2024

SUSTAINABILITY REPORT AND CORPORATE COMMITMENT

TREK

Beyond our walls, toward real change

With Trek's first sustainability report in 2021, we started a journey — a raw look at our impact and a roadmap for making things right. The transparency sparked conversations, not just within Trek but across the industry, and it forced us to reimagine so much of what we do.

What we've learned in the years since then, as our commitment to action has continued to grow, is that real change is bigger than what happens within our four walls; it's about pushing the entire bike industry to aim higher, act faster, and make decisions that can be felt globally.

This year, we've taken many critical steps forward. Our ambitious near-term goals have received validation from Science Based Target Initiatives (SBTi), a milestone that grounds our targets in rigorously tested, science-based methods. We now have annual reduction targets to track progress with confidence, taking accountability to a new level.

Most importantly, this journey has given us the chance to investigate every piece of our business, starting with our greatest problems and opportunities.

I'm enormously proud to share that, thanks to a new sourcing policy, we're now beginning to source aluminum from plants powered by renewable energy. This shift significantly reduces the emissions associated with aluminum bike production, transforming how we think about manufacturing and sourcing materials responsibly.

And the bikes made with lower-impact alloy? They're already making their way to bike shops and warehouses. We've started with our highest-volume models, but we're excited to bring this approach to more aluminum bikes and parts.

These steps represent the next leg of our journey — one that moves us from setting ambitious targets to making real, measurable impact. We're not here just to make bikes; we're here to make a difference. Our hope is that this report not only shows our progress but encourages more industries, companies, and individuals to step up and drive change.

After all, the change the world needs goes beyond any one company's walls. It's about discovering opportunities, inviting people to join, and working together to make a real difference.

"We're not here just to make bikes; we're here to make a difference."

John Burke
President, Trek Bicycle

What you'll find in this report

This report highlights Trek's work to lessen our environmental footprint. We're talking about Trek Bicycle Company and all the areas where we have operational control. This annual report tracks our progress toward ambitious goals, tackles the challenges we're facing, and shares what we're doing so that everyone in our community—suppliers, riders, team members, and customers—can see that Trek is setting the standard in sustainable practices for a better world.

The emission numbers in this report cover everything Trek does, measured in CO_2 equivalent with a long-term view of global impact. We're using 2021 as our baseline, with all activities measured in 2023. Other actions represent our progress up to the date of publication, while our forward-looking statements show where we're heading next. We're grateful to have you with us on this journey toward a healthier planet.

Trek's carbon reduction commitment

- Reduce absolute **Scope 1 and 2 greenhouse gas emissions 68% by 2032***
- Source all electricity from renewable sources
- Reduce absolute **Scope 3 greenhouse gas emissions 32.5% by 2032***

**from a 2021 base year*

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Understanding our impact

This year, we again partnered with WAP Sustainability Consulting to measure Trek's impact, giving us a clear view of our emissions. This report shows a significant drop, with total emissions now at 475,873 metric tons of CO_2e compared to the 895,000 metric tons of CO_2e reported in our last report.

We're proud of the progress we're sharing in these pages, but we want to be transparent: while our sustainability initiatives are advancing, much of this reduction is tied to a lower volume of goods produced in 2023.

Our overall emissions goals are based on a 2021 base year and the amount of goods we manufactured that year. We understood from the beginning that this would present a challenge in tracking our progress — when, for instance, the market demands less, as it did in 2023.

We anticipate our emissions numbers will rise when we report on 2024, but we're confident that the initiatives we're implementing now will bring lasting, impactful reductions over time.

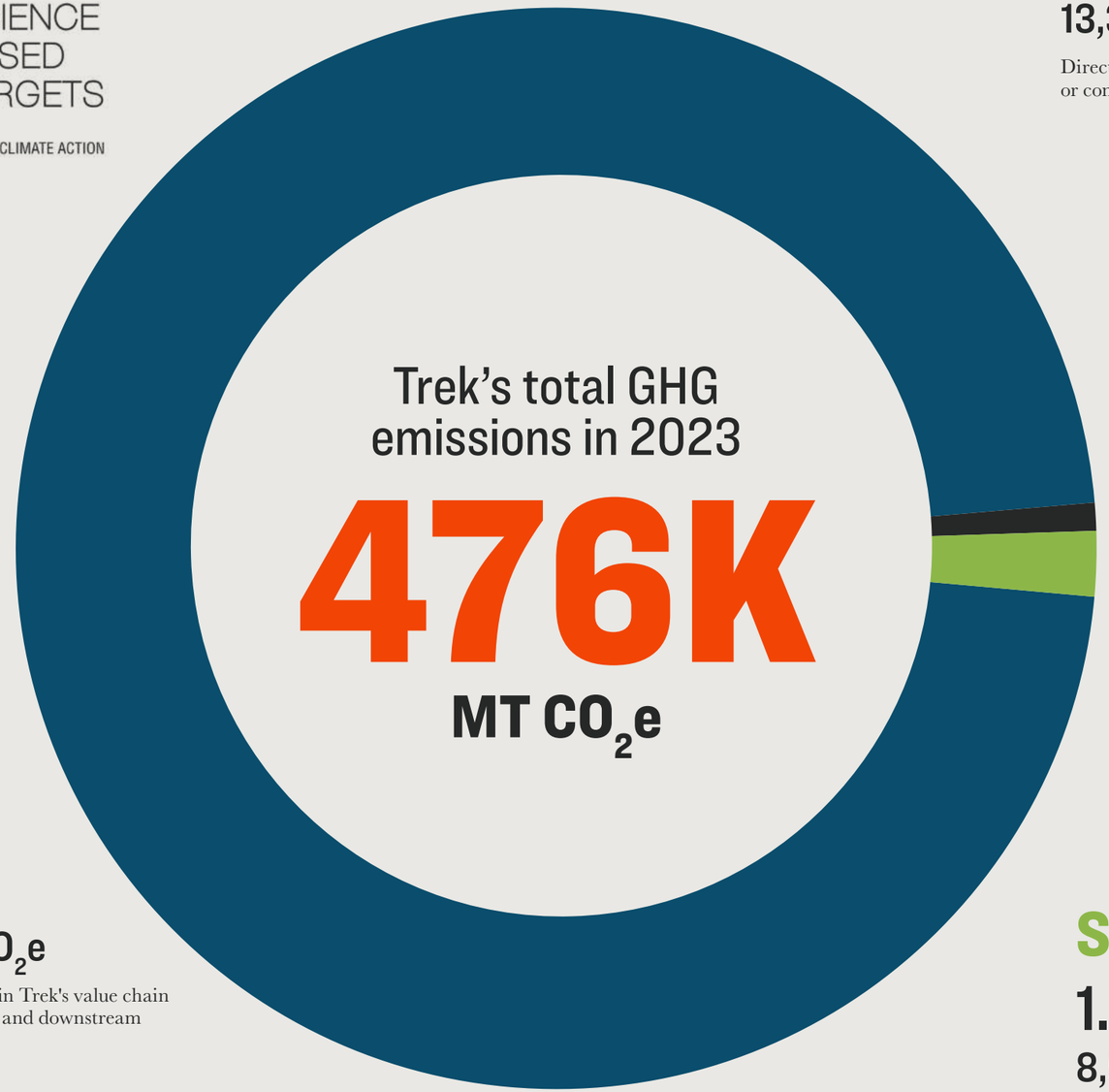
We're also excited to share that Science Based Targets initiative (SBTi) has approved Trek's near-term emissions reduction targets, affirming that our goals are both ambitious and achievable. With this approval, we're set up for meaningful progress.

While some climate initiatives have already advanced since last year, our biggest impacts are still ahead as key carbon-reduction projects take hold. Thanks to our ongoing work with WAP Consulting, we're closely monitoring emissions and reduction efforts, ensuring we're on the right path.

In climate science, company greenhouse gas footprints are commonly calculated using a methodology developed by the World Resource Institute called the Greenhouse Gas Protocol, which breaks the footprint into three scopes. This categorization allows companies like Trek to understand impact and build a plan for drawing it down.

SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



Scope 1

2.8%

13,355 MT CO_2e

Direct emissions from owned or controlled sources

Scope 2

1.8%

8,575 MT CO_2e

Indirect emissions from the generation of purchased energy

Scope 3

95.4%

453,943 MT CO_2e

Indirect emissions that occur in Trek's value chain including emissions upstream and downstream

The elephant in the bike shop

When we set our carbon reduction goals, we knew reaching them would require serious changes to the materials and energy that enter our supply chain.

We took on this challenge by starting at the top, knowing that by tackling the biggest emissions offenders we'd make the greatest bottom-line reduction. For Trek, that top-line offender is aluminum.

