the means for such a purchase.

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With its dedication to building out the global cycling community, Velo Vie has developed the Exclusive X.Change Program. A unique and powerful program, the Exclusive X.Change offers all Velo Vie customers with a two-year-old Velo Vie frame the opportunity to trade in their current Velo Vie bicycle for any of the company's current frames as listed below.

	Retail	Web	Exchange Program	Saving Percentage	
\$1,100	\$825	\$715	Vecteur 100	13.33%	\$1,500
36.44%					\$1,125
	Vitesse 200*	\$1,600	\$800	33.33%	Vitesse 300*
\$1,350	\$850		Vitesse300 SE		\$1,750
40.00%					\$1,050
	Vitesse 300 SE Amore & Vita Team Edition		\$2,800		\$1,900
					\$1,140
	Vitesse 300 R	\$3,000	\$2,100	38.10%	Veloce 100
\$1,200	\$850				\$1,600
		29.17%			

As these frames begin to arrive back at Velo Vie, they will be thoroughly inspected for safety and overall condition and may be donated to charity organizations by Velo Vie. Current Velo Vie riders interested in participating in the exchange need only to wait until the two anniversary of the purchase of their current Velo Vie frame. The company will check the customer eligibility to trade in the frame so the customer can take advantage of substantial discounts on a new purchase. The customer has two months from the date of notification to advantage of this offer.

Now is an exciting time within Velo Vie. With the company in the middle of its third year of operation, a number of Velo Vie customers have already hit or are approaching their two year anniversary. It is time to take advantage of this unique opportunity by sending an email to xchange@velovie.com or by calling 1-877-VELO-VIE (1-877-835-6843).