



SALT LAKE CITY DEALER TOUR

Biking in the Beehive State

The Wasatch Valley is fertile ground for bike retail.

By Marc Sani

SALT LAKE CITY, UT—“This Is the Place Heritage Park,” near the University of Utah, is where Brigham Young, sick and laying in the back of a covered wagon, was propped up so he could see the vast Salt Lake Valley.

“This is the right place,” Young told his aides, hence the park’s name. It was July 24, 1847, when the first wave of Mormon pioneers caught a glimpse of their future home after hacking a tortuous path through brush-choked Emigration Canyon.

Today this historic park is where cyclists congregate on Thursday nights for informal time trials up Emigration Canyon—an eight-mile climb at a steady five percent grade gaining 1,478 feet in elevation before reaching the crest.

If Brigham Young were alive today he would be stunned to see cyclists pedaling carbon fiber bikes up the canyon along a paved road that’s now one of the most popular spots for cyclists in the state, said Dave Iltis, the long-time editor of *Cycling Utah*.

Young and the 137 men, three women and two children he led, and their descendents, have shaped the Front Range over the ensuing decades. Flanked on the east by the Wasatch Mountains, the Front Range officially stretches 140 miles along the I-15 corridor from Logan to Payson with the state capitol, Salt Lake City, roughly in the center.

It’s a stew of homes, shopping centers, industrial sites, refineries, quarries and cities with homes scaling the mountainside. Nonetheless, few areas in the U.S. offer so many opportunities for outdoor recreation. Whether it’s

Continues on page DT2

Continued from DT1

cycling, mountain biking, skiing, climbing, hiking, rafting or kayaking, Utah has it in abundance.

Cycling figures into city planning

The lure of the outdoors has helped spur cycling's growth. And that growth has been backed by support among local government with infrastructure improvements strung out among Front Range communities—a true boon for retailers.

The League of American Bicyclists' "Bicycle Friendly States" rankings have moved Utah from 31st place in 2011 to 14th last year. Utah is now ranked fourth on the League's list.

In part, that focus on cycling is what prompted Drew Johnson to pick up stakes and leave his store, City Cycle, in Jacksonville, Florida, in the hands of a manager, and open a second store three months ago in downtown Ogden.

Examples abound of official interest in cycling. A 40-mile path will soon tie Ogden and Salt Lake together. A major effort is underway to improve Ogden's cycling infrastructure by adding new paths and building protected bike and pedestrian lanes. The city will soon complete its section of the Bonneville Shoreline Trail. And the same is true in Salt Lake City and a dozen other communities.

The Shoreline Trail, a mixed-use bike and hike single-track trail will zig-zag from the Idaho border south 280 miles to Nehpi, Utah, along the Wasatch front. Individual cities and counties are working together to fill the gaps.

Utah's light rail system, built to ease traffic congestion on I-15 and improve air quality, is bicycle friendly with railcars marked for cyclists. Its FrontRunner commuter service runs along 88 miles of track from Ogden in the north to Provo in the south with an ever-growing passenger load (see related story, DT4).



Ogden Mayor Mike Caldwell (left) is an avid cyclist and joined the Dealer Tour crew on the second day.

Bike focus sustains retail

Still, another factor speaks to the success of the retailers we visited. Deep family and religious ties bind these communities. Many families send their sons on two-year missions to promote The Church of Jesus Christ Latter-Day Saints. And many of them do so on bicycles.

More than 60 percent of the state's population be-

SALT LAKE CITY DEALER TOUR

longs to the church and in some communities church membership is as high as 80 percent. Mormon entrepreneurs abound and the same is true among bicycle retailers.

Many of the stores we visited were launched in the 1970s and today the sons, daughters, grandsons and granddaughters are actively involved in the business.

Another unexpected highlight was the variety of stores that customers could choose from like Taylor's Bike Shop—a three-store operation south of Salt Lake City. It's family owned and operated and sells mostly Giant bicycles.

Bountiful Bicycles is a Specialized store that Brady Edwards took over from his father several years ago. The original store had been a former Schwinn shop that had opened in the mid 1960s. Edwards' dad bought it in 1985. The Bradys built the sunny multi-level, 8,000-square foot building in 2000 and also own a second, smaller store in nearby Kaysville.

Bikewagon, just a few miles from Bountiful Bicycles, is primarily an e-commerce operation in an industrial park yet it features an attractive, high-ceilinged storefront and a small service area inside its 33,000-square-foot warehouse. The operation brought on retail veteran John Jarvie to help build and manage the shop, while owner Dale Majors keeps the focus on online sales. It's a significant purveyor of closeouts and in-line products sold on eBay, Amazon and its Bikewagon.com site.

Another operation, Beehive Bicycles, is the quintessential urban store. Greg Steele opened it in 2011 in Salt Lake City's up-and-coming 15th and 15th neighborhood not far from the university. Steele, who had been a stay-at-home dad for more than a decade, opened it after the frustration of trying to find a job during the recession. The 2,100-square-foot store is just one block from his home.

Perhaps the finest pro shop in Utah is Contender, owned by Ryan and Alison Littlefield. It stocks some of the industry's best brands—Pinarello, Cervélo, Colnago, Niner, Cannondale, Scott, and others. And if your fancy runs to e-bikes, there are several Stromer ST1's on the floor as well.

The couple opened the store nine months ago, moving a block or two up 9th Street from their old location in what's called the 9th & 9th neighborhood. It's mostly an affluent section of Salt Lake with a variety of nearby stores, which give this area a cosmopolitan feel.

Population, pollution present opportunity

Today, more than 2.3 million people or some 83 percent of Utah's entire population live along the Front Range. That population density has created an issue that Brigham Young had no way to foresee—air quality that is among the worst in the West, particularly once winter settles over the Wasatch Mountains.

When a warm high-pressure system moves in, it traps cold air, smoke and pollution creating a dense, foggy brown haze. Air quality can become so bad that the very young, the elderly and people with respiratory illnesses are warned to stay inside. And in the summer stagnant air can hover over the region until the winds pick up and blow it elsewhere.

Visitors often fail to notice how narrow the Front Range is. Despite its length, the average width is about



The Dealer Tour crew rode with the snow-capped Wasatch Range as a constant backdrop.

15 miles, further concentrating population density. And population projections into 2020 suggest that as many as three million people could call this long and narrow stretch of Utah home—a 30 percent increase in six years.

And therein lies the opportunity for established retailers and newcomers. Communities up and down the Front Range face two issues—booming population growth and continuing pressure from the federal government to improve the region's air quality. And cycling will play a part.