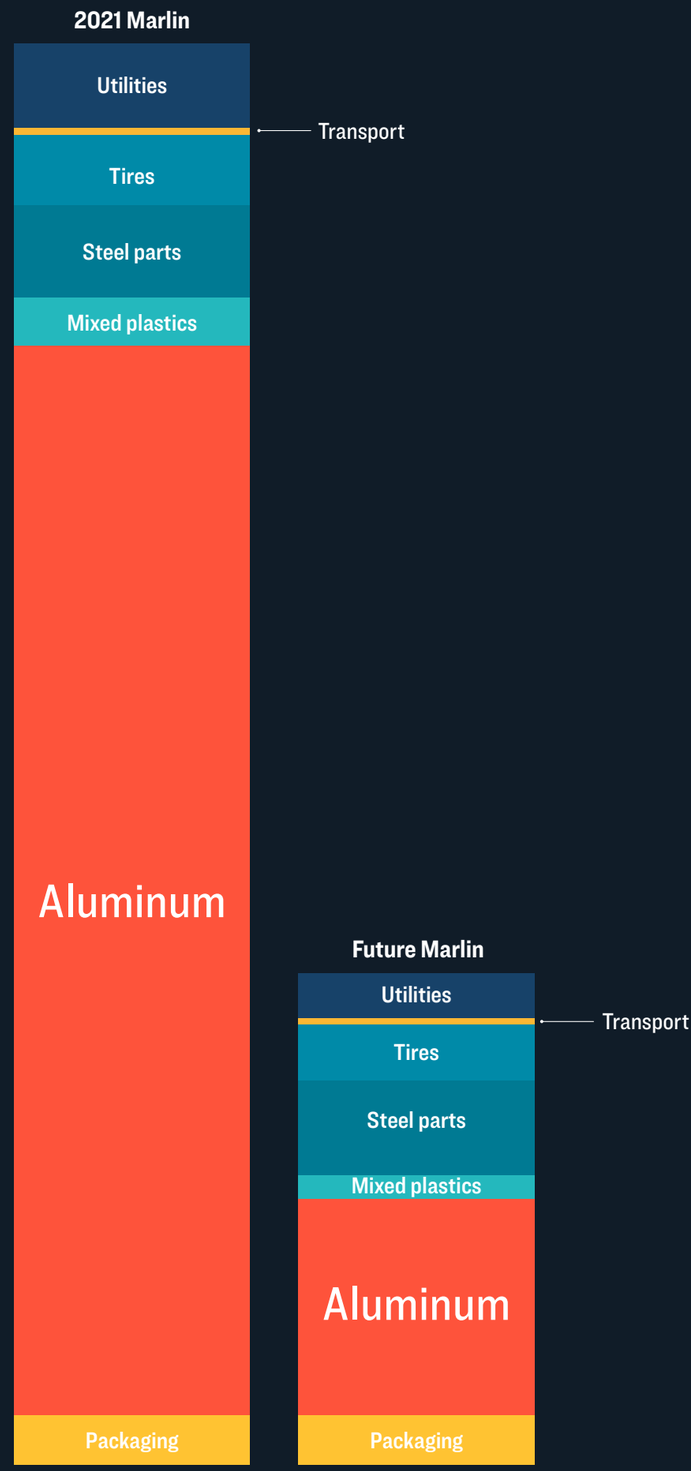
So we set out to fix it. And in the process, completely changed the way we make bikes.

In pursuit of the world's lowest-impact aluminum bike

We're moving away from fossil fuel-powered suppliers to a better process for alloy bikes and parts — and it's putting us on the path to reduce the emissions created by a single bike by up to 70%.

Who's coming with us?

We've begun a massive effort to use low-emission aluminum from our suppliers in nearly all of our products, including parts and accessories. But we're interested in influence beyond Trek's manufacturing and supply chains. We want other companies — not just in the bike industry — to learn from our process, join us in low-impact aluminum, and eventually surpass us in lowering emissions. Here's how it works.



Same bikes. Made better.

How a change to our aluminum supplier agreement will help us meet our Scope 3 goals years ahead of schedule

Emissions audit

In our **2021 emissions audit**, we discovered aluminum was the top contributor to our overall greenhouse gas emissions. That's because much of the aluminum we were using was made at facilities powered by fossil fuels. This is the standard for the bike industry and beyond.

But when that same aluminum is made at facilities powered by renewable energy, the overall emissions impact decreases enormously.

Supplier outreach program

So we **launched a massive supplier outreach effort**. We dug in and asked questions that hadn't been asked before and learned a lot along the way. This work has given us a clearer picture of our supply chain, good and bad.

Developed training

We teamed up with the Dutch non-profit Shift Cycling Culture, the German development agency GIZ, and other bike brands to **develop training** on the core concepts of sustainability, carbon accounting, regulatory guidance, and data analysis to help our suppliers identify the biggest impact areas in our operations.

Learn more about the training program here: www.shiftcyclingculture.com/cat.

All-new sourcing policy

At the same time, we created an **all-new aluminum sourcing policy** that's become the keystone of our carbon reduction effort. It requires a combination of criteria to be met by our suppliers and ensures our partners in the supply chain are as dedicated as we are to lowering emissions.

The policy gives us better transparency into our Scope 3 emissions and outlines clear requirements regarding the acceptable emission levels of our products.

First low-impact aluminum bike

Today, the **first low-impact aluminum** Trek bicycle frames are already available at Trek retailers.

All of this is great for Trek — but we're thinking bigger. We're banking on this meaning massive changes for the industry.

Our most popular aluminum bike, by the numbers

Changes in emissions (kg CO_2e) as per component on Gen 3 Marlin 5

Before
Our analysis of Marlin helped pinpoint the bike's highest-impact parts so we could focus our efforts on reducing emissions where it matters most.

Fork
Marlin's fork contains a large amount of aluminum, steel, and magnesium, offering plenty of room for improvement. However, after researching our supply chain, we discovered these forks are using post-consumer recycled materials in the castings, which places the emissions well within the suitable range.

Frame
Through supplier outreach, we learned our aluminum frames were often produced using fossil fuels for refinement. Since then, we've worked with multiple factories to implement aluminum that helps massively reduce frame emissions.

Rims, handlebar, seatpost and stem
We are in the process of implementing low carbon aluminum in our rims, with plans to make changes to other parts as well.

Why is this in percentages?
We estimate product emissions by modeling production processes, materials, and energy use. As we learn more, we refine our models for better accuracy. Since our 2021 report, we've updated Marlin's analysis four times. Showing reductions as percentages gives a clearer picture than using absolute numbers.

After
By removing high-emissions aluminum in Marlin's supply chain, we're making a real dent in the overall impact. We've seen how well this works with our most popular model, and now we're rolling it out across more aluminum bikes in our lineup. In the end, this effort will be the single biggest driver in hitting — and surpassing — our SBTi-certified emissions goals ahead of schedule.

*Transition in process to low-impact aluminum

An estimated reduction of 53.7% in CO_2 emissions will be achieved after switching the components, listed in the chart to the left, to low carbon aluminum.

Trek's new aluminum sourcing policy

We've created a new sourcing policy that requires a combination of criteria to be met by our suppliers. This ensures our partners in the supply chain are as dedicated as we are to lowering emissions and having a positive impact on the planet. Our two main levers are to source aluminum made using renewable energy and recycled materials.

Cleaner aluminum is here

In the coming year, numerous frame platforms will be made from low-emission aluminum that meets the requirements of our new sourcing policy. We expect the aluminum sourced to make frames, components, and accessories will produce only about a quarter of the emissions of previous materials, which will have a massive impact on Trek's overall emissions.

Carefully tracking improvement

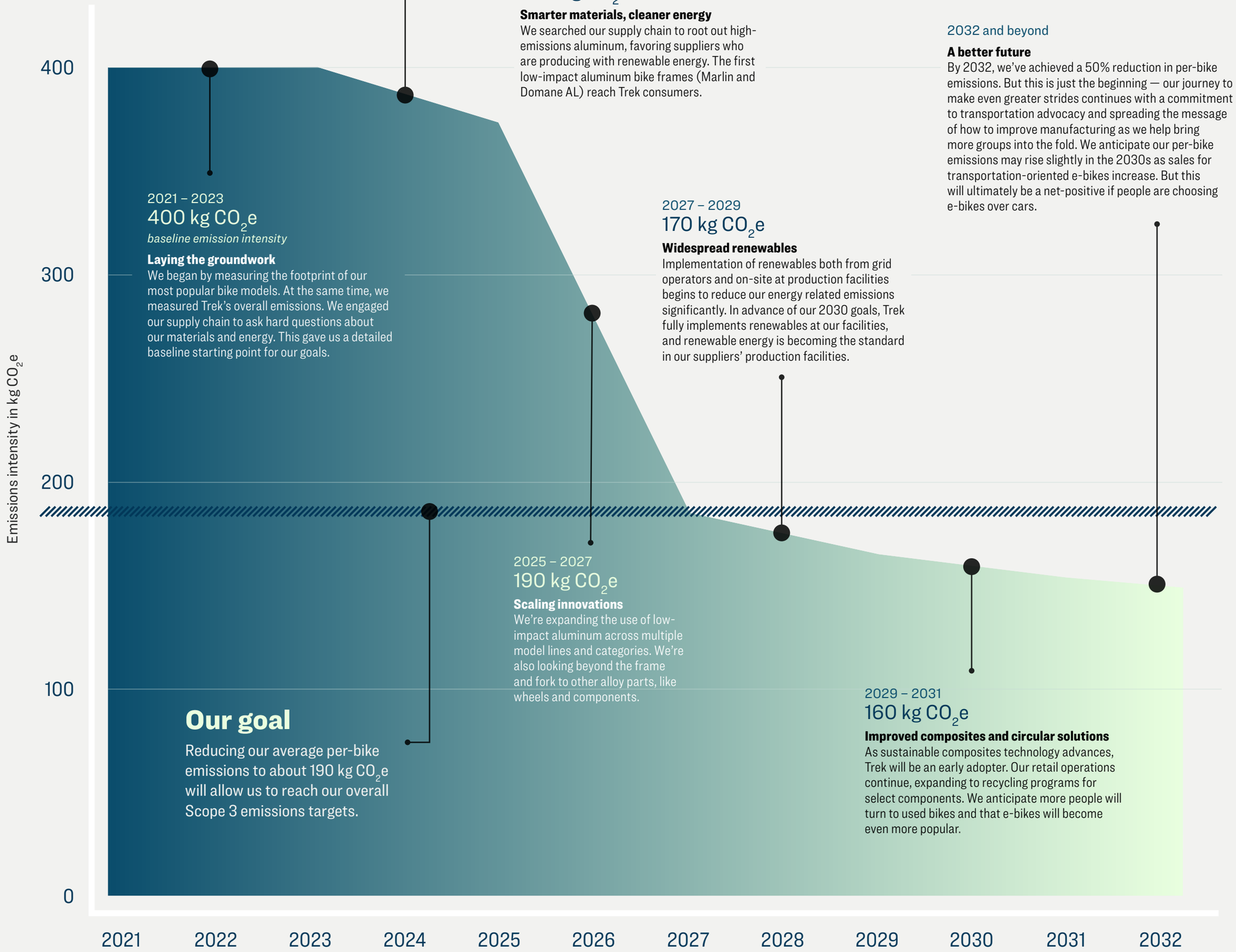
We're focused on sourcing low-emission aluminum over recycled aluminum because of the difficulty identifying and tracking the true emissions of recycled aluminum.

Using pre-consumer recycled materials can blur the line between meaningful progress and minor operational tweaks. Without clear attribution, it's easy to misrepresent emissions by applying an unrealistically low emission factor. Trek follows guidance from the ISO 14021, ISO 14067, the Aluminum Stewardship Initiative, and the International Aluminum Institute on carbon accounting practices. We encourage all to align with these best practice standards.

