

Steadyrack Media Kit 2019/20



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COMPANY BACKGROUND

Steadyrack was born from CEO and Founder David Steadman's universal frustration of not being able to park his car in his garage due to various family member's bikes being left on the ground, on his side of the garage. Sound familiar? Within two weeks of sharing his frustration with his Father-in-law Ron at a family BBQ, a very crude handmade rack turned up.

There was no pivot, a metal flat mount and no rear tyre rest but the prototype was the beginning of David and Ron's five year journey of multiple home-made iterations and in 2009 Steadyrack officially produced and sold its first racks.

Steadyrack is recognised as the premium storage solution for bikes globally. Testament to the quality and performance of our racks can be found in the fact that Steadyracks are installed in a wide variety of locations and situations around the world, including the offices and facilities of some of the world's most famous brands like Facebook, Giant Bikes, Apple, Scott Bikes, SRAM, Google, Specialized, ENVE and many more. Our racks can also be found in countless cafes, museums, hospitals, public parking locations and even on board some super yachts.

Steadyrack has grown into a global entity with headquarters in our home town of Perth, Western Australia and dedicated support offices in the United States and Europe with a network of distributors, agents and retailers around the world. Steadyrack continues to be favoured by architects and facility managers as the number one commercial and End of Trip bike parking solution around the globe.

As our company continues to grow and expand, we are investing heavily in innovative new products for private use, public transportation, commercial buildings, transporting of bikes and public parking. Our aim is to provide a total storage and parking solution for all bikes.

STEADYRACK CEO and FOUNDER

CEO of Steadyrack, David Steadman is based in Perth WA and is a registered builder with over 40 years' experience and expertise owning and operating his own companies as well as being an active contributor to various industry organisations as a director and chairman.

David has a passion for sports especially cycling and for the promotion of cycling and is an active supporter of his local cycling community, he designed and patented a unique bike parking and storage system which has grown into a global business and is recognised as a premium brand in the bike parking and storage market.

He has single handily built from scratch several highly successful local and international businesses in a diverse range of industries including construction, franchising and fast moving consumer goods.

He has a wealth of experience in all aspects of business on a global level including management, finance, manufacturing, product development, contracting, distribution, sales and marketing.