Progressive mayors like Mike Caldwell in Ogden, Ralph Becker in Salt Lake City and others have pushed hard to improve cycling in their communities with new paths, shared streets and a focus on maximizing the region's bicycle friendly mass transit system.

Ogden, more so than any other city, has aggressively pursued outdoor companies, encouraging them to open offices there. Caldwell, a triathlete and avid cyclist, has led two Utah delegations to Taiwan, visiting factories and the Taipei Cycle Show, to get the message out. Last year, he hosted more than 20 Taiwanese executives on a cycling tour of the state before riding to Interbike's Outdoor Demo.

A commitment to infrastructure funding and new bicycle-friendly laws—a three-foot pass law and another that allows motorists to cross the centerline to pass cyclists—are backed by statewide campaigns such as the Road Respect Tour. Administered by the Department of Transportation and backed by the industry, the Road Respect Tour visits communities to teach motorists and cyclists about the law and riding etiquette. **BRAIN**

CONTROL YOUR CHAOS

Introducing MLink™

Revolutionary new full-suspension technology
from the world's first mountain bike brand.

mlink.breezerbikes.com



SUPERCELL
TEAM



REPACK
TEAM

BREEZER

To become a Breezer dealer, contact 1-800-631-8474

Bike-friendly trains make commutes easy in the valley

By Val Vanderpool

In order to visit retailers scattered along northeastern Utah's 80-mile Wasatch Front, the Dealer Tour crew took their bikes and boarded the train. The Utah Transportation Authority's extensive and affordable light rail and commuter train network made it feasible for the group to cover long distances to communities north and south of the city.

A light rail system was first proposed in Salt Lake in the late 1980s as a way to alleviate traffic congestion on I-15 and remedy the valley's poor air quality, especially during winter months. Though the idea was met with widespread criticism, the Utah congress approved funds to preserve land along the proposed light rail corridor. But it wasn't until Salt Lake won the bid for the 2002 Winter Olympics in 1995 that the idea gained traction. The UTA leveraged the city's host status to obtain accelerated funding from the Federal Transit Administration, and construction began in 1997.

UTA's Transit Express light rail, or TRAX as it's widely known, was first completed in 1999 with one line that traveled from downtown Salt Lake south to Sandy. The system now consists of three lines, 45 miles of track and 50 stations, taking passengers from as far west as



The TRAX train, heading south to Draper

Salt Lake City International Airport, east to Utah University and more than 20 miles south to Draper or South Jordan. The TRAX electric trains run seven days a week and are powered by 750-volt DC overhead lines.

The UTA's FrontRunner commuter rail line began service in 2008 and runs north and south between Ogden and Provo through Salt Lake City. It travels 88 miles alongside existing Union Pacific tracks, paralleling I-15 much of the way. The push-pull locomotive trains run hourly at a top speed of 80 miles per hour and make about 25 round trips each weekday. On Saturdays, it runs every hour and a half and shuts down on Sundays or holidays.

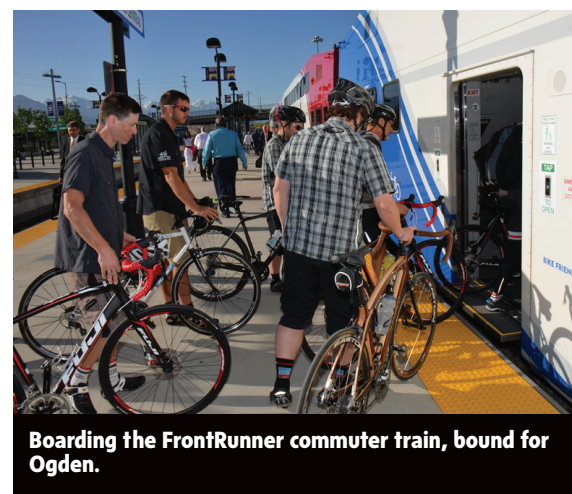
According to the UTA, FrontRunner daily ridership is nearly 15,000 and almost 3 million ride the commuter trains every year. More than 68,000 people ride TRAX each day, and around 19 million passengers use the light rail annually.

Those commuting on the FrontRunner can spread out on worktables and plug into power outlets in the upper deck and connect to free WiFi. Bikes are allowed in designated cars and racks are provided. The UTA also rents secure, enclosed bike lockers at most TRAX and FrontRunner stations on a first-come, first-served basis.

BRAIN



Protected bike lockers are available for rent at FrontRunner stations throughout the valley.



Boarding the FrontRunner commuter train, bound for Ogden.

ROUND UP FOR BETTER BIKING

Round up your purchase to the next dollar with a donation to PeopleForBikes.

Your donation will be doubled and given back to build new bike lanes, trails and parks near you.



peopleforbikes™

PeopleForBikes.org

FEEL THE FLOW.

COVERAGE WITHOUT COMPROMISE.

PHOTO-ADRIAN MARCOUX



The Stoker

PROTECT YOUR HEAD AT BELLHELMETS.COM

RIDERS: ALLAN COOKE



SALT LAKE CITY DEALER TOUR

Taylor's Bike Shop

Employees: Five full time, five part time at each location
Sales floor space: 7,500 square feet sales and service plus 3,000 square feet storage (Riverton); 6,500 square feet plus 3,000 square feet storage (Provo)
Years in business: 32
Emphasis: Family. Riverton location is slightly more upscale.
Main brands: Giant and Raleigh
Owners: Brent, Mike and Brian Taylor

Taylor's Bike Shop is a family operation, both in terms of ownership and focus. The two-store chain is a second-generation business, with a third generation waiting patiently in the wings.

Taylor's was founded 32 years ago by Ron Taylor as something of a spin-off from his sister's chain of stores, Highlands Schwinn (which operates one lo-

cation). Ron's sons Brent, Mike and Brian now run the stores with the help of their kids. Each location is in small shopping centers that the Taylors own. The Riverton store, which we visited, serves a slightly more upscale clientele than

Provo. But Taylor's doesn't go crazy with boutique high-end brands: to serve the fast-growing, high-income community of Riverton, the store stocks higher-end Giant models.

Both Taylor's locations are heavily service-oriented—the stores do about 700 repairs a month in high season. A big seller are flat-prevention strips and



The Taylor family owns each shopping center where their stores are located.

sealant to ward off the region's nasty goat head thorns.

"With every bike sale, we offer to put in the sealant and a strip for \$25 per wheel. Some folks think we are just trying to make an extra sale, but when they come back in



Taylor's Bike Shop is a family business with the second generation currently running both stores.

with a flat, they know we at least warned them ahead of time," Brent Taylor said.

