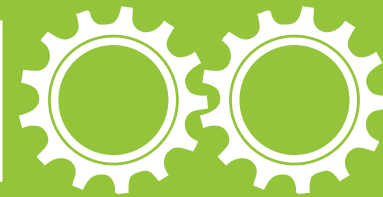




bicycleresearch.com

TOP 1



RETAILER 2009

BROUGHT TO YOU BY:

Bicycle Retailer
AND INDUSTRY NEWS

New! 5 Star Retailer Section

Top 100 Retailer Two Wheels One Planet in Costa Mesa, California.
Cover photo by Nicole Formosa

SELL MORE WHEELS

WITH EASTON'S WHEEL + HELMET PROMO



Customers get a free Bell or Giro helmet when they buy any set of Easton wheels.

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TOP 100

5 STAR RETAILER

2005 2006 2007 2008 2009

BROUGHT TO YOU BY: Bicycle Retailer AND INDUSTRY NEWS

5 Star Retailers have made the Top 100 list for five years in a row, from 2005 through 2009. To recognize them for their outstanding effort and achievement over this time, we broke them out into a separate category this year. We asked them to share their secrets to providing a consistent retail experience.



Belmont Wheelworks

Belmont, MA

Number of locations: 3

Years in business: 31

Square footage (main location): 20,000

Number of employees at height of season: 95-100

Owners: Clint Paige, Peter Mooney, John Allis, Managers: Jason Paige, Gary Wood, Colin Eggleton, Len Meserve, Warren Koebler, Elena Alfaro

What Sets You Apart: We service all sectors of the marketplace, from tricycles to tandems, by asking three questions: Who's the customer, what types of goods and services are they interested in, and, lastly, how do we make a margin? If we can answer all three questions successfully, only then do we participate fully in a category.



Bicycle Garage Indy

Indianapolis, IN

Number of locations: 2

Years in business: 26

Square footage (main location): 15,000

Number of employees at height of season: 70

Owner: Randy Clark, Managers: Paul Crimmins, Toby Holsman, Tony Simeone, Lavina Kautz, Tim Gale

What Sets You Apart: Much of our outreach effort is centered around advocacy. We feel advocacy is the key to the future of bicycling and have a full-time advocacy director on staff. We rely on fitness equipment as a counter-seasonal activity, allowing us to employ quality personnel year-round and dramatically reducing the costs of turnover and training.



Bicycle Sport Shop

Austin, TX

Number of locations: 2

Years in business: 25

Square footage (main location): 24,000

Number of employees at height of season: 120

Owner: Hill Abell, Manager: Marty Muehlegger

What Sets You Apart: Using technology and training to make our staff and product selection the best.



Bicycle Village

Aurora, CO

Number of locations: 5

Years in business: 35

Square footage (main location): 25,000

Number of employees at height of season: 170

Owner: Specialty Sports Ventures, LLC, Manager: Bruce Douglas

What Sets You Apart: Same-day bike service, lifetime tuneups, 30-day performance guarantee. We are an event-driven business; for example, our Annual Deals on Wheels tent sales at three locations in March.



Big Shark Bicycle Co.

St. Louis, MO

Number of locations: 1

Years in business: 16

Square footage: 7,000

Number of employees at height of season: 30

Owner: Michael Weiss, Manager: Dirk Sprogog

What Sets You Apart: Big Shark Bicycle Company strives to support the breadth of cycling. One of our key ingredients is hiring enjoyable and positive staffers who reflect our passion for the sport and excitement for bikes. We very actively promote cycling events and rides, helping sustain a strong cycling culture and calendar in St. Louis and Missouri. We imbue our employees with a sense of mission. We are conscious of cycling's impact on our customers' lives and on our community. We see the bicycle industry in terms of personal enjoyment, environmental impact and inspiring athletes.



