



Together we chose a
COURSE

Ever since we first started, Specialized has had one simple brand **vision**:

To be the best cycling brand in the world.

Our corporate **mission** is single-minded:

We will be the product of choice of discerning customers and dealers, and we will be the supplier of choice of the full-service dealer.

Simple and straightforward, but far from easy. It's required years of hard work, and will demand many more. But starting last year, we've benefited from the support of our Alliance Dealers who have made a **commitment** that:

Specialized and the Alliance Dealers continuously learn from each other about better ways of doing business and building our future together...

We've invested in nurturing healthy and mutually rewarding relationships with our dealers, so that as a brand, we represent and offer the best possible **synergy** for building business together. And together, we can become the product and supplier of **choice.**