Asked what it's like running an extended family business, Brent pointed to the one constant reality: "You can't really fire anybody," he said with a smile. **BRAIN**

Bikewagon

Employees: 20
Sales floor space: 33,000 square feet including warehouse
Years in business: 10
Emphasis: E-commerce
Main brands: Fuji, Breezer, SE, Kestrel, Schwinn, Neil Pryde
Owners: Dale and George Majors

Bikewagon is located in a wind-blown industrial area, and its focus is on e-commerce, but consumers do find their way to a sunny, high-ceiling showroom at the front of the warehouse. The showroom is set up more like a trade show booth than a traditional bike shop, said John Jarvie, the store manager.

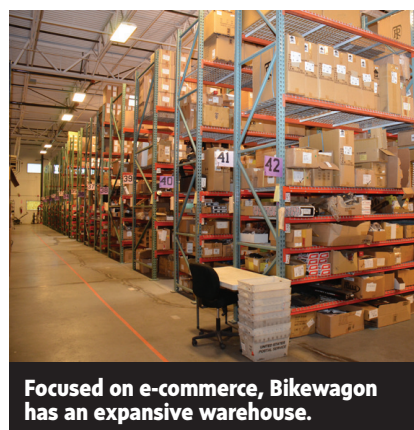
"We wanted to do something a little different, to let people see the bikes we carry, without having rows and rows of bikes on the floor," he said. Instead, the showroom

features tall bike-holding pillars that display new models from Fuji, Breezer and other brands.

Bikewagon started about 10 years ago when Dale Majors began buying up bikes and parts at local swap meets and sell-

ing them on eBay. The business grew rapidly and is now in its fifth warehouse since the founding. Dale's father George joined the business soon after its founding, and gave the BRAIN Dealer Tour crew a tour of the warehouse and other facilities. Dale was on a multi-week bike tour in Europe with his family when we visited.

Bikewagon's warehouse is modern—and huge, stocked with rows of shelves of familiar branded parts and accessories. George Majors has a background



Focused on e-commerce, Bikewagon has an expansive warehouse.

in technical sales to the military, including setting up a distribution system for fighter jet parts. He brings that logistical and technological background to bear on warehouse operations. The operation sometimes ships more than 1,000 packages a day.



John Jarvie was hired two years ago to manage the retail store.

Bikewagon started primarily selling through third-party websites, including eBay and Amazon. More recently, the fastest-growing part of the business is sales through bikewagon.com. Sales through the site recently passed eBay to become its largest source of revenue. **BRAIN**

Bountiful Bicycle

Employees: 20
Sales floor space: 8,000 square feet
Years in business: 50
Emphasis: Road and mountain
Main brands: Specialized, Pivot, Electra, BH, Niner
Owner: Brady Edwards

Brady Edwards' father, Rich, bought Bountiful Bicycle in 1985, and Brady bought the business from his dad in 2007. Besides the main location in Bountiful, he operates a second store in Keysville, Utah, about 15 miles to the north.

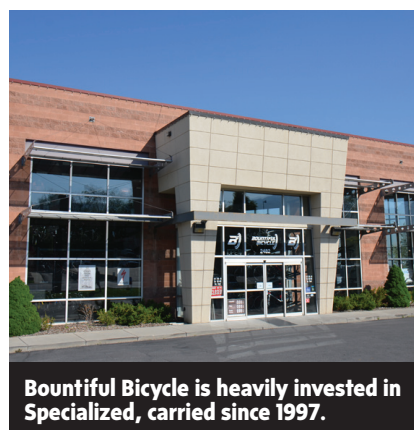
While Bountiful stocks a few other brands, it's heavily invested in Specialized, which it has stocked since 1997. The three-level location has a glass front, allowing natural light to flood the two-story-tall main sales floor, which features a deep selection of Specialized

bikes and accessories, including several Turbo electric bikes.

Although the distance is not great, Bountiful is separated from Salt Lake City by a ridge of mountains—Edwards said Bountiful

residents aren't shy about heading into the city, but city residents rarely venture out to Bountiful. In recent years, several new bike retailers have opened in the area, and he said that has been good for business because it allows locals to shop around town. "They don't feel like they have to go into Salt Lake City to shop anymore," he said.

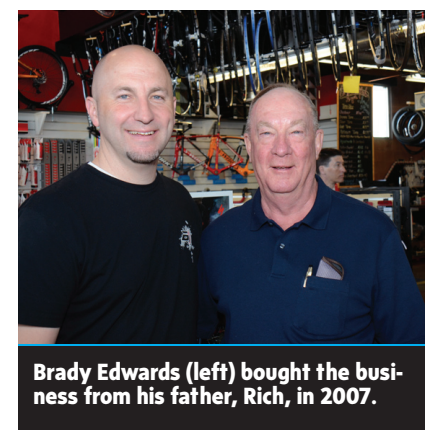
Edwards recently re-arranged the store, moving service bike storage up to the third level, which allowed him to increase the size of the repair area (although it means someone has to carry



Bountiful Bicycle is heavily invested in Specialized, carried since 1997.

each repair bike up a flight of stairs). The basement level has a loading dock and more storage space, while a small third-level mezzanine holds a fit bike and some entry-level family bikes.

Like many Salt Lake dealers, Bountiful takes advantage of the proximity to QBP's western warehouse. The store can order products by 11:30 a.m. and have



Brady Edwards (left) bought the business from his father, Rich, in 2007.

them in hand in the afternoon.

The store also sponsors several race teams, including at least one high school league team. Utah has one of the fastest-growing National Interscholastic Cycling Association race leagues in the country, and managers said there is competition among shops in the area to ally with the teams as they sprout up. **BRAIN**



Lizard Skins™

**NAIRO
QUINTANA**



movistar



TEAM

Rides

DSP

Touch It • Feel It • Love It



SALT LAKE CITY DEALER TOUR

Bike Peddler

Employees: 11**Sales floor space:** 5,000 square feet**Years in business:** 25**Emphasis:** Mountain bikes**Main brands:** Specialized, Santa Cruz, Raleigh**Manager:** Parrish Pontious

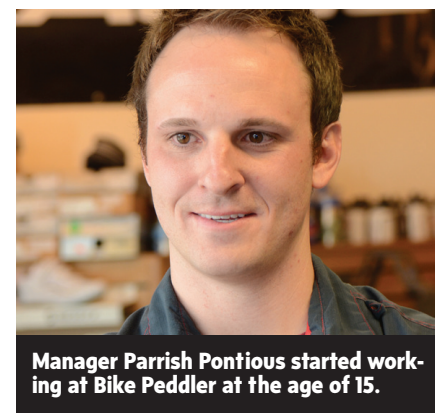
A massive mural depicting a mountain biker smashing through a wall spreads from the front of Bike Peddler's front door and around the side of the old brick building on America Fork's Main Street. And Parrish Pontious, the store's 30-year-old manager, has been walking through that front door since he was 15 thanks to a friend who left on a mission for the Latter Day Saints.