Breakaway Bicycles & Fitness

Portage, MI

Number of locations: 3

Years in business: 35

Square footage (main location): 12,000

Number of employees at height of season: 12

Owner: Kenneth M. Polidan, Manager: Todd Theodorff

What Sets You Apart: Breakaway Bicycles & Fitness strives to sell and promote all types of bikes and bicycle activities with the highest level of expertise and attention to detail. And—after three previous locations since the '70s—we built ourselves a brand-new building.



Century Cycles

Rocky River, OH

Number of locations: 3

Years in business: 17

Square footage (main location): 3,600

Number of employees at height of season: 20 full-time, 10 part-time

Owner: Scott S. Cowan, Manager: Mike Petcher

What Sets You Apart: We all believe in our slogan "Define your life. Ride a bike." At Century Cycles, we define ourselves by getting the bicycling message out of our stores and into the public eye. We assist numerous bike rides and local charities, and we also hold free events throughout the year for our customers and the public, like a "Breaking Away Party" and twice-monthly night rides. We founded a Bike-to-School program with a local school system and do cross-promotions with other businesses.



George's Cycles & Fitness

Boise, ID

Number of locations: 4

Years in business:

Square footage (main location): 10,000

Number of employees at height of season: 50

Owners: Mike Cooley and Tom Platt, Manager: Sandy Rust

What Sets You Apart: We strive to evolve. We are aware of the constantly changing marketplace and do what we need to stay on top of the business: i.e. better customer service, changing product mix (commuter bikes, products), storefront changes, a newly opened Fit Studio and by-appointment mechanic service. We change our events to meet new demands: a TT stage race to capture triathletes, relay format 200-mile race, 100-mile cyclocross group ride as well as traditional races, and two women's clinics which sell out. We continually work with different agencies on alternative transportation, and with schools, supplying bikes at wholesale for fundraisers and sponsoring bike-to-school-competition. This active involvement gives us superior visibility and fuels our love for cycling.



Eddy's Bike Shop

Stow, OH

Number of locations: 4

Years in business: 69

Square footage (main location): 20,000

Number of employees at height of season: 65

Owner: Jim Ruggles, Manager: Jim Ruggles, Jr.

What Sets You Apart: We strive to be the best bicycle shop for everyone passionate about cycling. We stand out locally because for nearly 70 years we've carried the industry's best bicycles and products. It's our people who set us apart from our competition, though, by offering their knowledge, experience and passion to our customers. Whether our customers are tackling a big race or riding our local towpath, our crew can help them pick the right products and offer advice to help make cycling their favorite activity.



Gregg's Cycle

Seattle, WA

Number of locations: 3

Years in business: 77

Square footage (main location): 20,000

Number of employees at height of season: 140

Owner: Stan P. Gregg, Manager: Marty Pluth

What Sets You Apart: Gregg's is currently in the third generation of family ownership. Since 2007, we've expanded the Greenlake store, built a new location for the Bellevue store, and moved into a new location near the Alderwood mall. Gregg's supports or sponsors 20-plus cycling events with financial contributions or staff/mechanical support. Stan Gregg is an avid cyclist and a multiple national and world medalist on the velodrome. We avidly support the cycling community and believe all people benefit from expanded opportunities for cycling.

Goodale's Bike Shop

Nashua, NH

Number of locations: 3

Years in business: 90

Square footage (main location): 47,000

Number of employees at height of season: 20 full-, 40 part-time

Owner: Brad Hill, Manager: Ron Bingham, vice president

What Sets You Apart: Willingness to accept change and a strong passion for the cycling industry.



Erik's Bike Shop

Bloomington, MN

Number of locations: 15

Years in business: 32

Square footage (main location): 12,000

Number of employees at height of season: 230

Owner: Erik Saltvold, Manager: Dave Olson

What Sets You Apart: Erik's has an extensive training program that every sales and service staff member participates in, ensuring that we offer outstanding service to all of our customers. Plus, there's experience: Erik started the business at age 13 in his parents' barn. Other than a paper route, it's the only job he's had.



