

## Velo Vie Names Brian Forbes as NW Regional Sales Manager

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Scottsdale, AZ &ndash; Velo Vie, a leading manufacturer and consumer-direct marketer of high-end carbon fiber bikes, has announced Brian Forbes as its new Northwest Regional Sales Manager. Forbes was selected for this contracted position due to the tremendous growth Velo Vie has experienced in this area.

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Velo Vie works to promote a healthy lifestyle in conjunction with competition through state of the art bicycles that offer exclusive and innovative features unmatched in the industry. The company&rsquo;s relationship with Life Time Fitness emphasizes the support of the universal needs of all levels of riders.

As a result of its innovative approach to strategic partnerships and consumer-direct marketing, Velo Vie has experienced substantial growth throughout the country, specifically in the Northwest Region. With his location in the Portland area, Forbes will be geographically positioned to deliver customer-centric service to a growing base.

Offering an extensive bicycle sales and business background, Forbes also brings to Velo Vie a love of cycling. Currently the Arizona State Champion, Forbes is perfectly positioned to promote the value of Velo Vie to current and prospective customers in the Northwest Region.

Forbes will work closely with teams, clubs, coaches and dealers within his geographic territory, ensuring their needs are met and that the Velo Vie brand is supported through priority company initiatives. His placement in the Northwest Region will not only strengthen Velo Vie&rsquo;s approach to customer service, it will also broaden the company&rsquo;s reach and help to build its brand.

&ldquo;We are excited to name Brian as the Northwest Regional Sales Manager,&rdquo; said Homayoon Farsi, Velo Vie CEO. &ldquo;Not only has he proven himself as an outstanding competitive cyclist, he also knows how to approach business with a customer-centric focus. This will help to strengthen our position even more in the Northwest Region as we continue to build out our brand as the premier provider for all cycling needs.&rdquo;

&ldquo;I am enthusiastic about this new opportunity,&rdquo; contributed Forbes. &ldquo;Velo Vie represents an innovative company that thinks outside the box and approaches cycling from the inside out. With a great product line and a vision for continued expansion, this is an exciting time to get on board with Velo Vie. I plan to use my experience and cycling connections to further build on the company&rsquo;s success.&rdquo;

Velo Vie also recently announced the signing of a successful sponsorship agreement with the Davis Bike Club Race Team (DBC Race Team), an organization based in Northern California and focused on providing a complete program that promotes cycling and emphasizes community involvement.

About Velo Vie

Arizona-based Velo Vie manufactures and markets high performance and racing bicycles direct to the consumers through its online marketplace. Founded in 2006, Velo Vie offers highly customizable bicycle frames featuring Velo Vie's Carbon Axis technology. Velo Vie offers consumers top quality components through its relationships with manufacturers such as Shimano, Campagnolo, SRAM, Fulcrum, Reynolds, Easton, Vision, Profile, Ritchey, FSA, Deda, Rolf, Time, Speedplay and Look. For more information about Velo Vie visit [www.velovie.com](http://www.velovie.com). Contact info [press@velovie.com](mailto:press@velovie.com) or call 1-877-VELOVIE.