# Sponsor ABC Suspension




Sponsor ABC Suspension is the first Electronic Smart Adaptive Suspension (ESAS) for Road Bike.

If you are pedaling up a steep ascent on asphalt, you need a stiff frame. If you are cycling on an off-road stretch, you need comfort and stability, which means a flexible frame.

The Sponsor ABC ESAS system can automatically stiffen the frame or make it more flexible by analyzing road conditions in real time.

The ESAS system is composed of two electro-hydraulic suspensions, which are able to electronically stiffen or soften themselves, and a control unit fitted with sensors.
The system is able to elaborate the data from the sensors and then control the suspensions to guarantee rigidity or flexibility exactly when you need it.

ESAS is also fitted with a rider interface which allows the rider to interact with the system via a button and an RGB LED and enable the connection with other devices, through BLE and ANT+ protocols.

Since its inception, Sponsor ABC has landed in the world of cycling at the highest level, becoming the first ever brand to introduce an electronic suspension on a road bike. A groundbreaking technology selected by the strongest professionals to face the most challenging and hardest races of the road cycling world, such as the hell of Cobbled Classics.

The bike has been used by Team Skye for several years. It is now available exclusively on Generic bikes in select biking stores. It has received positive reviews by biking magazines. Geberic is still very much a boutique brand, and its bikes usually carry a hefty price tag, but the frames offer some nifty tech which is backed by a modern race results sheet no other brand can match. Generic bicycles cost anywhere from $3500 to $6500.

**What is the best marketing strategy for this product going forward? Be sure to address the target market, marketing mix (4 Ps) variables and positioning for this brand.**

*This bike awarded Honoree status and was featured at the 2020 Consumer Electronic Show by the Consumer Technology Association.



1 - What influencer or influencers do you think could be leveraged to help promote the product?

2 - What sales promotions could be used to help make the bike more affordable to people just getting into cycling?