steadyrack
LOVE YOUR BIKE



PRODUCT INFORMATION | INDOOR

<p>steadyrack CLASSIC RACK</p> <p>LOVE YOUR BIKE</p> <p>Our original rack and still the most popular rack in our range.</p> <p>SUITABLE FOR - ROAD, HYBRID AND COMMUTER BIKES WITHOUT FENDERS/MUDGUARDS</p>  <p>The Steadyrack CLASSIC rack is our original rack and is designed to cater for a wide variety of bikes. It's easy to load and unload your bikes and features the same space saving swivel action as the rest of the Steadyrack range.</p> <p>This allows you to store a number of bicycles close together making it the ideal solution for families and businesses alike.</p> <ul style="list-style-type: none"> ✓ TIRES/TYRES UP TO 3.2 INCHES ✓ BIKES WITHOUT FENDERS/MUDGUARDS ✓ WHEEL DIAMETER 26 INCHES - 28 INCHES ✓ 35KG MAX WEIGHT <p>The Classic Rack swivels almost 180 degrees from side to side.</p> <p>LOCKABLE - Lock your bikes into a Steadyrack easily using conventional types of locks readily available in the market.</p> <table border="1"> <tr> <td>NO LIFTING</td> <td>BUILT TO LAST</td> </tr> <tr> <td>Balance your bike on the back wheel and push it into the rack.</td> <td>Made from long lasting steel and UV treated plastic.</td> </tr> <tr> <td>SAVES SPACE</td> <td>SAFE & SECURE</td> </tr> <tr> <td>Swivels almost 180 degrees from side to side.</td> <td>Your bike fits snugly in the rack resting on the front tyre.</td> </tr> <tr> <td></td> <td>EASY INSTALL</td> </tr> <tr> <td></td> <td>Instructions are easy to follow making installation simple.</td> </tr> </table> <p>PATENTED PRODUCT</p>	NO LIFTING	BUILT TO LAST	Balance your bike on the back wheel and push it into the rack.	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EASY INSTALL		Instructions are easy to follow making installation simple.	<p>steadyrack MTB RACK</p> <p>LOVE YOUR BIKE</p> <p>The Steadyrack MTB rack has been designed to cater for Mountain Bikes with wider and larger frontwheels and wheels and sits neatly in between our original classic rack and our larger fat rack.</p> <p>Different frame geometry and positioning of handlebars on frames are no problem, regardless of the frame geometry all our mountain bikes will fit in a Steadyrack MTB Rack.</p> <p>SUITABLE FOR - MOUNTAIN BIKES</p>  <p>The Steadyrack MTB Rack is specially designed for all types of mountain bikes and can also be used for cruiser and street bikes with slightly wider tyres/tires.</p> <p>It's easy to load and unload your bikes and features the same space saving swivel action as the rest of the Steadyrack range.</p> <p>This allows you to store a number of bicycles close together making it the ideal solution for families and businesses alike.</p> <ul style="list-style-type: none"> ✓ TIRES/TYRES 2.1 INCHES - 2.8 INCHES ✓ BIKES WITHOUT FENDERS/MUDGUARDS ✓ WHEEL DIAMETER 26 INCHES - 28 INCHES ✓ 35KG MAX WEIGHT <p>The MTB Rack swivels almost 180 degrees from side to side.</p> <p>LOCKABLE - Lock your bikes into a Steadyrack easily using conventional types of locks readily available in the market.</p> <table border="1"> <tr> <td>NO LIFTING</td> <td>BUILT TO LAST</td> </tr> <tr> <td>Balance your bike on the back wheel and push it into the rack.</td> <td>Made from long lasting steel and UV treated plastic.</td> </tr> <tr> <td>SAVES SPACE</td> <td>SAFE & SECURE</td> </tr> <tr> <td>Swivels almost 180 degrees from side to side.</td> <td>Your bike fits snugly in the rack resting on the front tyre.</td> </tr> <tr> <td></td> <td>EASY INSTALL</td> </tr> <tr> <td></td> <td>Instructions are easy to follow making installation simple.</td> </tr> </table> <p>PATENTED PRODUCT</p>	NO LIFTING	BUILT TO LAST	Balance your bike on the back wheel and push it into the rack.	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It also features the same space saving swivel action as the rest of the Steadyrack range which allows you to store a number of bicycles close together making it the ideal solution for families and businesses alike.</p> <ul style="list-style-type: none"> ✓ TIRES/TYRES UP TO 3.2 INCHES ✓ BIKES WITH FENDERS/MUDGUARDS ✓ BIKES WITHOUT FENDERS/MUDGUARDS ✓ WHEEL DIAMETER 26 INCHES - 28 INCHES ✓ 35KG MAX WEIGHT <p>The Fender Rack swivels almost 180 degrees from side to side.</p> <p>LOCKABLE - Lock your bikes into a Steadyrack easily using conventional types of locks readily available in the market.</p> <table border="1"> <tr> <td>NO LIFTING</td> <td>BUILT TO LAST</td> </tr> <tr> <td>Balance your bike on the back wheel and push it into the rack.</td> <td>Made from long lasting steel and UV treated plastic.</td> </tr> <tr> <td>SAVES SPACE</td> <td>SAFE & SECURE</td> </tr> <tr> <td>Swivels almost 180 degrees from side to side.</td> <td>Your bike fits snugly in the rack resting on the front tyre.</td> </tr> <tr> <td></td> <td>EASY INSTALL</td> </tr> <tr> <td></td> <td>Instructions are easy to follow making installation simple.</td> </tr> </table> <p>PATENTED PRODUCT</p>	NO LIFTING	BUILT TO LAST	Balance your bike on the back wheel and push it into the rack.	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EASY INSTALL		Instructions are easy to follow making installation simple.	<p>steadyrack FAT RACK</p> <p>LOVE YOUR BIKE</p> <p>The Steadyrack FAT Rack was specifically designed for FAT Bikes and some MTB bikes with wider TIRES/TYRES as well as any other bikes that use wider TIRES/TYRES.</p> <p>SUITABLE FOR - BIKES WITH LARGER WIDER TIRES/TYRES LIKE FAT BIKES, CRUISERS, SOME MOUNTAIN BIKES, AND E-BIKES</p>  <p>The Steadyrack Fat Rack is designed to cater for bikes with larger wheels and wider TIRES/TYRES.</p> <p>It's easy to load and unload your bikes and features the same space saving swivel action as the rest of the Steadyrack range.</p> <p>This allows you to store a number of bicycles close together making it the ideal solution for families and businesses alike.</p> <ul style="list-style-type: none"> ✓ TIRES/TYRES 3.8 INCHES - 5 INCHES ✓ BIKES WITHOUT FENDERS/MUDGUARDS ✓ WHEEL DIAMETER 26 INCHES - 32 INCHES ✓ 35KG MAX WEIGHT <p>The Fat Rack swivels almost 180 degrees from side to side.</p> <p>LOCKABLE - Lock your bikes into a Steadyrack easily using conventional types of locks readily available in the market.</p> <table border="1"> <tr> <td>NO LIFTING</td> <td>BUILT TO LAST</td> </tr> <tr> <td>Balance your bike on the back wheel and push it into the rack.</td> <td>Made from long lasting steel and UV treated plastic.</td> </tr> <tr> <td>SAVES SPACE</td> <td>SAFE & SECURE</td> </tr> <tr> <td>Swivels almost 180 degrees from side to side.</td> <td>Your bike fits snugly in the rack resting on the front tyre.</td> </tr> <tr> <td></td> <td>EASY INSTALL</td> </tr> <tr> <td></td> <td>Instructions are easy to follow making installation simple.</td> </tr> </table> <p>PATENTED PRODUCT</p>	NO LIFTING	BUILT TO LAST	Balance your bike on the back wheel and push it into the rack.	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PRODUCT INFORMATION | OUTDOOR

steadyrack™

CLASSIC RACK STAINLESS STEEL

LOVE YOUR BIKE

Our original Classic Rack has been fortified with Marine Grade 316 Steel and reinforced for public and outdoor use.

