



Dear Ray,

Thank you for your feedback. Your review does include real experiences, which is the power of your blog. We do feel the need as Tacx to respond to your blog, because we also believe that the negativity should be taken away by us. The whole Tacx team is dedicated to their products because of their passion and wants to offer the best trainers in the world. Just some comments on your blog.

#### Google License

If possible, we would like to offer this for free, as we did in the past. Due to a decision by Google, Tacx is no longer allowed to offer the Google Earth application as a free feature to our customers. Tacx doesn't make profit with this license and pays an even amount to Google per ride.

#### Setting up your Trainer

We made improvements during the year in setting up a wireless system, and changed our software to this. With wireless communications for the genius we are constantly testing and looking for better options to connect the system.

#### Service and Support

We are aware that some things did not go as well as expected last year. Unfortunately one of the major support issues we have seen with customers are the duplicated software codes that were sent out by mistake. We send out a clear message through our dealer network telling customers could how to resolve this problem. Unfortunately we were not able to track down all double codes into the field, so that is what you have seen on Forums.

We understand that when customers get a new trainer and receive a message that the code is used, that the first experience is not good. We are doing everything to prevent this for the future. Looking to moisture issues, production has been changed last year to prevent this. We are aware that we are in a sport industry and that most of the equipment should be sweat resistance.

There is a lot of misunderstanding on our way we deal with the support. First of all we have our dealer network. The Tacx Test Center dealer gives first support and should direct the customer to the correct solution. This face to face communication we believe is the best, because Tacx does not have a worldwide telephone support desk.

However, Tacx also sees that not all consumers are buying via this route, so that is the reason we made the analyzing tool on our website ([www.tacx.com/service](http://www.tacx.com/service)). This tool is helping the customer, via some questions, to the correct solution. The feedback support (via [support@tacx.com](mailto:support@tacx.com) or [twitter.com/TacxSupport](https://twitter.com/TacxSupport)) is more related when questions cannot be answered from our tool, or license questions. We are using our SLA in this, but notice also on forums that people expect quicker response in some cases. In the next season we will use a track and trace support desk system so this can be better monitored and increase our people on our support desk.

Tacx will make an announcement of this structure this year on our website.

Kind regards,  
The Tacx Team