

# ZASTROW EXHIBIT 12

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UNITED STATES DISTRICT COURT  
DISTRICT OF MINNESOTA

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LeMOND CYCLING, INC.,

Plaintiff,

vs.

Case No. 08-1010

TREK BICYCLE CORPORATION,

Defendant/Third-Party

Plaintiff,

vs.

GREG LeMOND,

Third-Party Defendant.

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Video Deposition of DEAN GORE

Thursday, May 14th, 2009

12:24 p.m.

at

GASS WEBER MULLINS LLC  
309 North Water Street  
Milwaukee, Wisconsin

Reported by Kealoha A. Schupp, RPR

1 dealers that owned the concept stores, and then they  
2 had the opportunity to make the decision whether they  
3 would integrate it or not.

4 Since we don't own them, I can't speak  
5 to whether it was -- what percent had done it. For  
6 the two Trek stores that -- the two concept stores  
7 that we did own, yes, LeMond area was integrated into  
8 those two locations.

9 **Q What about Item 5, "Utilize Greg as spokesperson for**  
10 **new platforms," was that successfully accomplished?**

11 A That's a large question. Did we have -- did -- did  
12 we utilize Greg when we launched the product? Yes.  
13 He did attend when we launched in the Tour de  
14 Georgia. He also attended when we launched the next  
15 year at the Tour of California, and he did attend  
16 when we had all the dealers flown in for when we  
17 introduced the new carbon bikes for 2006.

18 **Q Okay. There were photographs taken of some of these**  
19 **events?**

20 A Oh, sure, yes.

21 **Q I think I've seen some. Okay. All right.**

22 A But -- was -- was Greg readily available for outside  
23 of that? No. It was a challenge.

24 **Q Okay.**

25 **MS. RAHNE:** Move to strike. But I

## EXAMINATION

1  
2 BY MR. WEBER:

3 Q Counsel had shown you some pages in the PowerPoint.

4 A Mm-hmm.

5 Q And -- and --

6 A Yes.

7 Q -- let me just go back to a few of these. If you'd  
8 turn several pages from the end, there's a reference  
9 there to "Early 2006. Trek revamps the LeMond  
10 product line -- Great Product."

11 A Okay.

12 Q Do you see that? All right. Tell us what happened  
13 in 2006 with respect to the LeMond product line,  
14 flying dealers to Waterloo, the marketing campaign,  
15 Tour de Georgia, etc.

16 A 2006 was -- I think it was a milestone year for  
17 LeMond because we -- we, saying because I was -- I  
18 was living the LeMond brand. That's -- that's what I  
19 did every day was come in and work on LeMond and  
20 Fischer.

21 And it was -- LeMond had -- was  
22 introducing better product than Trek had in the  
23 marketplace. It had an industry-leading carbon  
24 product that when we launched to our dealers, they  
25 were very, very excited about it. We flew in 100

1           **2007.**

2       A     2007 we -- we introduced the next evolution of the  
3           new carbon product that we had. It was 100,  
4           150 grams lighter than what we launched the season  
5           prior. It put LeMond into a whole new price point  
6           because these bikes were 6-, \$7,000. They were very  
7           expensive.

8                         We did a similar press tour where we  
9           flew the domestic and some UK editors into the Tour  
10          of California. Again, wined -- wined and dined in  
11          the Santa Rosa area, and let them ride the bikes, and  
12          got them the opportunity to watch the race.

13                        And we even went to the extent we had  
14          a LeMond night at a big theater in California. We  
15          rented it out. We hired Phil Liggett, who's the  
16          preeminent voice of cycling in the English speaking  
17          world. He came, and he and Greg put on a  
18          play-by-play, stage-by-stage narration of the 1991  
19          Tour de France, and we did the promotion. We sold  
20          out the theater. Gave all the proceeds to the  
21          charity that supported the Tour of California. I  
22          paid for Phil Liggett, I paid for all the editors'  
23          flights.

24                        Things were going great. We -- we had  
25          great press. The dealers were very interested. We

1 had great product. LeMond was really hitting on all  
2 cylinders.

3 Q There's been some discussion about the August 2007  
4 Trek World Show several months after this California  
5 event.

6 A Mm-hmm.

7 Q At Trek World, from time to time does Trek make bikes  
8 available for dealers to ride during the show?

9 A Yes.

10 Q And in August of 2007 do you recall whether bikes  
11 were made available for dealers to ride?

12 A Yes. And LeMonds were part of that, and not only  
13 were they part of that, in 2006 we flew all our  
14 dealers in to introduce them LeMond road bikes.

15 2007 we had a new Trek product that we  
16 introduced, so we flew the dealers in again.  
17 Introduced them to the new Trek road product. But  
18 when we did that, we also showed them the new LeMond  
19 product that we had introduced in February. So the  
20 dealers had the choice of riding a LeMond or riding  
21 the Trek at that June introduction in 2007.

22 Q Okay.

23 A And then that fleet of bikes just rolled right into  
24 our big Trekfest event where all Trek and LeMond  
25 dealers were invited, and that was in August.