We want to hit our 2032 goals by 2027

We're working to reduce the carbon footprint of every bike we make, and meeting our absolute reduction goal means cutting emissions per bike model by about 50%. By tracking our total emissions divided by the number of bikes we sell (a value called emissions intensity) we get a useful picture of our progress.

Lowering this number over time ensures we're reducing our environmental impact, no matter how bike production shifts with market demand.



SMALL GEARS, BIG SHIFTS

Bikes are the heart of what we do, and also the biggest source of our emissions — 63.2% to be exact. We're focused on tackling their impact because it’s where we can make the biggest difference. But we’re also taking a close look at the rest of our business to cut emissions across the board.

Smarter, planet-friendlier helmets

Helmets made with recycled EPS foam and post-consumer recycled plastics

Recycled EPS foam

To help lighten the footprint of helmets, an essential accessory for every rider, we use recycled EPS foam in select models. This recycled material has the same protective properties as virgin material with significantly lower impact on the environment.

Today, up to 50% of the EPS foam on select Trek helmets is now recycled.

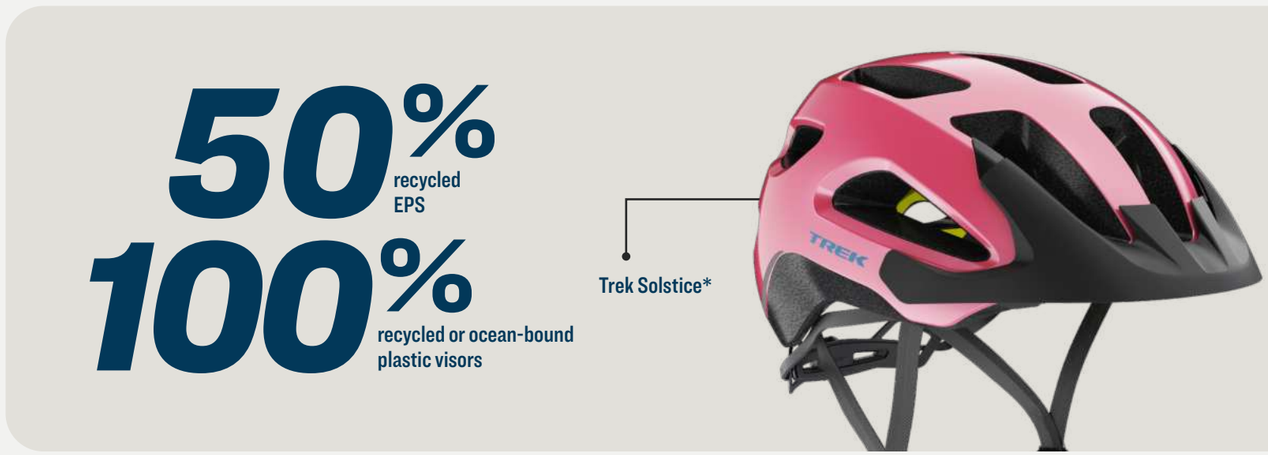
Each unit of this year's Quantum, Blaze, Rally, Circuit, and Solstice* helmets contain between 38 and 77g of recycled EPS foam, depending on size and model, which translates to a significant volume of required material when you consider the natural lightness of foam.

In the lifecycle analysis we conducted in May 2021, we learned using this quantity of recycled EPS foam results in a significant reduction of CO_2e compared to using virgin material — all while using material that would otherwise be landfilled.

These changes make a real difference. We're continuing to explore ways we can expand this program to additional helmet models.

Post-consumer recycled plastics

We've also expanded the use of recycled plastics in the helmet category. All of this year's Solstice* helmet models in markets around the world feature 100% recycled visors.



Excludes Trek Solstice MIPS Asia Fit and Quantum Size Small

A better bottle

Water bottles made from plants

Water bottles are another essential accessory that every cyclist brings along for the ride. But the conventional plastics used in most bottles are made from chemicals sourced from fossil fuels. We found a way to make cycling bottles more sustainable without compromising performance.

The Voda Bio water bottle is better for our people and planet, with a 95% plant-based body that's 100% recyclable and free from BPA and phthalates. It's built to deliver the same durability and functionality that cyclists expect with a fraction of the environmental impact.

By 2026, our entire collection of Voda water bottles will have bodies that are 95% plant-based and fully recyclable, moving us one step closer to eliminating plastic waste from everything we make.

The body of Voda Bio is

95% plant-based
100% recyclable

Eco in everything

We're working to bring eco-friendly materials into all of our on-bike essentials

EcoTack handlebar tape

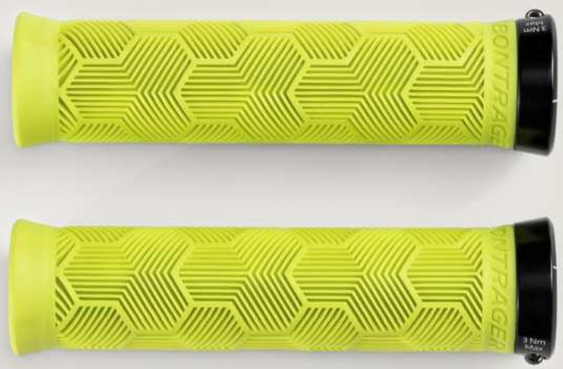
45% recycled material
28% biobased foam

Select bottle cages

67% post-consumer ocean plastics

Inside lining and outer lining of select bags

100% recycled material



Select grip cores

100% recycled ocean-bound plastics

Raw Lithos breaks ground

Experimenting with paint made from organic materials

When we set out to create a custom paint scheme for our all-new gravel race bike, we wanted the details to reflect our commitment to the land we live and ride on. The final product, called Raw Lithos, was created in partnership with two organizations that utilize organic materials to create low-impact pigments.

Traditionally, black hues are created using carbon black, a fossil-fuel based material that creates emissions. To minimize our impact, we crafted our semi-transparent logo using carbon-negative ALGAE BLACK pigment from Living Ink, which is made from biomass waste.

When creating the layers of warm earthen tones for Raw Lithos, we utilized EnvironOxide™ pigments from Iron Oxide Recovery, Inc., which are made using excess iron cleaned from community waterways.

Low-impact pigments won't fix the climate crisis. But redefining the way we approach the design and materials of all products is essential as we move toward a more sustainable future. True change lies in the details, and when every choice reflects a deeper commitment, even the smallest innovations can reshape our world.

The high environmental cost of batteries

Batteries make e-bikes possible — but there's some complexity to them. We're working on solutions to lessen their impact.

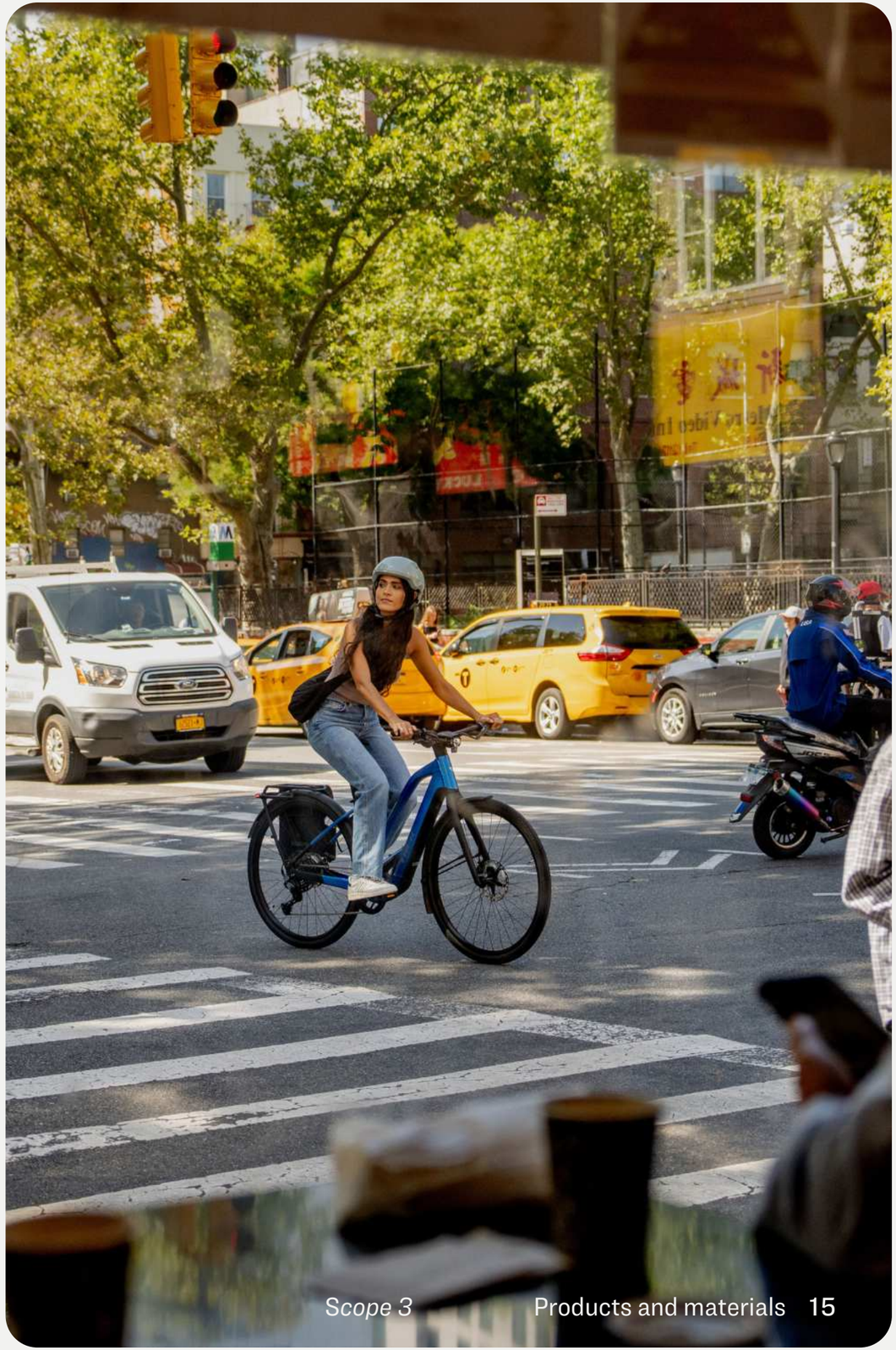
E-bikes are a great sustainable transportation solution, but their batteries come with a hefty environmental price tag that's hard to ignore. We're working on solutions to change that.

