



# Kona Bicycle

Tariffs Paid During  
GSP Expiration

**\$580,000**

Time to Receive All  
Refunds

**9 - 12 months**

As a Result of GSP  
Renewal...



Hired New  
Employees



Increased  
Capital  
Expenditures



Increased  
Sales of GSP  
Products

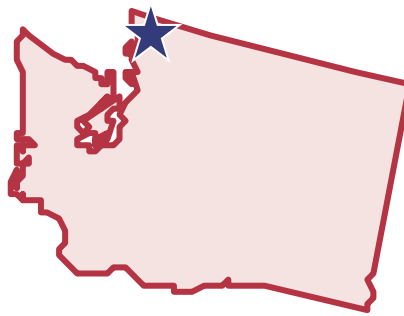
**+ \$350,000**

Savings From 1<sup>st</sup>  
Year of GSP  
Renewal



Headquarters: Ferndale, Washington  
US Employees: 32  
GSP Imports: Bicycles from Cambodia

*“Loss of GSP benefits delayed development of 3 new bicycle platforms – and the jobs that went with them. Renewal allowed us to make those investments and hire 5 new workers, a big jump for a company our size.”*



Jacob Heilbron, Chairman

Founded in 1989, Kona is a dedicated group of cyclists making bicycles for people who love bikes. Most Kona bikes are imported, though it also sells a high-end line made in Tennessee. GSP allows Kona to increase its product variety while passing along the savings to riders.

GSP expiration cost Kona an estimated \$1.5 million in sales and put its development plans on hold. It took nearly a year for Kona to receive a full refund of the \$580,000 in tariffs paid while GSP was expired.

Following renewal, Kona invested the GSP refunds and savings into the business. **Kona hired 3 new workers in product development and 2 more in sales** while spending \$200,000 on new molds, fixtures, and engineering equipment. Overall sales have increased by \$500,000 since renewal.