

## **FOR IMMEDIATE RELEASE**

Pacific Glory Worldwide (PGW) Establishes U.S. Distribution Company to Strengthen Retailer Relationships and Brand Support

**Los Angeles, CA** — [December 17, 2025] — PACIFIC GLORY WORLDWIDE LTD (PGW) has announced the formation of a dedicated distribution arm created to better serve U.S. bicycle retailers and adapt to the realities of a shifting global market. The new organization will oversee sales and support for Fuji, SE, and Tuesday bicycles, with a mission centered on retailer success and long-term sustainability.

As the global bicycle industry continues to adapt post-pandemic—with shifting consumer behaviors, supply chain pressures, and margin declines across retail channels—this new distribution approach marks a strategic shift back to a retailer-first model. By overseeing distribution directly, PGW aims to improve product availability, simplify communication, and maintain competitive margins that help independent shops stay profitable and successful.

"Bicycle retailers are the heartbeat of this industry," said Anthony Mikrut, Sales Director, Pacific Glory Worldwide LTD. "Our decision to establish PGW in the United States as the distributor for our brands was motivated by a pressing need for a more agile and transparent approach. This approach prioritizes our retail partners, supports their profitability, and ensures they have the right product mix to meet local demand."

In a clear departure from broader industry trends, PGW will launch with a retailer-first strategy, focusing on supporting partners rather than pursuing direct-to-consumer channels. The company will empower its retailer network to meet consumer demand through enhanced digital tools, improved marketing resources, and increased in-store sales support.

Marking a major strategic shift, PGW USA combines brand management and logistics under one team, enabling the company to respond more quickly to market changes while maintaining the global quality standards for which Fuji, SE, and Tuesday are known. Retailers can expect better forecasting, stronger brand stories, and direct access to marketing programs designed specifically for the shop level.

"This launch reinforces our belief that the future of this industry depends on strong retailer relationships," added Anthony Mikrut, "We're not competing with our retailers — we're investing in them."

Our official go-live date is January 1, 2026.

### **About PGW**

PGW is a global leader in bicycle manufacturing and brand development, representing trusted brands such as Fuji, SE, and Tuesday. With decades of experience in innovation, design, and performance, PGW's mission is to empower riders and strengthen the retailer networks that bring cycling to communities worldwide.

[www.pgwbike.com](http://www.pgwbike.com)