"I've been here ever since," said Pontious, who credits his dad with developing his love of cycling. But as the second to last among eight siblings, Pontious found himself riding a variety of hand-me-downs.

Not so today. Pontious has on hand some of the finest mountain bikes on the market in a store well stocked, especially with Specialized. "It's so easy to sell



A massive mural adorns Bike Peddler's brick building on Main Street.



Manager Parrish Pontious started working at Bike Peddler at the age of 15.

Specialized around here," he said, noting that there are only three Specialized dealers in the area and Bike Peddler's owner, Brian Fruit, owns two of them.

While most of the industry is abuzz with chatter over 650b mountain bikes, not so here—four-inch-travel 29ers still rule with customers asking for the Santa Cruz Tall Boy and the Specialized Epic World Cup.

American Fork appears to be a quiet, almost rural community, but this town is part of the booming Pro-

vo-Orem metropolitan complex some 43 miles south of Salt Lake City. With a median household income of \$67,124 and with more than 30 percent of its residents college graduates, Bike Peddler draws a generally affluent clientele.

And the store's customers expect a high level of service. The service area is in the middle of the store where anyone can watch. Pontious refers to one longtime wrench at the store as the "The Bike Whisperer." **BRAIN**

Infinite Cycles

Employees: 16 at the two stores and e-commerce business, plus the owners**Sales floor space:** 5,500 square feet (Draper); 3,500 square feet plus a 9,000-square-foot warehouse (Lehi)**Years in business:** Nine**Emphasis:** Higher-end road and mountain**Main brands:** Draper store is nearly 100 percent Cannondale; Lehi is a Mavic store. They also stock Electra.**Owners:** Cameron Smart and Brad Rowberry

Infinite owners Cam Smart and Brad Rowberry met at Brigham Young University, where they ran the student bike shop. They wrote a business plan for a class that eventually turned into the launch of Infinite Cycles nine years ago.

Infinite's Draper location makes ample use of natural daylight and Cannondale's trademark green, leaving little doubt that the store is heavily committed to the brand. In fact, the store is among Cannondale's top three highest volume dealers in the country, and its owners also operate cannondaleexperts.com, which sells old stock Cannondale repair parts, components and accessories. In winter, the website provides about 80 percent



Store manager Paul Shepard



Cannondale's trademark green is found throughout the interior and exterior.

of the business' revenue, and it still brings in about 50 percent of revenue in the summer, store manager Paul Shepard said.

Infinite serves its high-end clientele with an ample selection of eye candy parts and accessories. In summer the store hosts a weekly waffle ride, where a waffle food truck sets up in the parking lot for pre- and post-ride treats.

The store also has a Guru fit bike, which gets used as many as four times a day, Shepard said. Infinite offers a

free bike-fit promotion, a \$50 value that leads to a bike sale about 95 percent of the time, he said. The system cost the store about \$50,000, plus another \$10,000 outlay for the updated software recently, but Shepard said it was well worth it.

The store's name lends itself to a key promotion: "Infinite Service." New bike buyers are offered free tune-ups for life, which Shepard said brings customers back to the store to make more purchases. **BRAIN**

The Bike Shoppe

Employees: About 15 full time**Sales floor space:** About 10,000 square feet, including service and storage**Years in business:** 38**Emphasis:** Service, high-end road and mountain**Main brands:** Trek, Yeti, Niner**Owner:** Matt Howard

Ogden's The Bike Shoppe is heavily invested in service and community building: not just fixing bikes, but offering spin classes, fitness trainers and frequent community group rides. In winter, some of the rides are held hundreds of miles away, in southern Utah. The store has a bus and a trailer to help transport bikes and riders to the destinations.

The community building is not just for customers. Owner Matt Howard offers employees free lunches (and breakfasts and dinners, when called for) in the store's



Matt Howard keeps his staff well fed on the company's dime.



The Bike Shoppe has a bus and a trailer to transport customers and their bikes to riding destinations, and to take employees on winter retreats.

well-stocked kitchen.

It's a tradition started by his father in the 1970s. "If they are here all day, we'll feed them three meals," Howard said. "It helps keep us a tight group and we don't have someone trying to get away from a customer because he wants to take his one-hour lunch break."

Howard said he spends about \$15,000 a year on food

for the staff. He also loads up the store bus to take employees on a three-day winter retreat every year.

The Bike Shoppe converted a basement space to a spacious spin studio, with a dozen CycleOps trainers.

"I figured we were losing business to the gyms" in winter, he said. About 100 people took classes this winter.

BRAIN



CONQUER YOUR MOUNTAIN



2014 DEMO TOUR

The 2014 Fuji demo tour is hitting the road so that you can hit the trail. Take advantage of your chance to demo Fuji's finest mountain offerings including the completely-redefined SLM 29. Follow Fuji on Facebook to find out when we'll be in your area.

[f facebook.com/fujibikes](https://www.facebook.com/fujibikes)

Join the Fuji family today! Inquire about becoming an authorized dealer by calling 1-800-631-8474.

SALT LAKE CITY DEALER TOUR

Beehive Bicycles

Employees: Two full-time and one intern

Sales floor space: 2,100 square feet, including storage area

Years in business: 2½

Emphasis: Full-service, commuter and cargo

Main brands: Salsa, Surly, Pivot, Spot

Owner: Greg Steele

Beehive Bicycles opened in 2011 on a hip commercial strip in Salt Lake City's up-and-coming 15th & 15th neighborhood. Owner Greg Steele, who had been a stay-at-home dad for more than a decade, decided to open the store after sending out more than 100 résumés once the time came to re-enter the work force three years ago.

In the midst of receiving countless rejections, Steele saw the perfect location for a bike shop with a "for lease" sign on the window one block from his house. "I decided it was time for a career change,"

he said. "We did the build-out and were open three months later."

Beehive serves a broad customer base and sells bikes from Pivot, Salsa, Surly, Dahon, Ritchey and Spot. Steele has had

unexpected success in the cargo bike market and has sold a number of Surly Big Dummies, including a custom powder-coated frame built with full XTR and Chris King components. An avid bike-packer, Steele also sells frame bags for mountain and fat bikes alongside racks, panniers and other touring gear.

Like at many Salt Lake City-area retailers, fat bike sales have helped extend Beehive's season, and Steele said he has a hard time keeping them in stock. "Fat biking has exploded here and it's helped even things out in the winter," he said.



