

SPECIALIZED SOIL SEARCHING

Shaping the Future



PURPOSE



Specialized Soil Searching is a movement to recognize, celebrate and support the unsung heroes of mountain biking.

A journey into the soul of mountain biking - the TRAIL - and all the hands that pull together to bring it to life



BUILDING TRAILS, BUILDING COMMUNITY



1. TRAIL BUILDER AMBASSADORS
2. DIG & DEMO DAYS
3. FUNDRAISERS / AUCTIONS
4. PRODUCTS WITH PURPOSE
5. STORY TELLING WITH SOUL

27
COUNTRIES

77
TRAIL
COMMUNITIES

685
DIG DAYS

1,657
KM OF TRAILS
CREATED
OR MAINTAINED

10,310
INDIVIDUAL
PARTICIPATIONS
ON DIG DAYS

\$520,250
USD
FROM FUNDRAISERS



- Dig Days supported Trail Communities
- ♥ Global Athletes/Ambassadors
- 🚲 Regions supported by Fundraisers

Specialized Soil Searching LTD Edition Bikes

NOT FOR SALE

Exclusively to support:
 1. Soil Searching Ambassadors
 2. Trail fundraisers and auctions

2022-2023 STUMPJUMPER EVO + LEVO G3

2019 STUMPJUMPER + LEVO G1



2020 ENDURO + KENEVO



These Tires Build Trails: Funding by Purchase

First commercial product to incorporate Soil Searching
 400 000 USD from forecasted tire sales.



Partnerships to make a difference

NORTH AMERICA **Biketown Sweepstakes** **120.000 USD raised**

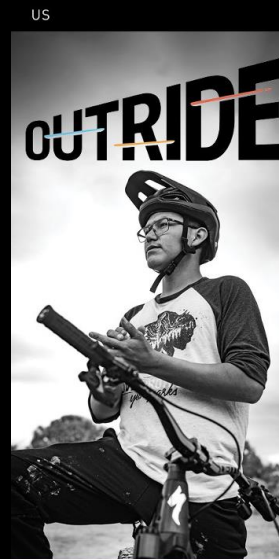
Produced by Freehub mag



TANZANIA, AFRICA **Red Knot Development** **15.000 USD raised**



NETHERLANDS **Mook Bikepark** **60.000 USD raised**



OUTRIDE
 Connecting communities to the Riding For Focus program. (Rezduro event in the Navajo Nation)



IMBA EU
 Take Care of Your Trails Campaign and IMBA EU Summit.



Red Knot Development
 Trails, community and conservation development in rural Tanzania.



