

5/7/2009 Langer, Ira

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UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA

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LEMOND CYCLING, INC.,

Plaintiff,

Case No.

-against-

08-CV-01010

TREK BICYCLE CORPORATION,

(RHK/JSM)

Defendant/Third-Party Plaintiff,

-against-

GREG LEMOND,

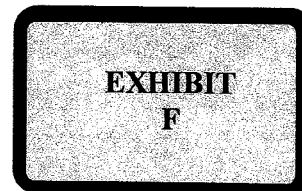
Third-Party Defendant.

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May 7, 2009

9:33 a.m.

Deposition of IRA LANGER, held at
the offices of Foley & Lardner LLP, 90 Park
Avenue, New York, New York, pursuant to
Subpoena, before Mildred Cassese, a
Registered Professional Reporter and Notary
Public of the State of New York.



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A P P E A R A N C E S:

ROBINS, KAPLAN, MILLER & CIRESI LLP

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BY: DENISE S. RAHNE, ESQ.

JENNIFER M. ROBBINS, ESQ.,

of Counsel

GASS WEBER MULLINS LLC

Attorneys for Defendant/Third-Party

Plaintiff Trek Bicycle Corporation

and Witness

309 North Water Street

Milwaukee, WI 53202

BY: RALPH WEBER, ESQ.

ALSO PRESENT:

Bob Burns

Trek Vice President & General Counsel

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2 about how Greg would do these autographs and talk
3 to people, that Greg was just Greg.

4 Can you sort of elaborate on that a
5 little bit?

6 A. Sure. Greg would make everyone -- if
7 someone came over to him and said that they met
8 him five years ago he would make -- whether he had
9 actually remembered meeting them five years ago, I
10 don't know, but they were sure convinced that he
11 remembered that.

12 Every person who was sitting across
13 from him was the most important person in the room
14 at that moment.

15 And there would be 300 people lined up
16 behind to get his autograph and talk with him, and
17 he would be spending an inordinate amount of time
18 with one person because they had some magazine
19 that he hadn't seen in a long time, or a picture
20 of a bicycle he hadn't seen in a long time and,
21 you know, just a nice guy, you know.

22 People liked talking to him and he
23 like talking to people.

24 Q. Did you ever get any feedback from the
25 dealers that held these grand openings and events

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2 as to what they thought, how well they thought the
3 event went?

4 A. Yeah. It was always unanimous.

5 People were always, like, oh, when can he come
6 back again, you know, that kind of thing
7 because -- and it was two different things: One,
8 he drew a lot of people; two, he put a great big
9 smile on everybody's face.

10 Q. So you mentioned that you did some
11 dealer appearances and you listed several cities
12 or places, Boston, Colorado.

13 Which ones specifically, which
14 dealerships do you remember going to with Greg?

15 A. Metro Bicycles in New York.

16 International Bicycles in Boston.

17 Belmont Wheelworks in Boston.

18 Wheat Ridge Cyclery in Colorado.

19 Redlands Cycles in Redlands,

20 California.

21 Chain Reaction in the San Francisco

22 area.

23 Helen's in Santa Monica, California.

24 It's been a while.

25 Q. The time that you went to Metro, is

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2 brand?

3 A. Design, test and promote are three
4 very different things.

5 Did Greg work closely with Trek to
6 promote his brand? Absolutely.

7 Did Greg work closely with Trek to
8 design the brand? To some degree.

9 There wasn't any testing involved that
10 I would be aware of.

11 Q. How did Greg work with Trek to design
12 the brand?

13 A. Greg had a philosophy of how a bicycle
14 should fit, how a bicycle should ride, and it was
15 a philosophy that made the bicycle a little more
16 comfortable than some of the other racing bikes
17 out there, a little more suitable for longer
18 rides, and most of that had to do with the fact
19 that in Europe the roads weren't as good as they
20 are here and the races were longer.

21 Q. So did he just provide suggestions to
22 people within Trek, or --

23 A. He would provide suggestions. He
24 would bring his old bicycles and we would, you
25 know, they would base line them, measure them and