



TREK

GREG LEMOND AND TREK — 1995 TO 2008 *A Brief Summary*

- 1995:** LeMond brand is welcomed into the Trek family
- 1996-1999:** Trek investment leads to initial brand success
- 2001-2004:** LeMond's harmful statements lead to fallout disrupting brand success
- 2004:** LeMond serves Trek with lawsuit
- 2005:** LeMond "reassures" Trek of his commitment to the brand and promises to stop damaging LeMond brand and Trek
- 2006:** Trek investment leads to continued brand success
- 2006-2008:** LeMond's harmful statements lead to fallout disrupting brand success
- 2008:** LeMond serves Trek with another lawsuit