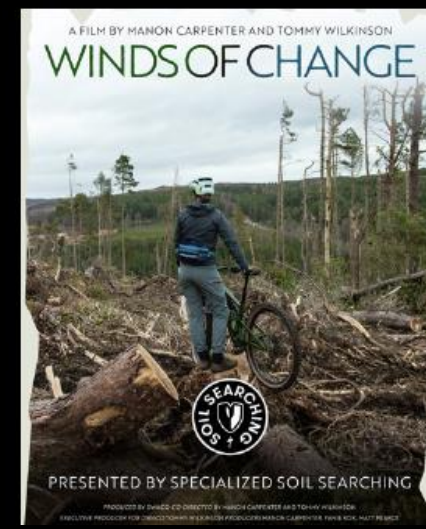
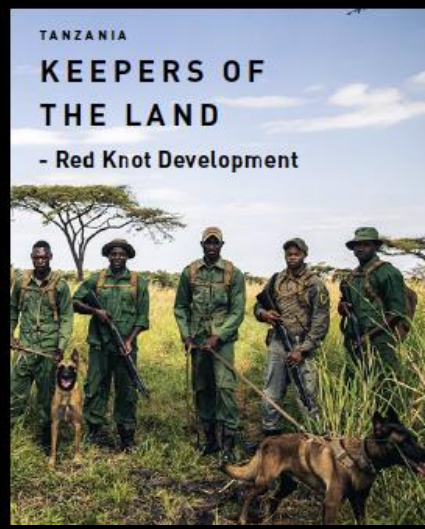
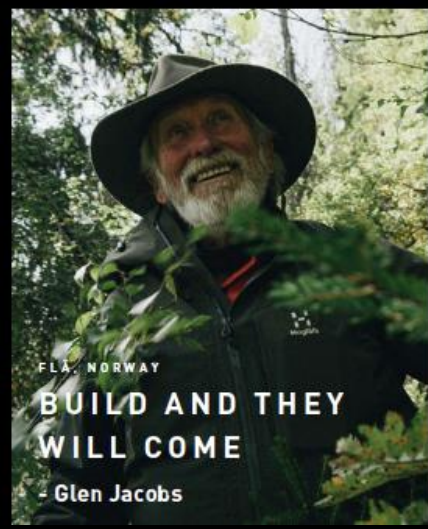
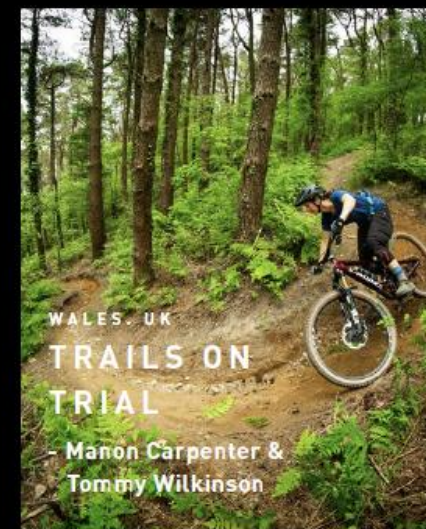
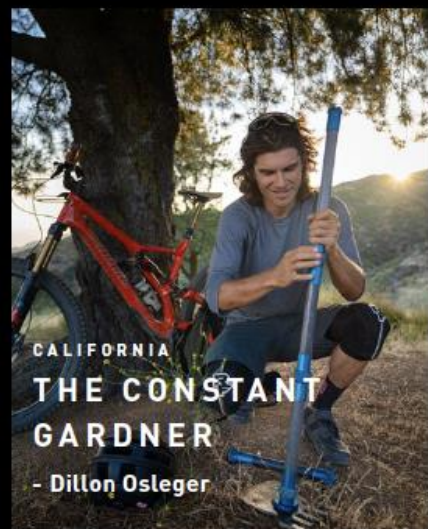
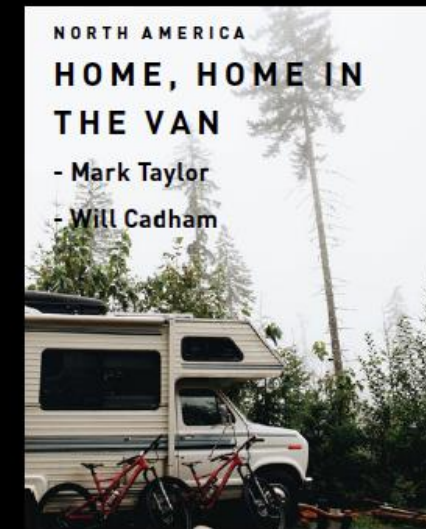
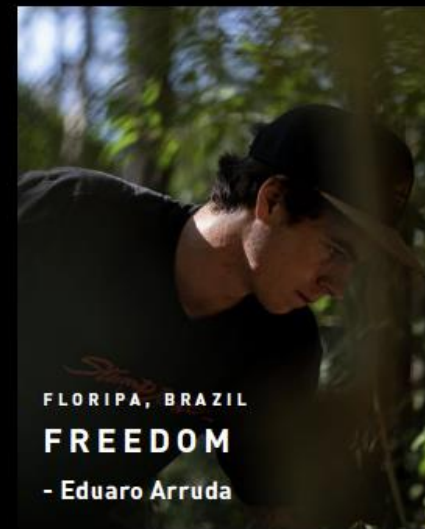
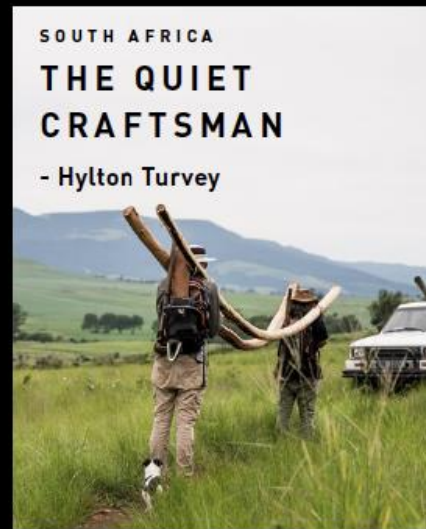
Wild Bike Foundation
 Donation of e-bikes to augment and enhance existing wilderness conservation efforts.



Protect Our Winters
 Partnering with POW EU on Mobility Month 2022.

Storytelling

A True Mountain Bike Art House Series





The Future

VALUES

COMMUNITY

- We are the facilitator of stoke. Soil Searching is as much community building as it is trail building
- Customers of our own product and custodians of our sport, just like our customers.
- Connectivity: Pro Program & Event Map

CULTURE

- Bring the culture of Specialized to mountain biking through trail work and riding.
- Mountain biking and trails can transcend cultural differences and unite under a common cause

CONSERVATION

- Plant trees, remove invasive species
- Trail building clinic/ knowledge sharing session with professional builder - the importance of drainage, safety and Flow
- Wild Bike Foundation – E-bikes and conservation efforts in Southern Africa

VIRTUES

PEOPLE

- Soil Searching connects us with people, through our products and our actions.
- Humanizing our Brand.
- By sponsoring trail builders, advocates and activists as global brand ambassadors, we've created a whole new discipline in Sports Marketing.

PRODUCT

- Grow Soil Searching LTD bike offering to 500 bikes (250 x Levo, 250 x SJ)
- Make next generation SS frames carbon neutral.
- Scale Soil Searching commercial/ give back component from tires into a collection – Saddles, helmet, shoes, gloves.

PLANET

- Trails are the lifeblood of our sport and our planet. As mountain bikers we have the obligation and opportunity to protect what we love.
- Write the narrative of the role that our products and our actions play in preserving our wild and natural spaces.
- Values and Virtues: PEDAL THE PLANET FORWARD.





Trails are essential to our sport and passion continuing on for generations.

Without the support of the mountain bike industry, the places to ride will be limited and the welcoming of new riders into the sport will be hampered.

-- BEN FISH, TAHOE AREA MOUNTAIN BIKING ASSOCIATION