E-bike batteries depend on materials like lithium, cobalt, and nickel, and mining these resources can harm ecosystems, pollute water, and degrade soil. Plus, most regions lack proper recycling systems for lithium-ion batteries, which means tons of e-bike batteries end up in landfills where they contaminate the environment.

We have two key strategies to tackle these challenges:

1. **Making e-bike batteries live longer**
2. **Making e-bike batteries easy to recycle**

By addressing these challenges, we're hoping to make e-bikes even better for the planet and the future of sustainable transportation.



Making e-bike batteries live longer

We'll soon be introducing an all-new 48V battery system with several features that help increase battery longevity.

1. Optimized Charging
Normal charging rates increase cell temperatures, which leads to cell degradation. Optimized Charging minimizes this effect by slowing the charging rate, similar to overnight trickle-charging on smart phones.

2. Extended Life Mode
Leaving a battery in a fully charged or discharged state significantly reduces battery life. When enabled, Extended Life Mode avoids this by limiting the charge and discharge levels.

3. Long Term Storage Mode
Storing batteries at full charge for extended periods of time also leads to degradation of cell capacity. Long Term Storage Mode automatically lowers the charge level before winter storage to minimize overall impact to battery health.

If these three features are used consistently, they could significantly extend the lifespan of the battery, leading to lower battery replacement rates and fewer lithium-ion batteries in our landfills.

Making e-bike batteries easier to recycle

Early in 2022, Trek announced a new partnership with Call2Recycle to ensure that riders who purchase e-bikes have an easy and responsible solution when their battery has reached the end of its usable life.

589 Trek retailers are now collection sites for e-bike batteries. Whether or not the battery is on a Trek bike, and regardless of where the bike was purchased, they'll arrange for the responsible disposal of any e-bike battery from any brand that is enrolled with Call2Recycle.

Call2Recycle is responsible for the proper recycling of over 43,000 kg of electric bike batteries since its inception, and Trek and Trek retailers are proud to have contributed to this effort.

Trade us your used bike. We'll give it a second life.

Red Barn Refresh extends the lifecycle of pre-owned bikes

In the summer of 2023, Trek unveiled a new program called Red Barn Refresh. Named for the original red barn in Waterloo, Wisconsin, where Trek got its start in 1976, Red Barn Refresh carried forward Trek's original mission to make it easier for more people to experience the world by bike.

Red Barn Refresh is Trek's in-house refurbishment center, where we accept used Trek bikes for trade-in credit and re-sell them online. Through doing this, we're extending the usable life of the products we make and keeping as many bikes as possible out of landfills.

Could it be read as counter-intuitive for a bike manufacturer to give would-be customers an option to purchase a used bike rather than a new one? Yes. But our goal for Red Barn Refresh is bigger than a bike sale. We're trying to reduce the cycling industry's waste streams.

The impact of Red Barn Refresh

One of the key benefits of Red Barn Refresh is that it makes riding more accessible by offering great bikes at a lower price than new models. But it goes beyond that — the program also helps extend the life of bikes, keeping them out of landfills and getting them back on the roads and trails.

This second life is both meaningful and measurable. If we assume these refurbished bikes were purchased instead of new ones, we can estimate the CO_2e we've saved.

Red Barn Refresh has made a real difference. We're thrilled with the success of this program so far and eager to continue expanding it in the years to come.

2,791

bikes refurbished in the first year

The math

(2,791 x 172 kgCO_2e*) - (2,791 x 17.3 kgCO_2e) = 432 MTCO_2e avoided**

*Emission of manufacturing a typical alloy road bike
**Emissions to manufacture parts used in typical refurbishment of a bike through Red Barn Refresh

Treading lightly

Virgin carbon black savings

56.7

metric tons

We're continuing down the path of recycled rubber

Rubber — which makes up most of a bike tire's mass — has been a big priority on our journey to cut back on the virgin materials used in aftermarket goods. In 2022, we started adding small amounts of recycled carbon black into our most popular tires. Once we saw those tires hold up in both performance and durability, we expanded from there.

Originally, we estimated saving 50.1 metric tons of virgin carbon black for 2023, but we've actually gone beyond that, reaching a total of 56.7 metric tons saved.

Using recycled rubber isn't just practical; it's essential for reducing our environmental footprint. By reusing materials and combining more sustainable production methods with a strong tire-recycling network through our retail stores, we're helping reduce the demand for new rubber and cutting down on landfill waste. And we're not stopping here — we're committed to pushing these innovations forward in the years to come.

What is carbon black?

Carbon black is a reinforcing agent used widely in rubber and plastics. It's produced mainly through two methods: furnace black, where heavy aromatic oils are pyrolyzed in a hot gas stream, and thermal black, which involves heating natural gas in the absence of air. Both processes create fine carbon particles used in tires, plastics, and pigments. These processes naturally consume large amounts of fossil fuels and require a lot of water.

Bringing circularity into tires

In 2023, we collected 1,647 kg of used tires and tubes.

In 2024, we increased that number to over 4,082 kg by Q3.

Last year, we started exploring ways to use more sustainable materials in our tires. But we also wanted to figure out how to get old bike tires into the recycling stream to close the loop and keep them out of our landfills and waterways.

In late 2023, we piloted a free tire recycling program at select Trek retail stores and invited customers to bring their tires into the shop to be responsibly recycled. Then, we partnered with Liberty Tire Recycling to recirculate, reuse, and repurpose the tires into safe, eco-friendly products.

As of November 2024, we have all Trek-owned stores in the continental United States serving as tire recycling centers, with plans to expand to all North American Trek stores in the near future. We hope independent Trek retailers and the rest of the cycling industry join us.

New wins in packaging

After years of refining our packaging to cut out single-use plastics, we're closer than ever to creating optimal packaging that is the ideal blend of sustainable and effective. The small, smart changes we've made have added up in a big way — and we're proud to take it one step further by open-sourcing our packaging designs to other companies so they can make an impact, too. Several of our suppliers have adopted designs from Trek HQ, a sign that our efforts are already extending beyond our own walls.

Saddle packaging
150 kg of plastic saved per year

By replacing the zip-tie that secured the saddle to the card with a locking paper tab, we eliminated a massive amount of plastic waste.

Plastic lamination
42,600 kg of plastic saved per year

We replaced the plastic lamination on our retail packaging with a cleaner varnish-like coating.

Pump packaging
13,600 kg plastic saved per year

We removed most of the plastic material from the packaging used to ship our pumps.

Stem packaging
258 kg of plastic saved per year

Our new stem packaging is 100% plastic-free and prioritizes shipping efficiency and packing density to reduce shipping emissions by 84%.

Grip packaging
506 kg of plastic saved per year

We shifted from card-style packaging to an enclosed box to solve quality and merchandising issues, cut plastic waste, and reduce shipping emissions by 60%.

Beyond the box

When more packaging is actually better

Welcome to Packaging Engineering 101. If you're familiar with this field, you'll know this graph well. It shows, in general terms, our target for sustainable packaging: use the least material possible that will prevent product from being damaged.

Packaging is an essential part of getting bikes from our warehouse to a Trek retailer and to you. We've made major efforts to use more sustainable packaging wherever possible and to cut back on the material we use.

But when is more packaging — even single-use plastic — not an evil thing?

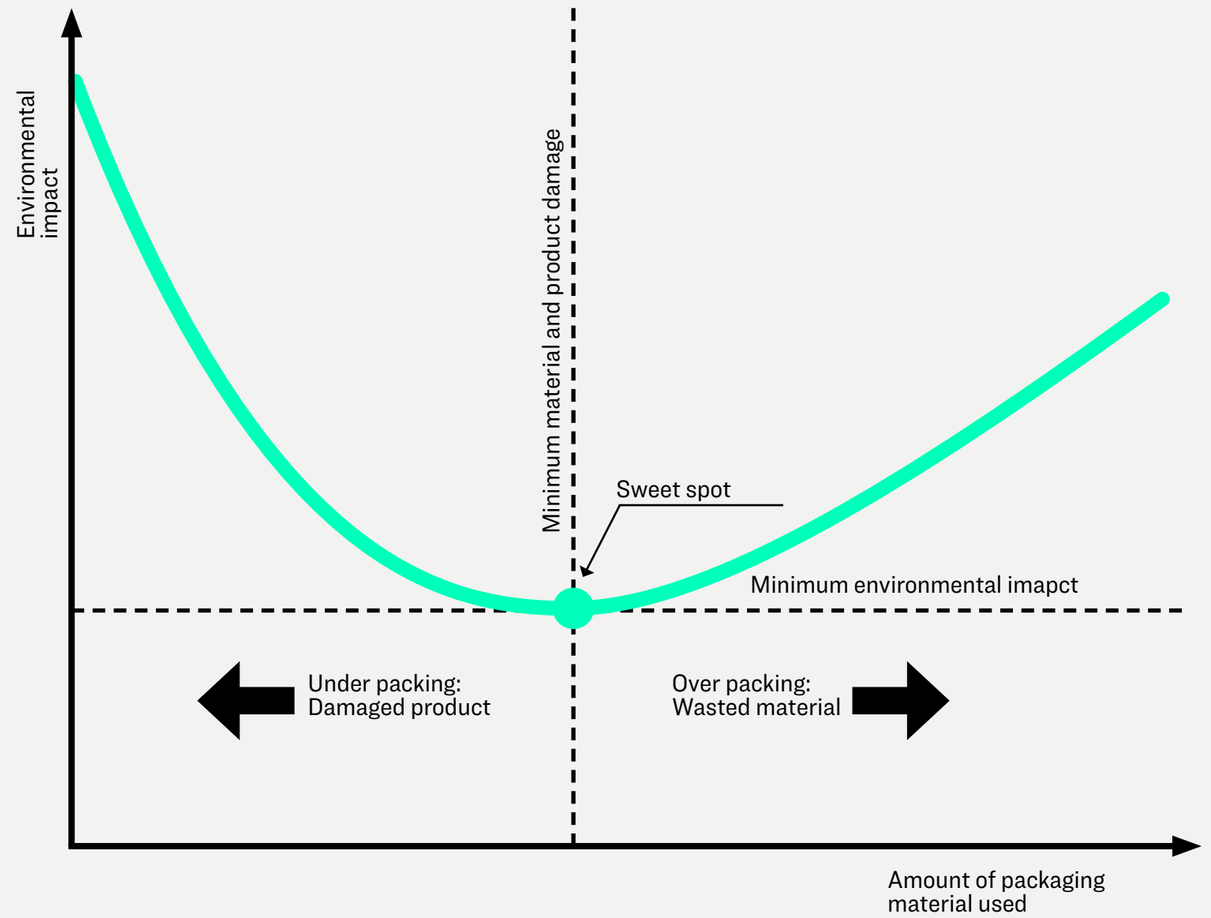
If a single zip-tie, for example, prevents a bike from being damaged in shipping and thereby prevents a replacement from being manufactured and re-shipped — it's certainly worth keeping.