Beehive Bicycles caters to commuters and urban riders.



Former mechanical engineer Greg Steele made a career change and opened Beehive Bicycles in 2011.

"When the snow is bad for skiing it's usually great for riding, so even the die-hard skiers will continue to bike on the trails through the winter."

But Steele's bread and butter has been the growing commuter market, as Beehive is situated close to a school in the center of a residential area. He makes it a point to have

a cargo bike or a commuter with racks and panniers outside the store to inspire customers to think about bikes as transportation. "It's been really fun to watch people's reactions when they realize just how easy it can be to run errands and get around by bike in this city," said Steele. "Even with kids, with the right bike, it's completely doable." **BRAIN**

Sports Den

Employees: Four to six (bike)

Sales floor space: 650 square feet (bike)

Years in business: 42

Emphasis: Multisport with a focus on alpine skiing

Main brands: Fuji, Raleigh, Kona, Devinci, Electra

Manager: Roy Crane

If not for the half-dozen or so Electras cabled together in front of Sports Den, it's unlikely anyone would think to go in and buy a bike. The Electras are there to chum the sidewalk in hopes of snagging an unsuspecting customer. Nonetheless, Sports Den has been selling a variety of midpriced bikes for as long as store manager and buyer Roy Crane can remember.

But Crane pointed out that the family-owned multisport store's claim to fame

in Salt Lake is its expertise in ski sales, rentals, repair and tuning. Ski staff also specialize in custom boot fitting and race tunes, drawing customers from throughout the region.

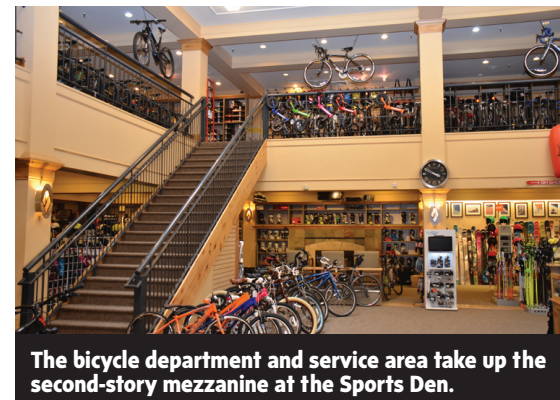
As for its bicycle department, customers climb a stairway in the back of the

store to an overhanging mezzanine; there they can check out a limited array of Fujis, Konas, Raleighs and Devincis. The service area is housed upstairs as well.

Located in a major shopping mall, Sports Den banks on long winters for its financial success, with winter sales accounting for as much as 80 percent of its business. And that helps explain why its bicycle accessory offerings are limited. Still, the shop has three full-time mechanics on hand throughout the week,



Store manager Roy Crane



The bicycle department and service area take up the second-story mezzanine at the Sports Den.

orders most of its parts from Quality Bicycle Products in nearby Ogden, and can generally get repairs out in a couple of days, Crane said.

As for what's selling in the market, Crane, like others, said 650b sales

are growing fast. Nonetheless, 26-inch mountain bikes offer his staff plenty of work. "About eight out of 10 mountain bike repairs are 26-inch bikes. There's still a lot of work to be done on them," he said. **BRAIN**

Bingham Cyclery

Employees: 10 at Salt Lake City store; 40 total for all four stores

Sales floor space: 7,500 square feet (Salt Lake City); others are 12,000 (Sunset), 8,000 (Sandy) and 10,000 (Ogden).

Years in business: 52

Emphasis: Full-service, family

Main brands: Specialized, Co-Motion, Surly

Owner: Skylere Bingham

The original Bingham Cyclery location opened in 1962 in Sunset, just south of Ogden, as a Schwinn dealer inside of a tire store. At its peak, there were seven Bingham locations in the region, but third-generation and current owner Skylere Bingham began reducing the store count to four locations when he took over running the stores 15 years ago after his father retired.

Today, Bingham Cyclery is primarily a Specialized dealer, with two of the four locations operated as concept stores, including the Salt Lake City shop. "We've worked with Specialized for at least 25

years," said Bingham. "We've done really well with the brand in all of our stores."

While Bingham Cyclery sells a little bit of everything, mountain bikes are a mainstay at all four locations.

To foster a strong cycling culture in the

shop, all Bingham stores close early every Thursday so that employees can ride together once a week. Customers are invited, and the group typically rides different mountain bike trails throughout the Salt Lake Valley. "Our customers get to ride new trails that they wouldn't otherwise ride in the area, and staff get to hang out together and have fun," said Bingham.

And as both off- and on-road cycling infrastructure is developed in the Salt Lake City area, Bingham, a former Cat. 2 road racer, said he's also happy to see the city government putting money into



Skylere Bingham is the third-generation owner of four Bingham Cyclery locations in the Salt Lake Valley.



The downtown Salt Lake City location is bright, modern and airy with modular fixtures to allow for frequent rearranging.

a dirt jump park and pump track. "There is a real shift happening when it's not just about building skate parks and bike lanes, which are super important. But in terms of getting kids on bikes, these kinds of bike parks are key," said Bingham.

Bingham also said more high school students have picked up mountain bik-

ing thanks to successful chapters of the National Interscholastic Cycling Association in the Salt Lake Valley. "More kids are coming into the stores," he said. "And it's also having a positive impact on the MTB market in general here because entire families are getting into it when their high school kids start riding." **BRAIN**

SALT LAKE CITY DEALER TOUR

Go-Ride Bicycle Shop

Employees: 10

Sales floor space: 2,600 square feet

Years in business: 16

Emphasis: Mountain

Main brands: Giant, Pivot, Norco, Devinci, Intense

Owner: Scott Crabill

Go-Ride Bicycle Shop started as an online store in 1998 when owner Scott Crabill began selling downhill mountain biking gear out of his small apartment. In 2002, Crabill opened a storefront in South Salt Lake City and has since expanded in both space and focus to become the region's go-to mountain bike shop.

While Go-Ride still has an online store that caters to the downhill market, much of its revenue comes from its brick-and-mortar location, which attracts mountain bikers of all skill levels.

"We've become an overall mountain bike shop," said Crabill. "For a long time, there was a perception that we were just a DH store, but we sell everything."

The middle wheel size has been a boon for Go-Ride, with 27.5-inch-wheeled bikes accounting for around 80 percent of its sales. Crabill said the jump from 26-inch wheels to a 29er was probably too big for many of his downhill-oriented customers.

"We always knew our riders wanted a wheel advantage, but 29ers didn't gain any significant traction in our store," he said. "But now, even people who have been riding 29ers for a few years are coming in looking for a 650b because they miss their 26."



