



SCHWINN BICYCLE COMPANY

1856 NORTH KOSTNER AVENUE • CHICAGO, ILLINOIS 60639

TELEPHONE 312-292-2900

Edward R. Schwinn, Jr.
President
Chief Operating Officer

September 4, 1985

Mr. Whitt Snell
BIKE WORLD
5911 Broadway Street
San Antonio, Texas 78209

Dear Whitt:

You know, I have been following along on your correspondence for a couple of years now. We have worked very hard to make sure you have remained a viable dealer, even with all the side business you have been giving to other guys. Now that you are paid up in full, you have apparently rewarded us, for our efforts, by changing the name of your corporation and eliminating the Schwinn name. I guess I don't understand it, and I can tell you I am more than just disappointed.

Very truly yours,


Edward R. Schwinn, Jr.

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