So, we're aiming for the pinnacle of packaging design: using the least amount of material required for a bike to safely reach its destination. Not under-packaged. Not over-packaged. Just right.

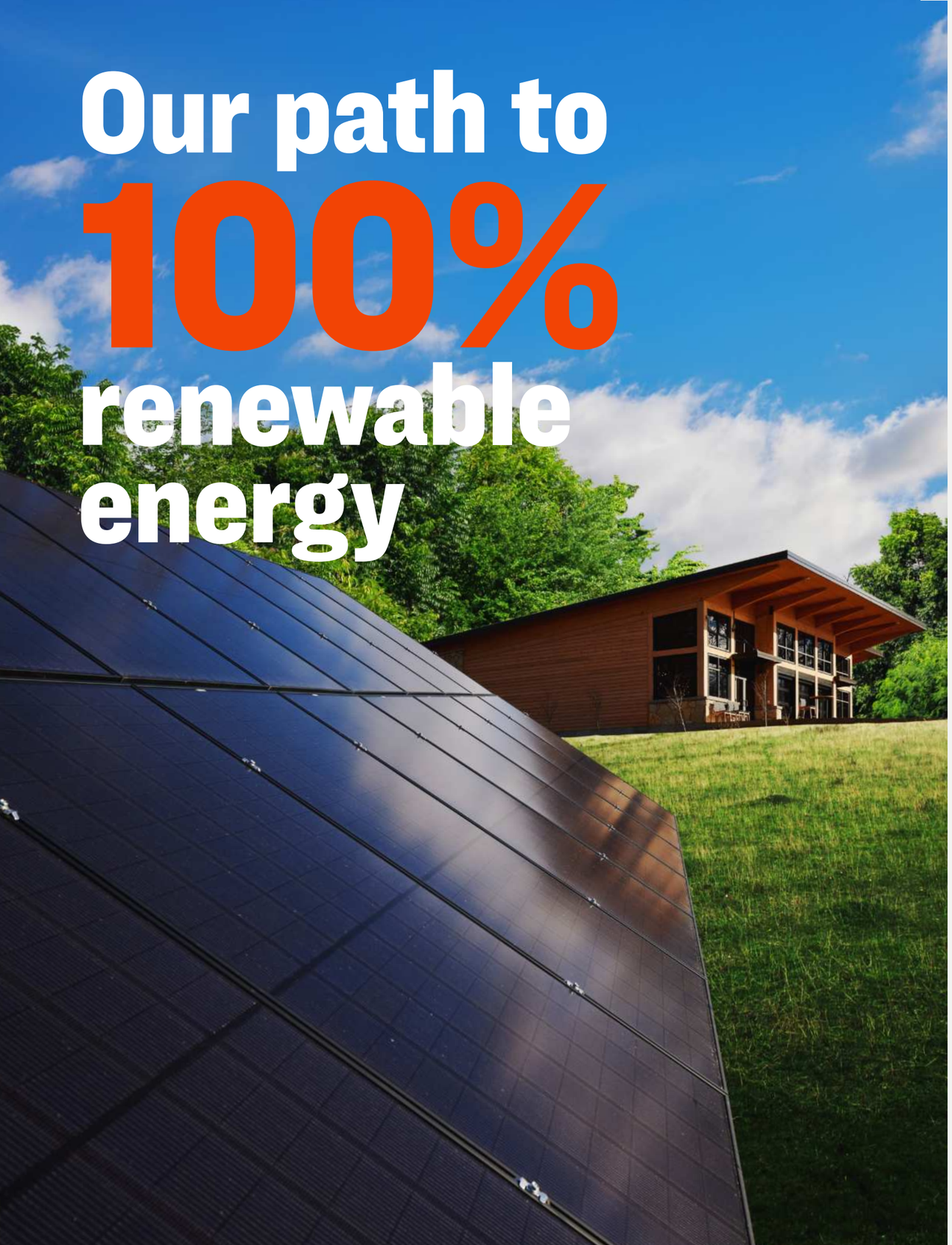
Pursuing this vision has allowed us to avoid the use of hundreds of thousands of pounds of plastic each year. And the truth is, our biggest wins were in the early days, when there was the most work to do. As the saying goes: it only takes 20% of the effort to accomplish 80% of the work.

In other words, when you've accomplished the big stuff (like avoiding nearly 600,000 lbs. of single-use plastic annually), the small advancements can seem less exciting — but they're still worth celebrating! After all, they're great representations of how we're continuing to innovate.

So, what's next? We're looking beyond materials to another part of the sustainability equation: shipping efficiency. Moving forward, we'll be focusing on reducing emissions with new packaging solutions that both protect our products and can be even more sustainably transported.



Our path to 100% renewable energy



Sourcing renewable energy is a key component of our sustainability commitment, and we've made substantial progress in our goal of powering all Trek-owned facilities with 100% renewable energy by 2030.

While we do face challenges as a highly distributed business, we're proud to report major updates at our two biggest consumers of power: Trek headquarters in Waterloo, WI, and the Diamant factory in Hartmannsdorf, Germany. We are purchasing Renewable Energy Credits (RECs) and Guarantees of Origin (GoO) for both of these facilities, which we estimate account for 41% of Trek's total Scope 2 related emissions.

Today, Trek's global headquarters, manufacturing facility, and all other auxiliary buildings in Waterloo, Wisconsin, are powered by a mix of biogas, solar, and wind energy credits we purchase from our local power supplier, Waterloo Utilities, which is part of a collective of 51 locally owned utility companies that make up WPPI Energy.

Trek has been purchasing Renewable Energy Credits (RECs) from WPPI Energy since 2005, helping to build renewable energy capacity right in our own backyard. This is especially impactful considering the grid in our region is the dirtiest in the continental United States.*

These RECs are retired after we purchase them — and this is key, because it allows us to authenticate that the energy we're purchasing has both come from renewable sources and ensure these same credits won't be claimed elsewhere.

Each megawatt-hour equals one Renewable Energy Credit (REC) that, once purchased, is retired through the Midwest Renewable Energy Tracking System (M-RETS) as a result of program participation.

In 2023, Trek purchased 5,454 MWh RECs from WPPI, amounting to 8.5% of the energy created through the Choose Renewable program.

While powering these two major facilities with renewable energy represents a considerable leap in our efforts, Trek also has a substantial footprint in rented buildings and other Trek-owned facilities around the world. By 2030, we'll be purchasing and retiring RECs for each of Trek's owned facilities following the same play we run in Waterloo and Hartmaansdorf, and we're also currently exploring opportunities for sourcing renewable energy to power non-Trek-owned facilities.

*https://www.epa.gov/egrid/power-profiler#/

Keeping oil from bike shops from entering waterways

Why it's standard practice to install oil interceptors in Trek stores

When a technician cleans your bike, dirt and debris from the road gets washed away and you're left with a sparkling frame and parts. But there are also chemicals in bike washes, lubricants, and oil-based solutions that are carried away with the grime — and depending on the plumbing infrastructure, these things can be damaging to the environment.

Oil interceptors are tanks that separate potentially damaging liquid waste from entering drainage systems, ensuring oil doesn't contaminate septic fields, run-off areas, and wastewater treatment facilities.

In the last year, we've installed 80 high-efficiency oil interceptors in Trek stores throughout the country and made it a standard practice of our store build-out process, even if these stores operate in rented spaces.

This is just one step we're taking to preserve streams and waterways. At Trek stores, we also use only non-toxic washes and lubricants that can be easily separated and recycled. A clean bike should never come at the cost of a clean place to ride it.

RIDE YOUR DAMN BIKE

As a bike company, we're in the fortunate position that what we make can have a positive impact on the world — but bikes can only do good if they're used as intended. And this takes safe, accessible places to ride.

The most important thing we can build isn't bikes — it's places to ride

Transportation accounts for more greenhouse gas emissions than any other sector, with road travel alone responsible for about 12% of global emissions.[1]