SUITABLE FOR – ROAD, HYBRID AND COMMUTER BIKES WITHOUT FENDERS/MUDGUARDS

Steadyrack Classic Rack Stainless Steel is simply our extremely successful and original Classic Rack, made from 316 stainless steel components, which makes it ideal for external installations where the racks are exposed to the elements. The rack stands up to the wear and tear of public usage and won't weather or rust from exposure.

This Steadyrack Classic enjoys all the features and benefits of our original Classic Rack and is the ideal solution for parking multiple bikes close together and maximising the bike parking potential of any site.

FEATURES

High Quality Marine Grade 316 stainless steel metal components, UV resistant plastics, Easy to use, built to last, easy to install and is safe and secure.

- TIRES/TYRES UP TO 2.4 INCHES
- BIKES WITHOUT FENDERS/MUDGUARDS
- WHEEL DIAMETER 20 INCHES - 29 INCHES
- WEATHER PROOF
- VANDAL RESISTANT
- LOW MAINTENANCE

* 35KG MAX WEIGHT

WE ARE ALSO ABLE TO PRODUCE CUSTOM COLOUR SCHEMES AND FINISHES TO OUR RACKS. (MINIMUM QUANTITIES APPLY AND PRICES WILL VARY DEPENDING ON FINISH AND QUANTITY). PLEASE CONTACT US FOR PRICING.

NO LIFTING

Balance your bike on the back wheel and push it into the rack

BUILT TO LAST

Made from long lasting steel

SAVES SPACE

SAFE & SECURE

Your bike fits snugly in the rack resting on the front tyre

EASY TO INSTALL

Instructions are easy to follow making installation simple

PATENTED PRODUCT

LOCKABLE - Lock your bikes into a Steadyrack easily using conventional types of locks readily available in the market.



steadyrack™

OUTDOOR RACK

LOVE YOUR BIKE

Our original Classic Rack has been stripped back and manufactured using high quality Marine Grade 316 Steel, specifically for outdoor use.

SUITABLE FOR – ROAD, HYBRID AND COMMUTER BIKES WITHOUT FENDERS/MUDGUARDS

This new rack is extremely robust, will not rust, is vandal resistant and built to withstand the elements with little or no maintenance required while catering for a wide variety of commonly used bikes. Loading and unloading is easy, requiring no lifting and the Marine Grade Steel allows for bikes to be safely and securely locked while parked outside and in public.

This new rack is the ideal commercial solution for optimising space and parking multiple bikes close together.

- TIRES/TYRES UP TO 2.4 INCHES
 - BIKES WITHOUT FENDERS/MUDGUARDS
 - WHEEL DIAMETER 20 INCHES - 29 INCHES
 - WEATHER PROOF
 - VANDAL RESISTANT
 - LOW MAINTENANCE
- * 35KG MAX WEIGHT



NO LIFTING

Balance your bike on the back wheel and push it into the rack

SAVES SPACE

BUILT TO LAST

Made from long lasting steel

SAFE & SECURE

Your bike fits snugly in the rack resting on the front tyre

EASY TO INSTALL

Instructions are easy to follow making installation simple

PATENTED PRODUCT

LOCKABLE - Lock your bikes into a Steadyrack easily using conventional types of locks readily available in the market.



WEBSITE and SOCIAL

In May 2019 we updated our previous website to a much faster, intuitive and mobile first customer experience. As Steadyrack has global reach and impact, we'll be launching regionalised and native versions of our site for France, Spain, Germany and Italy later in 2019.

We also sell on major e-tailer sites (Amazon, Target, Wal Mart, Home Depot, Wiggle) around the globe as well with a network of Independent Bike Dealers around the world.)

We have a strong social presence across most platforms, including:

[Facebook](#)

[Instagram](#)

[Pinterest](#)

[Vimeo](#)

[LinkedIn](#)

[YouTube](#)

PRODUCT REVIEWS

Our most current product reviews are from:

- Treadlie.com.au – [Mountain Bike Rack Review](#)
- Two Wheeling Tots – [Classic Rack Review](#)
- Austin Bike – [Mountain Bike Rack Review](#)
- Dirt Rag Mag – [Mountain Bike Review](#)
- Tyres and Soles – [Mountain Bike Rack Review](#)
- UK Sports Chat (UK MTB Chat) - [Mountain Bike Rack Review](#)

CONTACT US

For all Marketing and Promotional queries, contact **Global Marketing and Communications Manager, Jeff Russell** at jeff@steadyrack.com or via phone at +61 402 403 805

For Sales and Commercial inquiries email **Steadyrack CEO and Founder David Steadman** at david@steadyrack.com or via phone at + 61 409 099 411

For all other inquiries, please contact us at support@steadyrack.com or via phone at +61 8 9435 2435