Helen's Cycles

Santa Monica, CA

Number of locations: 6

Years in business: 73

Square footage (main location): 11,500

Number of employees at height of season: 100

Owners: Karen Stier, Jay Wolff, Manager: Tony Ray

What Sets You Apart: We've been taking good care of people and their bikes since 1936, and we're still always striving to create the best shopping experience for our customers.

High Gear Cyclery

Stirling, NJ

Number of locations: 2

Years in business: 27

Square footage (main location): 7,600

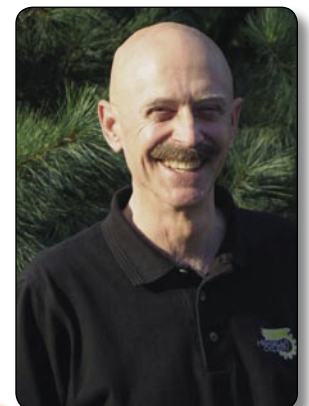
Number of employees at height of season: 37

Owner: Rone Lewis, Manager: Craig Ward

What Sets You Apart: We focus on

and deliver a world-class retail

experience.





Kozy's Cyclery

Chicago, IL

Number of locations: 4

Years in business: 67

Square footage (main location): 10,000

Number of employees at height of season: 70

Owners: Ron and Paul Kozy

What Sets You Apart: We distinguish ourselves by our beliefs. We are not a niche shop, but carry Schwinn from one end to Colnago on the other. We instituted a fit program to increase upper-end business, but also floor a large selection of bread-and-butter bikes. We believe in getting more people on bikes without discounting product. We sell fun, lifestyles and weekends to counter our competition—like golf, tennis and video games. We're not diehard cyclists and rarely hire people from the bike industry, instead educating good employees about bikes. We run our business as a business and not as a hobby.



Landry's Bicycles

Natick, MA

Number of locations: 4

Years in business: 87

Square footage (main location): 16,200

Number of employees at height of season: 75

Owners: Peter, Jeanne and Tom Henry, Managers: Mark Gray, Allison Snooks, Patrick Flaherty, Mark Vautour

What Sets You Apart: "We are living the dream of better bicycling for a better world," co-owner Tom Henry says. The League of American Bicyclists recognized Landry's with its gold-level Bicycle-Friendly Award last year, and we're expanding our internal Bicycle Commuter Benefit Program to encourage employees to commute by bike. We annually run leadership training programs to develop our staff, improve teamwork and make the business stronger.



Landis Cyclery

Tempe, AZ

Number of locations: 4

Years in business: 97

Square footage (main location): 7,000

Number of employees at height of season: 35

Owner: Robert and Richard Landis, Manager: Dave Kuhlman

What Sets You Apart: Our shops' sizes range from 4,200 to 7,000 square feet. We feel that midsize stores are capable of high volume when business is good, but can survive the inevitable downturns. We get involved in as many cycling-related events as possible, from grade school bike rodeos to the Race Across America. Our commitment to events where customers use our products keeps us relevant, is personally rewarding, is the best use of marketing resources, showcases our skills, and is fun. It creates great opportunities to interact with customers in ways that mail order and big boxes cannot.



Jax Bicycle Center

Irvine, CA

Number of locations: 7

Years in business: 24

Square footage (main location): 9,200

Number of employees at height of season: 78

Owner: Dave Hanson, Manager: Robert Blain

What Sets You Apart: 1) Our Jax promise is for you to love your cycling experience. The promise is: If for any reason, you don't love your purchase, please bring it back within 30 days. We will refit it, adjust it, exchange it, exchange certain components or refund your money. 2) We work on our business every day with the goal of offering our clients a great experience. 3) We work on improving our business operations daily to build a successful business for today and the future.



