

## Odyssey 2000<sup>®</sup> End-of-1995 Rider Memo

Date: November 28, 1995  
To: Registered Odyssey 2000<sup>®</sup> Riders  
From: Tim Kneeland & Associates, Inc.  
Re: Odyssey 2000<sup>®</sup> Update

### **Just 4 years and one month to go!**

Needless to say, TK&A continues to be surprised by the overwhelming response to Odyssey 2000<sup>®</sup>. We have had over 3000 inquiries from people across the United States and around the world since December 1993. Even more impressive, however, is that we have 182 riders already signed up and ready, or at least getting ready, to go.

### **Who is registering?**

Odyssey riders come from 25 different states (Washington state leads with 58 riders) and three countries; US, Canada and Japan. The two from Japan are US residents living in Tokyo. We have seven Canadians, four living in Canada and three in the US. We also have a Sri Lankan citizen and New Zealander registered who live in the US. Thirty-three percent (62 participants) are couples.

Another surprising but delightful statistic, is that we have 14 more women than men signed up. The average age of those registered is currently 44. The youngest is 8 (she will be accompanied by both parents) and the oldest is 71. Both are from Michigan. When we leave the average age will be 48, with the youngest 12 and the oldest almost 76. Pretty impressive, to say the least.

Most of the riders are not hard core athletes or wealthy adventurers. Instead, the group is made up of people from all walks of life and income levels. The most common biographical information offered by current Odyssey participants includes: their love of travel and adventure, the excitement and challenge of riding a bike for a year, and their ability to be flexible in all situations. We think its safe to say that everyone is looking forward to an extraordinary way to spend the last year of this millennium, while participating in the biggest bike ride of the century.

### **Odyssey 2000<sup>®</sup> is filling fast**

Of the 250 allotted slots for Odyssey 2000<sup>®</sup>, 200 have been set aside for US and Canadians and fifty are reserved for residents of other nations, living in those countries. The 186 registered so far are filling US and Canadian slots.

To help insure that 250 people leave Los Angeles on 1/1/2000 at 9 A.M., we will register an additional 75 to 100 people. These riders will be guaranteed a slot on Odyssey 2000<sup>®</sup>.

We are launching an international recruitment campaign this January and expect to fill the international slots before the end of 1996. The US/Canadian slots should be completely booked in early 1996.

We will most likely establish a "waiting list" on top of these numbers as well. Even though the final details need to be worked out, these folks will get first crack at registering should a slot become available.

### **Can I give my slot away?**

Absolutely not! Odyssey is filled on a first-come-first-served basis. When you registered, you secured the spot for your use only. Under no circumstance can a registered rider give, trade or sell their slot to anyone else, regardless of the reason. If we allowed such transactions, the quality of riders would drop dramatically and some folks might be tempted to "scalp" their slots for big bucks. We had one person already want to buy five slots for resale. No way!

### **Yearly payments coming due**

On or before February 1, 1996, you are required to make your yearly 2000<sup>®</sup> payment. Once again, here are the specifics:

<b>Reg. Year</b>	<b>Full Cost</b>	<b>Discount</b>	<b>Your Cost</b>	<b>Yearly Payment</b>
1993	\$36,000	\$7,000	\$29,000	\$1,100
1994	\$36,000	\$6,000	\$30,000	\$1,375
1995	\$36,000	\$5,000	\$31,000	\$1,833

We are sure most of you appreciate the deep discounts you received by registering early. One of the conditions for the discounts is, of course, that you make your payments on time for the full amount due. *If you don't make the payment on time, you will lose your slot on Odyssey 2000<sup>®</sup>.*

Please review the enclosed "*Fees and Payments for Odyssey 2000<sup>®</sup>*" for all the specific information. If you have any questions, please feel free to call us a 1-800-433-0528.

### **Odyssey checkout trips begin**

Karen-Ann and I are heading for New Zealand and Australia in early December for about three weeks to begin the long, but exciting, process of checking out every country before Odyssey begins. We will be checking route options between Auckland and Christchurch, New Zealand; Hobart and Launceston, Tasmania; and Brisbane and Sydney, Australia.

We will be driving and recording the route, services available, and other points-of-interest. Our next check-out trip will occur this summer when we drive through Europe and the former Eastern Bloc countries checking on possible routes. As you can imagine, we are psyched about working the logistical phase of Odyssey.

Sometime in the first quarter of 1996, we will send out another Memo describing our progress and include a slightly revised schedule. The new schedule, of course, is subject to modification as we check-out each of the countries. We are planning to add South Africa,

remove the section from Key West to New Orleans, and have lowered the 23,000 mile (86 miles a day) schedule to 20,000 miles (77 miles a day).

### **Odyssey 2000® Tyvek Jacket offer**

This is cool. Enclosed is a 3 color flyer of our exciting new lightweight, windproof official Odyssey 2000® jacket made from a tough DuPont material called Tyvek. The jacket is one of a kind and makes an excellent windbreak and even offers "caught-out unexpected" rain protection. It makes a super riding jacket or can be worn for semi-formal outdoor wear.

To have these made at an affordable price, we have to order 300 at a time. We will be able to offer them for \$35 each plus \$4 for shipping and handling. If there is enough response, will place an order on January 12, 1996. So...if you want one or more, please complete the order form and include a check with your order. If we fall short of orders, we will refund your money instantly! Guaranteed, they will generate a lot of interest in your ride and make an outstanding gift or thank you for your supporters.

### **Okay to release my name to the media**

The list of our Odyssey 2000® riders is considered confidential. We feel that your right to privacy is very important and we don't want people contacting you without your permission.

However, we would like to offer the US and International media a list of folks who are willing to be interviewed for their various articles. We have included a media sheet for those interested in participating. Please complete it and mail it back to TK&A as soon as possible.

### **Odyssey 2000® trademark**

As a reminder, make sure TK&A sees any information you produce (media releases, sponsor proposals, fundraising letters, etc.) before they are used. TK&A must approve every use of the Odyssey 2000® registered trademark.

For the dozen people who have selected the fundraising option for some or all of their participation in Odyssey, you must refer to Odyssey 2000® by name in your letters and proposals. You can't make it sound like you are doing your own trip around the world. All of your materials must be reviewed and approved by TK&A before they can be used.

TK&A is very serious about protecting the rights to its property. Please review the enclosed *Use of the Odyssey 2000® Name*. If you have any questions about this very important topic, please give us a call at 1-800-433-0528.

### **Keep us informed**

Please drop us a line (or call) if your address changes, if you have any questions, or if you just want to chat. We are looking forward to getting to know each and every one of you in the near future. Hopefully, most of you will even consider participating in one of our other events before Odyssey 2000® begins.

### **Happy Holidays**

From the staff at TK&A, may you have a wonderful holiday season and may your 1996 dreams come true.