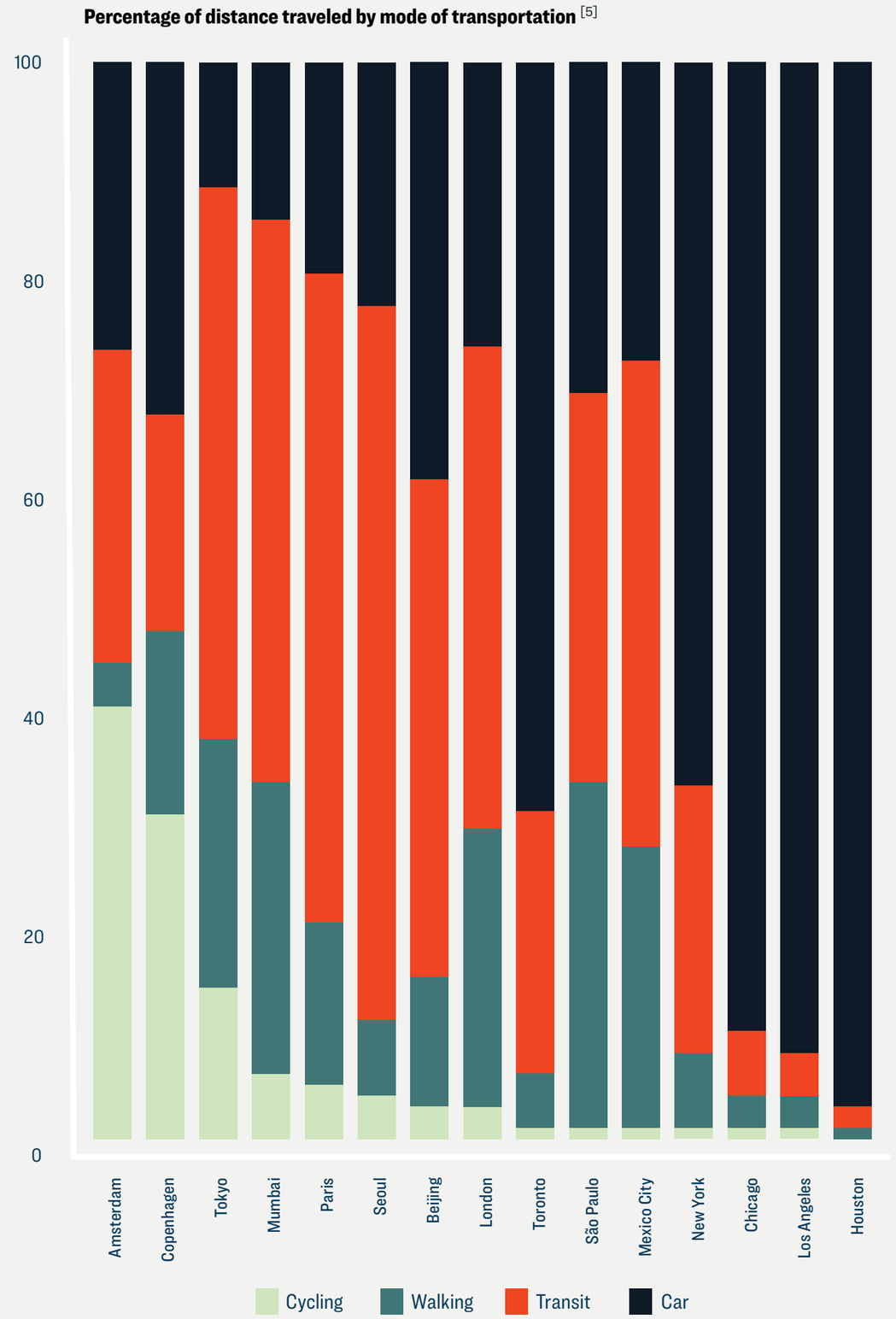
Yet the design of today's cities, particularly in North America, makes progress challenging. Our urban landscapes — the roads, neighborhoods, and parking lots — are largely built to support car traffic, often at the expense of spaces for alternative transportation.[2]

Bikes have a critical role in a more equitable transportation future. But to realize that vision, we need more than just bikes; we need safe, fun, connected places to ride that allow people to choose cycling with confidence.

We know it can be done. You might think Europe's most bike-friendly cities started that way – but in many cases, it was a conscious change in response to citizen-led mobility movements.[3][4]

And this type of systemic change is exactly what PeopleForBikes is building with their work to improve cycling infrastructure across the United States.

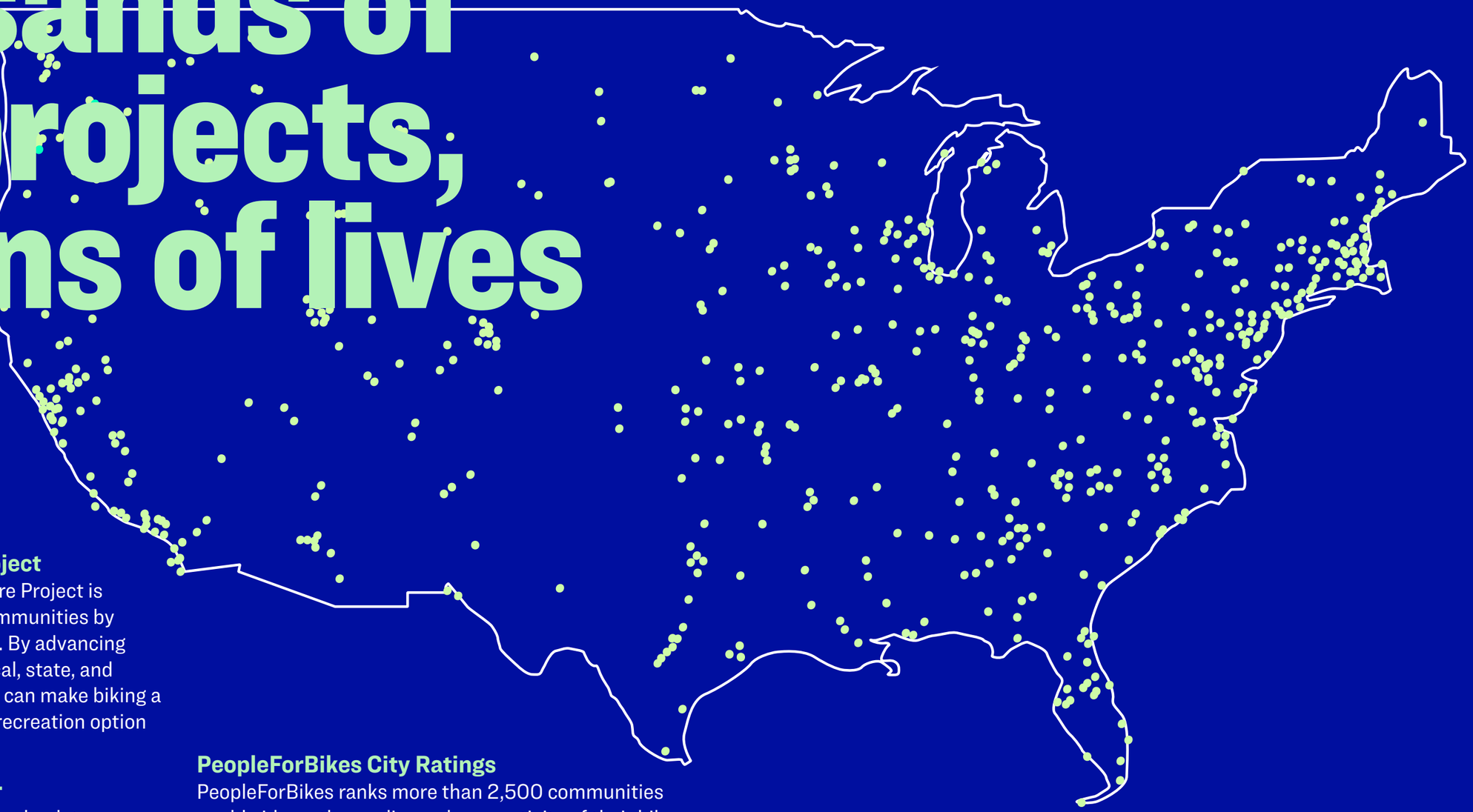
As a founding member of PeopleForBikes, Trek has proudly committed millions of dollars to support initiatives that help make cycling a more viable, sustainable choice for everyone.



In North America, active and public transportation make up a tiny fraction of the way people move. Increasing this to European levels is possible — but it means investing in building better infrastructure that makes it possible to choose bikes over cars.

[1] Ritchie, Hannah, and Max Roser. "Sector by Sector: Where Do Global Greenhouse Gas Emissions Come From?" Our World in Data, March 18, 2024. ourworldindata.org/ghg-emissions-by-sector.
[2] Miner, Patrick. "Car Harm: A Global Review of Automobility's Harm to People and the Environment." Journal of Transport Geography, 2024.
[3] "Road Deaths in the Netherlands," April 1, 2024. swov.nl/en/fact-sheet/road-deaths-netherlands
[4] "Stop de Kindermoord Protests Led to NL Road Safety (& 'Reach'?) – Dutch Reach Project," October 20, 2011. www.dutchreach.org/car-child-murder-protests-safer-nl-roads/.
[5] Prieto-Curiel, Rafael, and Juan P. Ospina. "The ABC of Mobility." Environment International 185 (March 1, 2024): 108541. doi.org/10.1016/j.envint.2024.108541.

Thousands of bike projects, millions of lives



The Great Bike Infrastructure Project

PeopleForBikes' Great Bike Infrastructure Project is a nationwide campaign to transform communities by building more great places to ride a bike. By advancing thousands of bike projects alongside local, state, and federal policies that prioritize biking, we can make biking a safe and accessible transportation and recreation option for all Americans.

The National Bike Project Tracker

PeopleForBikes' National Bike Project Tracker lets you explore planned and proposed bike projects in your community. Their interactive map and searchable database feature thousands of bike infrastructure projects across the U.S. that you can support and help get across the finish line.

PeopleForBikes City Ratings

PeopleForBikes ranks more than 2,500 communities worldwide on the quality and connectivity of their bike networks through their annual City Ratings program. Thanks to the dedication of local leaders and advocates, numerous cities made valuable progress on making their communities great places for biking in recent years. See how your city scores cityratings.peopleforbikes.org/.

peopleforbikes

You can make a difference for better biking in your community and hundreds of others nationwide by making a donation to PeopleForBikes.