Mountain bikes are on display front and center in Go-Ride's entryway. The shop serves trail riders of all disciplines, from downhill racers to cross-country enthusiasts.



Go-Ride's roots are in downhill mountain biking. Owner Scott Crabill is an avid trail rider who is heavily involved in the region's mountain bike race scene.

Some of Go-Ride's best-selling bikes are women's 27.5-inch models, particularly the Liv/Giant line, which Crabill can't keep in stock. "I think for a long time some women stayed away because they thought we were only a DH store," he said. "So it's been great to see more women coming in looking for women-specific 650b bikes and realize we have all types of MTBs."

Besides outfitting mountain bikers with bikes and gear, Go-Ride has a busy service department that handles everything from fork and rear shock overhauls to solving the most puzzling brake bleed mysteries. "Ser-

vice will always be our focus," said Crabill. "We get a lot of referrals for stuff that other shops might not be equipped to do, so service has become our specialty."

Because many Go-Ride customers travel to visit the store, Crabill is looking to move to a more central location. "A new and bigger location would be a very big deal to us," he said. "Our brick-and-mortar store would benefit from being more centrally located, especially as mountain biking continues to grow. We have amazing trail access here, and I see more people every day wanting to get out and ride dirt." **BRAIN**

Contender Bicycles

Employees: 18

Sales floor space: 13,000 square feet

Years in business: 15

Emphasis: Pro road shop

Main brands: Eclectic mix of 12 brands including Cannondale, Scott, Pinarello, Colnago and Time.

Owners: Ryan and Alison Littlefield

Contender Bicycles is among Utah's premier stores, guaranteed to spark a healthy lust for the road with some of the industry's finest brands—Pinarello, Cervélo, Colnago, Cannondale, Scott and others. And if your fancy runs to e-bikes, there are several Stromer ST1s on the floor as well. Think of them as e-bikes for the go-fast crowd.

Ryan and Alison Littlefield opened the current location nine months ago, moving a block or two up Ninth Street from their old spot in what's called the 9th & 9th neighborhood. It's a mostly affluent section of Salt Lake City with a variety of nearby stores, lending the area a cosmopolitan feel.

In making the move, Ryan said he wanted the store to fit the neighborhood. The store's front section, built on an older foundation, helped save several old trees that shade the front of the building. The Littlefields also invested \$60,000 in solar panels and monitoring equipment. That investment should pay off in five to six years even though electricity rates are generally inexpensive in Utah.

When we visited, it was just shy of 80 degrees outside and the 43-year-old Ryan Littlefield estimated the system was meeting most of the store's power needs. In the winter, the solar panels supply approximately 40



Co-owner Ryan Littlefield opened the high-end road store 15 years ago with his wife Alison.



In its current location since last fall, Contender's new solar-powered space is modern, bright and filled with bicycle-themed art.

percent of the store's power.

The Littlefields have owned Contender for 15 years and over that time have built a store that was a BRAIN Top 100 retailer for five years running and was selected as the best pro shop in the nation. No small feat given the competition in that category.

But those honors speak to the Littlefields' focus on the clientele who come there demanding top-notch service and an abundant array of high-quality bicycles, parts, accessories and service. There's no junk to be found in its spacious showroom, and its service area is wide open so customers can watch as mechanics work on bikes.

As for apparel, helmets and shoes, Assos dominates the racks, backed by Giordana, Castelli and a sprinkling

of Giro softgoods. As for helmets, it's Giro, Catlike, Lazer and POC, and a mostly all pro line of shoes—Sidi, Mavic and Giro.

"We're not a one-brand store. When customers come in we want them to try three or four bikes until we find the right one that fits their style," Ryan Littlefield said.

On a late Tuesday afternoon, he greeted customers by name as they walked in the store. "I have a good memory for names," he added. And that memory comes in handy as upwards of 60 cyclists, most riding top-of-the-line road bikes, meet at Contender once a month before riding out to Rocky Mountain Raceway—a drag strip and oval racecourse where they compete in criteriums and time trials. **BRAIN**

SALT LAKE CITY DEALER TOUR

City Cycle

Employees: Two
Sales floor space: 3,500 square feet
Time in business: Three months
Emphasis: Mountain bike
Main brands: Cannondale, Scott
Owner: Drew Johnson

Drew Johnson may have spent most of his industry career in Florida, but he's calling Ogden, Utah, home now. And so far no regrets. On the other hand, his downtown store, City Cycle, located in a recently redeveloped section of old town Ogden, has yet to attract the customer base needed for long-term success.

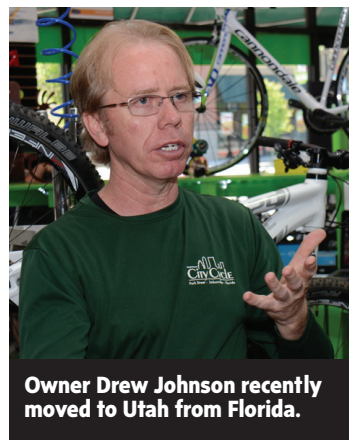
But Johnson, 50, opened his doors for business just a scant three months ago, and he's confident the customers will

come. The downtown location enjoys steady foot traffic and the numbers are better here than when he opened his first store in Jacksonville, said Johnson, who left his Florida store, also named City Cycle, in the hands of a longtime manager.

Johnson, a 35-year industry veteran, had long wanted to move away from Jacksonville, describing the city and region as an "unfriendly" environment for cyclists. He had been eyeing Utah for years, having come to Utah often to ski.

Johnson, who once repped for Cannondale in Florida before opening his Jacksonville store, thanks his longtime friend, Matt Ohran, for urging him to leave and open the Ogden store. Ohran is Cannondale's rep in the region.

Between Ohran and the city's mayor, Mike Caldwell, the decision to make the move was easy. Johnson had high praise for the mayor's office and Steve Fishburn, a city official, who helped him find a lo-



Owner Drew Johnson recently moved to Utah from Florida.



City Cycle in downtown Ogden has been open for a scant three months.

cation for his store and negotiate a lease.