Liberty Bicycles

Asheville, NC

Number of locations: 1

Years in business: 30

Square footage: 8,000

Number of employees at height of season: 18

Owners: Mike and Claudia Nix, Manager: Sam White

What Sets You Apart: We stay heavily involved in bicycle advocacy. Claudia is basically a full-time advocate, on all local and state committees and most national ones. Mike is president of NBDA and a board member of LAB. We've received previous recognition as 2003 BRAIN Retailer of the Year; 2007 Advocate of the Year. In-store, our customers meet a mature and experienced group; even our newest sales staffer has been with us four years.



Mack Cycle and Fitness

Miami, FL

Number of locations: 1

Years in business: 52

Square footage: 4,000

Number of employees at height of season: 17

Owner: Mary Jane Mark, Managers: Andre Quirino, Ricardo Rix

What Sets You Apart: We give a lot back to the sport. We sponsor more races, events and rides than any other store in Miami. I am not afraid to stock a lot of inventory so that we have what customers want, when they want it. Because we have been in business for more than 50 years with a friendly staff, we have developed a great reputation and many generations of loyal customers.



Mike's Bikes

San Rafael, CA

Number of locations: 6

Years in business: 45

Square footage (main location): 12,000

Number of employees at height of season: 100

Owners: Ken Martin, Matt Adams

What Sets You Apart: Mike's Bikes is dedicated to creating an incredible retail experience, while promoting cycling both locally and globally. We equip every staff member to deliver world-class service through Mike's Bikes University, and we reward all store staff for delivering that service. We encourage our team to share the cycling lifestyle with their customers by paying employees 10 cents per mile to ride their bikes. We sponsor an array of charity rides, racing leagues and riding clubs, and through our African Sister Shop programs, we prove our dedication to the bicycle and its ability to change the world.



Montgomery Cyclery

Cincinnati, OH

Number of locations: 5

Years in business: 43

Square footage (main location): 6,000

Number of employees at height of season: 40

Owner: Thomas Mueller, Manager: Jeff Sellers

What Sets You Apart: We pride ourselves on having the best products available from multiple brands to ensure always having the products our customers want.



Newbury Park Bike Shop

Newbury Park, CA

Number of locations: 1

Years in business: 45

Square footage: 6,000

Number of employees at height of season: 22

Owners: Benjamin Cox, Michael Cicchi, Manager: Shane Kelley

What Sets You Apart: Our shop has enjoyed success for the past 45 years because we do one thing better: We are consistent. Our level of service is the same every time and our product knowledge and customer service are no different. Every employee takes ownership in the shop and treats each customer as if they are our only customer.



Plano Cycling & Fitness

Plano, TX

Number of locations: 1

Years in business: 35

Square footage: 15,000

Number of employees at height of season: 25-30

Owner: Rick Gurney, Manager: Kyle Carlson

What Sets You Apart: Our region includes some of the world's largest and best bike retailers, so we must continually step up our performance and look at what we can do better. First is our relationship with our brands and suppliers. It is imperative that they embrace our customers as their customers: taking care of us means taking care of our customers. We feel it is most important to find out what customers' expectations are and exceed them. We try not to take the approach of selling the customer a product; rather, we find out what our customer wants or needs and do our best to make it happen.



Pedal Power

Middletown, CT

Number of locations: 1

Years in business: 13

Square footage: 9,000

Number of employees at height of season: 15

Owners: Gary Nicol and William McEnery, Managers: Steve Davis, Spencer Gates

What Sets You Apart: Customer trust: For instance, when a customer questions us when we say, 'Go to (other store) and get it,' cause we can't touch that price,' our answer is simply, 'We're in it for the long run. Getting this quick sale is not going to make you a lifetime customer.' It's a message we've preached to all levels of staff, who know that they're not getting in trouble if a sale is lost, when the truth is conveyed. We want to be the customer's third place (first place is home, second place is work, and third place is Pedal Power). All our staff is qualified to help customers; we all have our niches, but we have systems that allow us to communicate and maintain a consistent quality of service.