What gets measured gets done

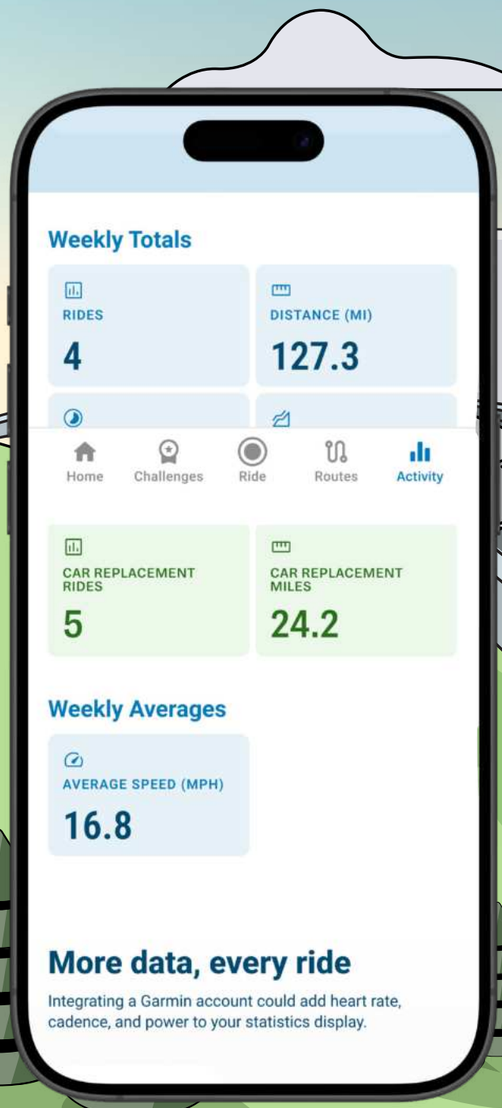
The Trek Ride Club app (coming in 2025) gives riders the motivation and inspiration to replace more car trips with bike trips

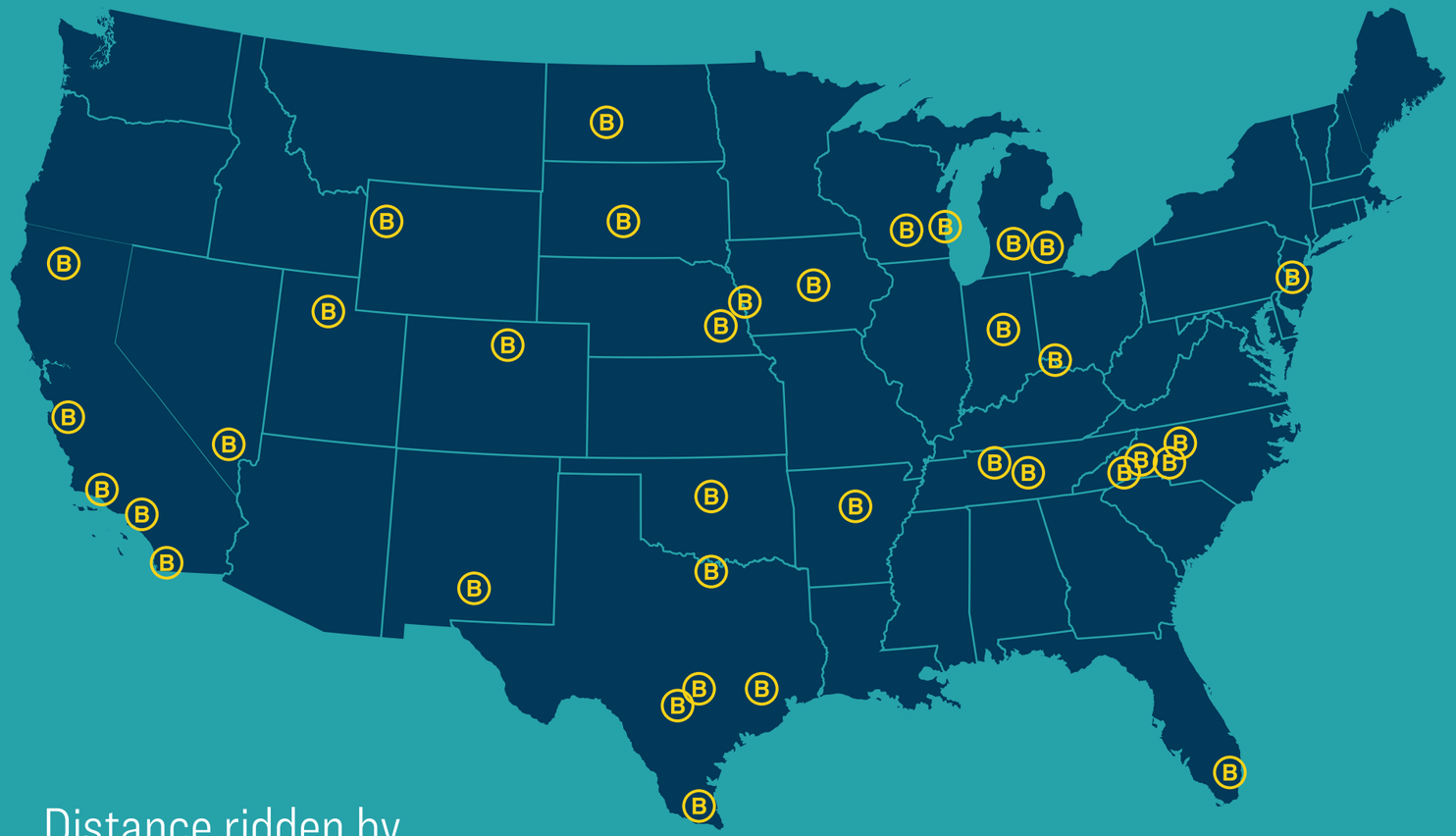
The most impactful thing we can do to help change the world is get more people to choose bikes over cars. The Trek Ride Club app, which we'll release early next year, tracks your car replacement trips and offers motivation and rewards to ride more and drive less.

Just identify an activity in the app as a car-replacement ride, and the in-app Sustainability Tracker will do the math, providing a running total of CO_2 emissions saved.

The app will also offer sustainability challenges, motivating users to reach certain goals, like replacing three car trips a week with bike rides.

The Trek Ride Club app helps turn everyday rides into impactful actions — making it easier than ever to track, challenge, and reward yourself for choosing the greener path.





Distance ridden by BCycle riders in 2023:

15,885,223 miles

In 2023, the potential carbon avoided by BCycle riders was an estimated 2,620 MT of CO_2e!

Estimated carbon emissions from driving one mile:

404g CO_2e (.90 lbs. CO_2e)

x

Driving miles replaced by BCycle rides in 2023:

6.7 million miles

=

2,620 MT of CO_2e avoided

*Source: EPA (2023)

The best things in life are shared

The simple, revolutionary idea to put bikes where people need them, when they need them

For the past 15 years, BCycle has empowered millions of people to choose bikes over cars, reducing thousands of metric tons of CO_2 in the process. Every ride makes a difference, and we've helped riders across the country experience the convenience, speed, and fun of bike share.

From day one, our mission has been simple: put bikes where people need them most, offering a sustainable way to get around. Even in the last year, BCycle continued to grow. In 2023, we expanded to four new cities — Santa Cruz, Truckee, Bentonville, and Redding — bringing our total to 36 cities nationwide.

With ridership on the rise and more miles being traveled by bike, the amount of CO_2 emissions avoided is growing every day. Bike share is more than just a trend — it's a real solution for a greener future, and its impact will only keep growing.

In late 2024, Bicycle Transit Systems (BTS), a long-time BCycle partner, acquired the bike share business from Trek, including all BCycle entities and contracts.

We're excited to see how BTS will continue to make bike share an even bigger part of daily life, helping more communities replace car trips with bike trips — and continuing to make a real difference for the planet.

Protecting places to play

Since 2020, Trek Trails Foundation has been building trail networks to conserve land and promote access and appreciation for nature. It's an effort that began in our backyard and now spans 9 locations across the United States. And this is just the beginning.

The Trek Foundation was established in 2021 to help protect land, develop trail systems for public use, and provide more riders access to great places to ride. The trail systems The Trek Foundation helps fund will remain open, protected, and free for all to use.

In addition to providing communities and mountain bikers with new and better trail networks, grants from The Trek Foundation help protect the surrounding land from development. These protected spaces will continue in their natural state, homes to vegetation and wildlife for generations to come.

This initiative is one of many projects that support Trek's broader mission to change the world by getting more people on bikes. This is a long-standing commitment to protecting lands, investing in great places to ride, and promoting a future with more bikes and more access for every rider.

The Trek Foundation

The first Trek Trails, located across the road from our Waterloo headquarters, is also subject to a very progressive ecological management program.

Administrated by EC3 environmental consulting, the Trek Trails are managed to promote native biodiversity, water management, and wildlife habitat.

Efforts involving native plantings, rain gardens, invasive species removal, and managed burnings have been undertaken since 2009. As a result, the Trek Trails are not only a great place to ride bikes, but an excellent example of Wisconsin tallgrass prairie and oak savannah.

Trek Trails at Verde Valley

Located at Oak Creek School in Cornville, Arizona, the Verde Valley trails will be home to the Verde Valley Wheel Fun (FUN) program. FUN, an after school mountain bike program, provides underserved children the opportunity to learn to ride a bicycle for the first time and discover the joys of mountain biking.

Trek Trails at Harmon Canyon

The Trek Trails at the 2,123-acre Harmon Canyon Preserve span six miles throughout the canyon and will help ensure the protection of oak groves, stream crossings, and breathtaking views of Southern California mountain ranges, coastlines, and Channel Islands National Park.

Trek Trails at Dr. Daniel Bright School

The Trek Trails at Dr. Daniel Bright School, located in Cottonwood, AZ, will provide students at Dr. Daniel Bright School and local community members an accessible place to ride their bikes. The trails sit on four acres of protected desert land and will be connected to nearby forest service trail networks as well.

Trek Trails at Rancho Alegre

Located in Los Padres National Forest in the Santa Ynez mountains, the Rancho Alegre trails were destroyed by the Whittier wildfire of 2017. The Trek Foundation's contribution will rebuild 10 miles of mountain bike trails and preserve 250 acres that serve as a community learning space for over 10,000 children each year.

Trek Trails at Eling's Park

Located just west of downtown Santa Barbara, Eling's Park is a 230-acre, privately funded non-profit park that contains—in addition to many other amenities—public mountain bike trails. The Trek Foundation's contribution will help maintain and preserve the park's nine miles of trails to provide easy and free access for riders of all skill levels.

Trek Trails at Mt. Telemark Village

The Trek Trails at Mt. Telemark Village consist of 17 miles of cross country singletrack, pedal-access downhill, and enduro-style trails. Riders will also have access to 70+ miles of singletrack from the trailhead. The trails will serve as a practice location for three NICA teams and support the Birkie One initiative in helping local kids access the outdoors.

Trek Trails at Oak Creek School Cross Country Trails

Located adjacent to the Trek Trails at the John McCain Bike Skills Park in Cornville, AZ, the Trek Trails at Oak Creek School Cross Country Trails offer three miles of new singletrack trails on a 90-acre Forest Service parcel. The new trails connect to a mile of existing double track perimeter trail and will provide students at Oak Creek Elementary School and members of the local community an accessible and safe place to ride.

Building the next generation of environmental advocates

With Trek's support, NICA is expanding its influence — and having a generational impact on the environment

The National Interscholastic Cycling Association (NICA) is the governing body for middle and high school mountain biking — and they're on a mission to transform lives, revolutionize youth sports, and build the next generation of cyclists.