Johnson recalled that when he walked into the city's municipal building to inquire about setting up a store, the clerk immediately arranged a meeting for him with the mayor. City staff and the community made him feel welcome,

he said. As Johnson was moving into his home, a neighbor invited him over for a barbecue. And while unpacking, seven other neighbors brought him cookies, brownies and other gifts. One neighbor brought dog treats and a chew toy for his dog, Maxwell. **BRAIN**

Canyon Bicycles

Employees: 25-30 among three stores
Sales floor space: 6,000 plus 6,000 square feet storage (Draper); 5,000 square feet (Provo); and 4,000 square feet (South Jordan)
Years in business: 20
Emphasis: Family
Main brands: Specialized, Trek, Cervélo, Electra
Owner: Mike Pratt

Canyon Bicycles has served the south Salt Lake area for 20 years. Owner Mike Pratt moved and expanded the original store to its current location in Draper 10 years ago, gaining several thousand square feet and easier access for its broad customer base. Pratt also acquired a Bingham's Cyclery location in Provo this spring, which he began operating in May.

A second expansion recently afforded the Draper location additional space,

including a massive storage area and more square footage for its service department, but store manager David Saenz said it's still not enough.

"We keep outgrowing ourselves," he said, pointing to an impressive number of built bikes on the store's sales floor. "As you can see, we have the space pretty well filled up."

The Draper location also has a sizable apparel selection for men, women and kids. A designated women's section with bikes, accessories and apparel merchandised together occupies a large area at the front of the store. Saenz said he and his staff are continuously expanding the women's department to keep up with growing demand.

Located close to the Corner Canyon mountain bike trail network, the Draper store does well in all categories, with the market split about evenly between mountain, road and lifestyle. It sells kids'



Mike Pratt opened his first store not far from Canyon Bicycles' Draper location more than 20 years ago.



Canyon Bicycles utilizes floor-to-ceiling space to stock a full array of built bikes.

BMX and commuter bikes as well. And between its three locations, Canyon has sold three Specialized Turbo e-bikes and several electric Electra models.

"We are definitely an 'everything' store," said Pratt. "We reside in the niche

of not doing anything in particular, so we are very nimble. If it sells, we buy more."

While bikes in the \$800-\$2,000 range are the Draper store's meat and potatoes, "we do try to stretch into the high end of the market as well," Pratt said. **BRAIN**

Skyline Cycle

Employees: 8
Sales floor space: 3,000 square feet
Years in business: 8
Emphasis: Mountain
Main brands: Felt, Salsa, Niner, Turner, Ellsworth, Redline, Kona, Giant, Raleigh
Owner: Matt Hasenyager

Shop dogs say something important about a store. And when customers walk into Skyline Cycle and Balou, a Golden Lab, and Smallz, a mixed Terrier, greet them, they know it's a family-friendly outfit eager to please.

Matt Hasenyager, Skyline's 33-year-old owner, has taken that family-friendly feel one step further—a flock of pink flamingos hold court in the store's front window. He credits his daughter and his mother for adding a dash of color to the

storefront.

There's nothing pretentious about Skyline Cycle, housed inside a 75-year-old building once used as a church. Creaky wood floors span an old basement where Hasenyager and others dabble at brazing frames. And as customers walk through a mix of mountain bikes, the store's main floor steps up toward what may have been a clergyman's old living quarters. And from there it's a short flight of stairs up into an open loft where Hasenyager has set up a fit studio flanked by an array of flowering plants.

Hasenyager's store was once known as Miller's Ski and Cycle Haus. But when owner Alan Miller retired, he shut down the building for six years until Hasenyager decided to reopen. The store offers a mix of Raleigh, Kona, Felt and Giant bicycles. "We also do some Niners, Turners and Salsa," he said, with sales evenly split between road and mountain.

Like at other shops we visited, fat



Matt Hasenyager takes a family-friendly approach at Skyline Cycle.



The store is located in a former church.

bikes are a fast-growing category—at least for now. "We've seen a surge in sales," said Hasenyager, who was at first skeptical about the category. But before leaping into a new category, Hasenyager likes to try things out. "I rode one in the snow and I was smiling the whole time," he said.

Hasenyager is bullish on cycling's future growth in the Ogden area. "We weren't always this cycling oriented," he said. Hasenyager and others in Ogden thank Mayor Mike Caldwell for attracting brands in outdoor industries like cycling and for building a cycling infrastructure that is changing the community. **BRAIN**

SALT LAKE CITY DEALER TOUR

GUEST EDITORIALS

Repair, service rank high for Wasatch Valley shops

Every Dealer Tour has a different feel, but each one shows how much further cities are going to accommodate cyclists and alternative transportation. Salt Lake City and Ogden were no exception. Just spend five minutes riding with Ogden Mayor Mike Caldwell and you find out how much the government is doing to improve roadways and get more people on bikes.

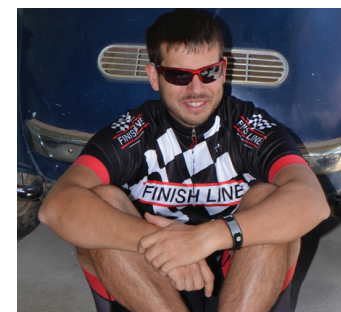
All of these improvements would mean very little without great local bike shops. While every shop we visited was different with regard to brands, selection and target market, the common thread was a high level

of customer service and a focus on repairs and maintenance. Some shops offered extended service plans as part of the bike purchase, while others spent their time educating their customers on how to care for their bike and which products to use.

Each shop understood that the transaction didn't end with the sale of the bike, but lasted for the life of it. With every bike sold, maintenance and consumable products like lubricants and degreaser brought customers back into the shop and helped build a customer-for-life relationship. At Finish Line, we are always proud to be a part

of this relationship, and after spending quality time with each retailer, we are able to better understand all the ways we can help.

—Derek Goltz,
Finish Line Technologies



Why cycling is booming in the Beehive State

On May 1, the League of American Bicyclists released its annual Bicycle Friendly State Rankings. Many of us in Utah were pleasantly surprised (and ecstatic) to find that we jumped to the No. 8 spot in 2014 up six from 2013's No. 14 ranking.

Utah is known as The Beehive State, and clearly identified on its flag is the one-word state motto: Industry. This motto refers to the productivity, diligence and hard work that permeate much of the culture here. When looking at the industry motto through the lens of active transportation, it's clear that a large number of governmental agencies understand the economic, environmental, social and health benefits associated with the promotion of bicycle-related programs and infrastructure.

The Utah Department of Transportation (UDOT) has been key in advancing active transportation. The executive director of UDOT, Carlos Braceras, is an avid cyclist and upon the start of his tenure stated that he wanted Utah to be "the most bicycle-friendly state in

the country." Taking a step toward that goal, UDOT adopted a complete streets policy late last year.

Earlier this year, the Utah Transit Authority (UTA) adopted an active transportation policy that accounts for bicycling and pedestrian needs in conjunction with public transportation. UTA has now turned its sights on the "first mile-last mile" issue, or how transit users best get to and from rail and bus lines. Bicycling is often identified as one of the best means to meet this need.

