

Retail Spotlight

Toga's Rescue Vehicle Generates Goodwill

BY RAY KEENER

Toga Bike Shop's three locations cover a wide area. With two stores in Manhattan and one in Nyack, owner David Nazaroff identified a need: Helping customers stranded in between on Highway 9W.

To fill this need Nazaroff conjured up the Rescue Vehicle, a roving repair shop for stranded cyclists. The idea was to fix people's mechanical problems on the road or take them to the nearest Toga shop for more involved repairs. Toga charges for the parts and labor but gives riders a lift for free.

A side benefit to the Rescue Vehicle is name recognition.

"We started off with a boxy Scion when they first came out and got a lot

of attention," Nazaroff said. "This Smart Car convertible is our third vehicle. People just have to look at it, and when they do, they see our logo."

The most common repairs are broken chains and cut tire casings. "We fix 'em up and ask them to call in with a credit card number when they get home," Nazaroff said. "We don't fix regular flats, though. We



Toga's Smart Car

expect people to take care of the basics on their own."

The service is marketed through the local cycling clubs, Toga's Web site, a special red business card and by word of mouth.

"You can be sure that anyone we've ever rescued becomes a customer for life," Nazaroff said.