Penn Cycle & Fitness

Bloomington, MN

Number of locations: 7

Years in business: 52

Square footage (main location): 14,000

Number of employees at height of season: 125

Owner: Pat Sorensen, Manager: Bill Randen

What Sets You Apart: Elmer Sorensen opened Penn Cycle in 1957 as a family business. It's still family owned today, with Elmer's son Pat as president. We stock everything from your child's first trike to a top-line Trek Madone 6.9 and everything in between. We were Trek's first dealer and have a long history of great people managing our seven stores. We run well known weekly mountain bike races and have a great reputation for supporting local rides. Our goal is to get as many people on bikes as possible.



Richardson Bike Mart

Richardson, TX

Number of locations: 3

Years in business: 47

Square footage (main location): 37,000

Number of employees at height of season: 120

Owner: Jim and Rhonda Hoyt, Manager: Ken (Woody) Smith

What Sets You Apart: Jim and Rhonda are passionate about the bike and high level of service, and our 'A-Team' staff, which includes six former bike store owners, reflects that. We are involved in all our local schools, community, race teams (MTB, road, Tri, BMX). We support 98 percent of the rallies, triathlon and mountain bike rides, and lots of charity rides, budgeting more than \$250,000 for these events.



Orange Cycle Works

Orlando, FL

Number of locations: 1

Years in business: 37

Square footage: 12,000

Number of employees at height of season: 21

Owners: Howard Larlee, Deena Breed, Manager: John Salmons

What Sets You Apart: We are a destination store with an exceptionally large selection of accessories and clothing. We have two dedicated buyers who order every day, so customers often receive their item in a few days. Our ideal customer is anyone who wants to ride a bicycle.

River City Bicycles

Portland, OR

Number of locations: 1

Years in business: 14

Square footage: 14,000

retail, 16,000 warehouse

Number of employees at height of season: 60

Owners: David Guettler, Mark Ontiveros

What Sets You Apart: We've been included in the Top 100 since its inception. Our philosophy: Be an involved owner and lead by example. Spend some time working on the sales floor and riding your bike. Don't be greedy. Give back to the sport, to the community, and to your staff. Keep things fun and enjoy your time in the bike industry. Continue to learn about your business.





Rock N Road Cyclery

Mission Viejo, CA

Number of locations: 4

Years in business: 18

Square footage (main location): 4,000

Number of employees at height of season: 40

Owners: Matt Ford, Stuart Uehara, Jeff Renteria, Greg De La Paz

What Sets You Apart: Rock N' Road's primary focus is building community and fostering long-term relationships with all of our customers. It is what has set us apart from the pack and we will continue to sprint for the finish line.



Roswell Bicycles

Roswell, GA

Number of locations: 1

Years in business: 22

Square footage: 10,000

Number of employees at height of season: 25

Owner: Todd Kaib, Managers: Taylor Kaib, Laurie Kaib, Raul Lopez, Frank Eastland

What Sets You Apart: We're a destination location, not a chain. An owner's always present in-store, and many staff members have over a decade's tenure. We're always evolving to achieve consistently excellent customer service and constantly involved in community events, charities, clubs and local government. It's imperative that we give back to grow our customer base. Roswell is the only Georgia city so far to have received recognition as a cycling-friendly community, through our sponsored city group, Bike Roswell.



The Ski Rack

Burlington, VT

Number of locations: 1

Years in business: 40

Square footage: 14,000

Number of employees at height of season: 42

Owners: Zandy Wheeler, Spike Clayton, Karen George

What Sets You Apart: We have created a vibrant, year-round business with multiple sports so we can keep more core staff year-round. We are continually trying to connect with the community at large for all the sports we carry. Clubs, teams and events are integral to our marketing program.



Spokes Etc.