They're making a real and compounding difference that benefits communities and the planet. Since 2009, when NICA began with a single league in California, the organization has expanded clear across the United States and beyond. There are now 32 leagues with 962 teams in the US serving over 38,000 student-athletes and coaches. With pilot programs in Australia and soon Canada, NICA is ready to make an impact around the world.

The success of NICA is rooted in the program's values. From the beginning, they've focused on fun, inclusivity, equity, respect, and community, with an emphasis on both camaraderie and inclusive competition. Through this approach, NICA fosters an environment where kids learn to love bikes and wellness — and this translates to a lifelong love of the sport.

Bigger than bikes

Pathfinders

Trek is NICA's largest partner, supporting the organization with direct donations and the pathfinders program. This program awards 250 scholarships annually to youth in underserved communities and includes a new bike, gear, and stipends for race fees. In total, the pathfinders program has awarded 900 scholarships since 2021.

NICA is for everyone

No tryouts, no bench — everyone rides. NICA refuses the "up or out" model of kids in sports, which translates to an inclusive environment that welcomes youth and creates riders for life.

Engaging families

NICA has a ripple effect beyond the kids. For every student-athlete, an estimated 2.5 more people join the cycling community and engage in coaching, culture, and other family-oriented activities. In fact, 78% of coaches are parents of riders — something you'll see at the family festival atmosphere of an event weekend!

Increased transportation

When bikes are part of your life in any capacity, you start choosing bikes more. In a survey from 2023, more than half of NICA student-athletes said they sometimes, usually, or always commute to practice by bike. In the same survey, half of the respondents said they commute by bike outside of practice too.

Creating environmental stewards

93% of athletes said they developed an increased respect for the trails and the environment through NICA's Teen Trail Corps program, which helps athletes and coaches become more connected and empowered advocates.

Growth through GRiT

NICA's GRiT(Girls Riding Together) initiative is focused on inclusive efforts to welcome more women and girls into the world of cycling, creating cyclists for life. Female participation has grown faster than male participation since the start of GRiT in 2018, with girls currently making up over 24% of NICA's total student-athlete population.

Change begins with one

Changing the world through bikes is an all-day, every-day effort for Trek employees — but there's no one associated with Trek who's more at the forefront of this mission than Bob Burns, a 30-year Trek veteran, Vice President, former General Counsel, and now embodiment of Trek's fight to support equity, accessibility, and safer riding for all.

As a key member of various advocacy-oriented cycling groups, Bob serves on the Board of Directors of PeopleForBikes, chairs the NICA (National Interscholastic Cycling Association) Board of Directors, and is a former chair of the Wisconsin Bike Fed. He leads Trek Advocacy initiatives and is a prominent advocate for safer cycling, better infrastructure, and creating a more bike-friendly world.

Here's a big question: what does it take to change the world through bikes?

Changing the world through bikes starts with a belief that bikes can truly transform lives and communities. At Trek, this belief is ingrained in everything we do, starting from the top with President John Burke. Advocacy is not just a side effort for us; it's woven into our DNA because we know bikes have unparalleled potential to improve the world.

What I've learned over the years is that big change often starts with one person. Every major cycling advocacy movement traces back to an individual with a vision, passion, and persistence. That's the magic of bikes — they have a unique, compounding, multiplying effect.

Take NICA, for example: when one kid joins, it's never just about them. Siblings start riding, parents volunteer, and families camp out together at weekend races. What starts as a small initiative becomes a thriving community that's connected by the joy of riding.

This isn't limited to NICA. Across the cycling world, there are passionate individuals leading transformative work for the benefit of all riders. And the results are extraordinary.

Who are some of the change-makers you see in the bike advocacy world today?

I'm fortunate to work alongside incredible advocates who inspire me daily. Here are a few:

- **Alan Kalin, President of Mount Diablo Cyclists,** led a years-long effort to install 67 life-saving bike turnouts on Mount Diablo in California. His perseverance resulted in safer conditions for riders on one of the most iconic climbs in the state.
- **Kevin Adams, a retired Marine in Arizona,** is building bike skills parks for kids with support from The Trek Foundation. These parks are transforming public school spaces and creating lasting impacts on hundreds of children.
- **Amanda Carey and Emily Green at NICA** are expanding cycling opportunities not just across the U.S. but internationally to places like Canada and Australia. Their work is shaping healthier generations while fostering environmental stewardship.
- **Martina Haggerty, Jenn Dice, and everyone at PeopleForBikes** working on The Great Bicycle Infrastructure Project, which will bring thousands of local bike infrastructure projects to life, creating safer and more accessible spaces for riders everywhere.
- **Kirsten Finn, Executive Director of the Wisconsin Bike Fed,** has been a transformative force in Trek's home state. Under her leadership, the organization has flourished, making great strides to improve Wisconsin's cycling infrastructure and create a stronger, more vibrant biking community.
- **Dan Langenkamp** for his personal strength and courage channeling the tragic death of his wife Sarah into a series of nationwide rides called "Ride for Your Life," focused on creating safer cycling infrastructure now and preventing injuries and fatalities.

Among your many roles in the cycling world, you lead The Trek Foundation. Can you talk about the importance of this organization?

The Trek Foundation was created to help preserve and expand access to outdoor spaces for cycling. We focus on helping others to acquire and maintain land in or close to cities that offers incredible opportunities for mountain biking, hiking, and other outdoor activities. The goal is to protect these spaces not just for today's riders, but for future generations, and to provide access for kids and the underserved to ride mountain bikes.

One of our most significant efforts is partnering with communities to build trails and parks that encourage more people to get outside and ride. By creating welcoming and accessible spaces, we hope to inspire lifelong connections to the outdoors, foster healthier lifestyles, improve mental health, and build stronger communities.

For example, in partnership with local advocates, we've supported projects that provide kids with safe places to ride and develop their skills. These spaces don't just build better riders — they build better communities.

In your decades of experience in the bike industry and advocacy, what advice would you give to people who want to make a difference?

Advocacy is about showing up — and one person can make a bigger impact than they think. It starts with taking that first step by getting involved with an advocacy organization. Whether it's volunteering at an event, supporting a group like PeopleForBikes, or joining NICA, your voice and efforts matter.

At the same time, it's crucial to look at the bigger picture. Bikes aren't just fun — they're one of the most sustainable forms of transportation we have. Every bike on the road means fewer cars, cleaner air, and healthier communities. Making bikes a bigger part of the world is one of the best things we can do for the planet, and it's something everyone can help with.

So don't underestimate what your involvement can do. Whether it's advocating for safer streets, encouraging kids to ride, or even just showing others how bikes can change lives, the impact starts small but grows quickly. And before you know it, you become part of something that's making a real difference.

The situation on the field

At Trek, we've learned the journey to sustainability is never quite a straight line. The landscape is complex, but by looking closely and honestly at the tailwinds that drive us forward and the headwinds we have to navigate, we can adapt and innovate. Here's a high-level overview of what's propelling us and what's challenging us as we're progressing toward our goals.

Tailwinds

Low-impact aluminum is already taking off

Thanks to this effort, we anticipate we'll see early minor reductions in 2024 and then significant reduction in our overall emissions in 2025 as we expand to new bikes and aftermarket products.

Packaging wins continue to compound

Our early efforts in packaging are continuing to yield great results, avoiding hundreds of thousands of pounds of single-use plastic each year. More of our open-source designs are being adopted by suppliers and partners, and this is having a multiplying effect.

Used bikes are being used

Red Barn Refresh's success is proving that there's a market for quality used bikes supported by Trek's retailers. The program is providing a better end-of-life solution for products we love, and it's making a difference.

Infrastructure development

Cities across North America and Europe are investing in multi-modal transportation infrastructure. Coupled with rising popularity of e-bikes, this is helping more and more people see cycling as a viable alternative to driving. This development needs to continue to happen at a fast pace.

Regulations for change

All around the world, carbon disclosures are putting a price on pollution and rolling out sustainability policies. These changes are pushing industries toward cleaner practices and encouraging citizens to make greener choices.

More love for recreation

Outdoor recreation, including cycling, continues to grow in popularity. The more time people spend outside, the more they value and want to protect the planet. As more people discover the joy of the outdoors, more people will care for the places we love.

Headwinds

The puzzle of a highly distributed business

Our business operates on a global scale, with retail stores and supply chains around the world. Collecting data and making meaningful changes is a massive challenge when so many pieces are spread out across the world.

Accounting for emissions

Measuring carbon emissions is hard. The rules are inconsistent, the tools are clunky, and there aren't a lot of experts in this field. Even with the best methods, it takes time. We're hopeful for a better direct-measurement solution.

The will of the world

Fixing the climate crisis is an all-hands effort, and it's going to take everyone — governments, companies, communities, and individuals — pulling in the same direction. Momentum is building, but progress is uneven. We need collective action and bold and sustained effort from our leadership to inspire the world to make real change.

Materials science

Modern materials are great for performance but not for the planet. Many of the materials we depend on today don't have clean or easy replacements — at least not yet.

The global commons problem

Pollution happens because it's cheaper than being clean. Often, those benefitting from economic activity don't pay the price for the damage. In long global supply chains, this issue grows worse.

The speed of change

The harsh truth isn't that we're moving too slowly — it's that we're still moving backward. Emissions are rising, ecosystems are under strain, and the window for meaningful change is rapidly closing. We have to pick up the pace and reverse these trends, and we have to do it immediately. Now is the time to act with urgency.

THE CHANGE THE WORLD CHECKLIST

The time for climate action is now. Use this climate action checklist to drive change within your organization and beyond.

- ☐ **Get your leadership on board**
  CEOs can push a lot of levers and do it fast. Show your CEO this report and get them interested in sustainability.
- ☐ **Complete a study on your current carbon footprint**
  Hire an outside group to study your carbon footprint so you can take informed action. Studies are easy to do, they don't cost a lot of money, and they can be done in a relatively short amount of time.
- ☐ **Set a meaningful target and have a plan**
  Use your emissions study to set a company-wide goal with a due date. Keep score every year so you can map your progress over time.
- ☐ **Take action!**
  Get stuff done, move fast, and get everyone involved. Anyone in your organization who is making decisions on a daily basis can help make a difference.
- ☐ **Be a multiplier**
  Learn from other companies, set a high bar, and encourage others to do the same. We've learned a lot from our sustainability journey, and we're sharing what we've learned so others can act, too.


"The greatest threat to our planet is the belief that someone else will save it."
– Robert Swan, Arctic explorer