In addition to UDOT and UTA, the Utah Department of Health, numerous metropolitan planning organizations, counties, municipalities and bicycle advocacy organizations have begun to leverage their own bicycle-related interests. The most valuable approach in advancing efforts has been collaboration. Each agency is different, but has embraced the aim to increase the use of bicycles and improve safety for all riders.

Efforts across the state and numerous agencies brought about the formation of a Statewide Active Transportation

Coordinating Committee, which brings together partners from across Utah to advance programs and projects in an effective manner.

In a state that has often been identified as rural or conservative, neither of which is considered synonymous with bicycle friendliness, these collaborative relationships have proven invaluable in making bicycling an option for recreation and transportation.

—Phil Sarnoff is the executive director of Bike Utah, the state's advocacy organization. He also was the ride guide for the Salt Lake Dealer Tour.



Utah is primed for biking

I love riding and taking part in BRAIN's Dealer Tour. You're outside, riding a bike, exploring a new place, talking to other bike people, and learning about the business. These are the days I can say I love my job.

Salt Lake City really impressed me. Besides being one of the cleanest cities I've ever visited, it's filled with really friendly people. OK, the group did have one not-so-pleasant exchange with a guy who blamed us for missing his train (He stood behind us on the platform, assumed we were getting on the first train, but we were waiting for the next one). But, apart from that, the residents of Utah reminded me that a smile from a stranger can instantly put you in a better mood.

A couple of those very friendly people joined us for the Tour including Philip Sarnoff, the executive director of Bike Utah. A super-smart advocate, Sarnoff is new to his job but already making waves. Also joining us was Mark Benigni, the executive director of Weber Pathways, whose plan to build new pathways and trails and create a loop around Weber County is already on course. Even the mayor of Ogden, Mike Caldwell, joined us for a day. Caldwell is committed to revitalizing his city by attracting outdoor industry businesses. He's already recruited the likes of QBP and TRP among others.

My overall impression is that Utah is primed for some really exciting and big cycling changes in 2015 and beyond.

—Karen Bliss, vice president of marketing, Advanced Sports International



Retailer visits are key to success

The independent bicycle dealer is alive and well in Utah. I made the trip down to Lizard Skins headquarters in Provo, Utah, from my home in Golden, Colorado, to join the Dealer Tour and to take full advantage of the opportunity to survey the retail landscape in our company's back yard. I joined four fellow Lizard Skins staffers who collectively divided up the three days of riding during the tour.

Traveling with the Dealer Tour crew only helped make it more clear that visiting with dealers is an important key to achieving success for today's manufacturers. Lizard Skins' philosophy has always been to best understand what is happening on the sales floor of all of the shops that carry our road and mountain bike products. There is no better way to understand the market while promoting your brand than by spending time on the floor with the shop owners, buyers, sales staff and mechanics. Companies that are doing this continue to grow; those that are not spending time with IBDS are falling behind.

When a company takes the time to listen to the retailer, an immediate bond is formed. There is so much to learn from our dealers and visiting them is the best way to do this.

It's in the shop that one sees trends and can keep one's finger on the pulse of the retail landscape. Lizard Skins always benefits from these visits and I particularly enjoyed my experience in Utah's Wasatch Valley.

I also enjoyed riding the Fuji Sportif bike that came professionally wrapped with our Lizard Skins 2.5mm (DSP) Durasoft Polymer Bar Tape, disc brakes, and an overall spec that perfectly complemented the riding during this tour. The combination of good weather, great company and Utah's rolling landscape only further enhanced my experience.

It was also especially great riding from shop to shop and taking in the majestic views with Erik Esborg and Mitch Marrison from PeopleForBikes. As PeopleForBikes strives to make every bike ride better for cyclists, our industry needs to support their movement. So next time you are in a shop and see the PeopleForBikes display on the counter, please introduce a friend or a new customer in the shop to the cause and have them sign up and get involved.

Ride On!

—Nat Ross, European and OEM sales manager, Lizard Skins



SALT LAKE CITY DEALER TOUR



The Dealer Tour crew perfecting its jump shot at historic Wheeler Farm. The 75-acre working farm was first established in 1887. Today, it is operated by the Salt Lake City Department of Parks and Rec and is open to the public.



Contender Bicycles upcycles blemished Enve rims into turntable-style shoe displays.



PeopleForBikes' Erik Esborg and ASI's Karen Bliss network on the TRAX light rail, heading south to Draper.



The Bike Shoppe's spin and training studio is open to members 24/7.



Avid cyclist and Ogden Mayor Mike Caldwell rode with the group on day two.



Passengers relax on the FrontRunner commuter train, which has several bike racks.



The Bike Shoppe in Ogden has a decked out bus for customer and staff bike trips.

SALT LAKE CITY DEALER TOUR



Riding to North Salt Lake City through an industrial area on day three.



Maxwell, the shop dog at City Cycle's in Ogden, kept the group company on day two.



City Cycle's custom-painted Cannondale shows the store owner's love for dogs.



Skyline Cycle's owner Matt Hasenyager (left) chats with the NBDA's Fred Clements and BRAINs Marc Sani on day two.



Petunia the Pig guards Bingham Cyclery and neighboring businesses in downtown Salt Lake City.

Photo by Chip Smith



FINISH LINE™

OVER 25 YEARS OF FIRSTS & BESTS!

For over 25 years, Finish Line has innovated the industry's most advanced lubricants and care products. By continuing its work with independent retailers & professional cycling teams, Finish Line looks forward to another 25 years of category leadership.



The first "DRY" LUBE, the best WET and WAX lubes, the first CERAMIC lubes, now the first "1-STEP" lube.



The first SYNTHETIC BIKE GREASE with Teflon® fluoropolymer, and now the industry's first CERAMIC GREASE for ultra clean and super long lasting protection.



The best & most innovative cleaning products including: E-SHIFT for electronic shifting, SPEED DEGREASER for no-residue rotor and drivetrain cleaning, MULTI-DEGREASER for sensitive parts, CITRUS DEGREASER for heavy grunge, BIKE WASH for overall cleaning and SHOWROOM POLISH for a water-repelling shine.



The first NO-DRIP CHAIN LUBER, the first Micro-fiber GEAR FLOSS, The first GRUNGE BRUSH, the best CHAIN CLEANER.



The first RUST-BUSTING PENETRANT that uses a freezing technology, the first SUSPENSION SPRAY with fluoropolymers, the best BRAKE FLUIDS and best SUSPENSION OILS.



For full in-depth product detail, be sure to visit our new website:

www.FinishLineUSA.com



FINISH LINE : THE LUBE EXPERTS