Alexandria, VA

Number of locations: 4

Years in business: 24

Square footage (main location): 8,000

Number of employees at height of season: 100

Owners: Jim Strang, Bob Fadel, Manager: Steve Beheler

What Sets You Apart: Spokes Etc. maintains a strong in-stock position on all items by utilizing technology to track and order goods in a quick and efficient manner. Our work culture and company values allow us to retain quality employees.



The Off Ramp

Santa Clara, CA

Number of locations: 2

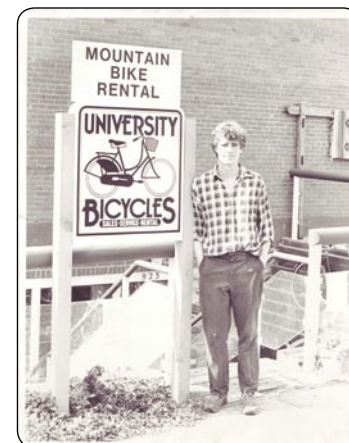
Years in business: 37

Square footage (main location): 5,000

Number of employees at height of season: 16-18

Owners: Bill Kuckens and Denis Upoff, Managers: Reckner Lugardo, Cosimo Rumore, Anthony Magee

What Sets You Apart: We provide good brands at a reasonable price, and stock everything from kids' bikes to mountain bikes to high-end road bikes.



University Bicycles

Boulder, CO

Number of locations: 1

Years in business: 25

Square footage: 10,000

Number of employees at height of season: 60

Owner: Doug Emerson, Manager: Lester Binegar

What Sets You Apart: We don't advertise, we don't spend a lot of time with our Web site, our staff has an awesome attitude, we remain humble, and we love every customer who walks through our door. This is what truly sets us apart. (Plus, we have an awesome museum of old bikes and tons of cycling memorabilia.)



Wheel & Sprocket

Hales Corner, WI

Number of locations: 6

Years in business: 35

Square footage (main location): 18,000

Number of employees at height of season: 175

Owner: Chris Kegel, Manager: Liza Le Claire

What Sets You Apart: Wheel & Sprocket's committed to continuous improvement—always open to and looking for ways to do things better. Chris Kegel asks all his associates to get involved and help make the cycling community a better place for the future.



Wheat Ridge Cyclery

Wheat Ridge, CO

Number of locations: 1

Years in business: 36

Square footage: 30,000

Number of employees at height of season: 90

Owners: The Kiefel family, Manager: Ron Kiefel

What Sets You Apart: In 1973, Eugene Kiefel bought a small 750-square-foot bike shop. We now operate out of a 30,000-square-foot facility, selling thousands of bicycles annually, and we still treat each customer with the same respect, honesty and value Eugene began with over 36 years ago. Our devotion to cycling shines through in our commitment to providing complete customer satisfaction through unparalleled service, expert advice and a unique bicycle shopping experience. Whether you're new to the sport or have decades of experience, you'll find all the proper guidance, knowledge, accessories, clothing and finest bicycle brands under one roof.



bicyclersearch.com


TOP 1

RETAILER 2009

BROUGHT TO YOU BY:

Bicycle Retailer
AND INDUSTRY NEWS

The Top 100 Retailers for 2009 were selected because they excel in three areas: market share, community outreach and store appearance. However, each store has its own unique formula for success. We asked each store owner to share what he or she believes sets them apart from their peers. Read on to learn their tricks of the trade.

 denotes repeat Top 100 retailer



Action Sports

Bakersfield, CA

Number of locations: 1

Years in business: 21

Square footage: 23,200

Number of employees at height of season: 30

Owner: Kerry Ryan, Managers: Sam Ames, Jerry Campbell

What Sets You Apart: A new training facility with 20-plus Cycleops, and an in-store café. Our new store floors more than 800 bikes focused on high-end models of Trek, Specialized, Cannondale, Cervélo, Scott and all major BMX brands. Our credibility comes from our racing background (RAAM, road, cyclocross, BMX and Freestyle). We're sole sponsors of the Bakersfield Triathlon, and hosts of the '02 Masters Nationals and the '07, '08 and '09 California road championships.



Ada Bike Shop

Ada, MI

Number of locations: 1

Years in business: 11

Square footage: 5,000

Number of employees at height of season: 10

Owner: Jim Ippel, Manager: Steve Kunnath

What Sets You Apart: We treat our customers the way we'd like to be treated in all aspects of life: with a smile, honesty and kindness. We sell fun and fitness so why treat people otherwise? True to our motto, "making the best bikes better," we make sure that every bike leaves the store checked over (twice) by our experienced mechanics, and then keep our customers' bikes in great shape with free lifetime tuneups.



Agee's Bicycle Co.

Richmond, VA

Number of locations: 3

Years in business: 99

Square footage (main location): 9,000

Number of employees at height of season: 22

Owner: Agee family, Manager: Bill Agee, Sr.

What Sets You Apart: We've been serving Richmond's cycling needs since 1910, and Bill Agee, Jr., is the fourth generation in the family business. We offer a large selection in a professional environment to give every customer the best possible bicycle and service to meet their particular cycling needs.



American Cycle & Fitness – The Trek Bicycle Stores

Walled Lake, MI

Number of locations: 6

Years in business: 81

Square footage (main location): 10,500

Number of employees at height of season: 100

Owners: Michael Reuter, Mark Eickmann, Ken Stonehouse, Manager: Steven Straub

What Sets You Apart: American Cycle & Fitness is the largest independent bicycle retailer in Michigan. Privately owned since 1928, our business is synonymous with Trek bikes, from the opening of the first Detroit-area Trek Concept Store in 2006 to a new flagship Trek Concept Store in Macomb Township. Our corporate culture is not just about selling but promoting bikes for recreation and transportation.



Atlanta Cycling

Atlanta, GA

Number of locations: 2

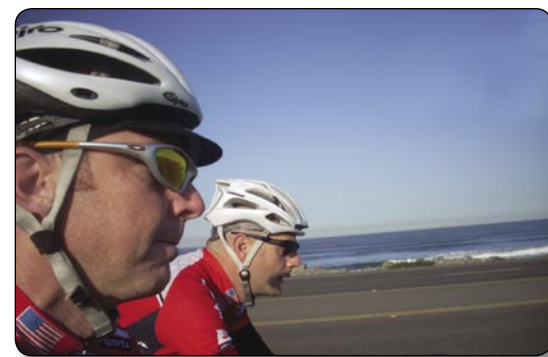
Years in business: 13

Square footage (main location): 4,000

Number of employees at height of season: 10

Owner: Don Dutson, Jr., Manager: Todd Melton

What Sets You Apart: Listening! We sell cycling and the benefits of it to the consumer. The products sell themselves when you ask the right questions. We are fortunate to have the best staff in the industry; we have very high expectations, and they are met on a daily basis.



B&L Bike and Sports

Solana Beach, CA

Number of locations: 2

Years in business: 10

Square footage (main location): 4,700

Number of employees at height of season: 20

Owner: Jeff Rowe, Manager: Dan Breyer

What Sets You Apart: B&L staff are part of the fabric of cycling in this community. Our employees have the highest possible product knowledge because they live and breathe the sport; their motivation comes from within. Road, CX, triathlon, mountain—we're racing every weekend and training in between. B&L is home to the professional athlete and the novice alike. We only stock lines that share our passion. We only sell what we believe in.



Beacon Cycling

Northfield, NJ

Number of locations: 2

Years in business: 79

Square footage (main location): 17,000

Number of employees at height of season: 12

Owner: Mitch Rovins, Manager: Bob Reckenbeil

What Sets You Apart: This is a third-generation family business, and the difference is in the details: merchandising, fitting, repair, sales, industry relations, etc., all done the best we can do.



Benidorm Bikes

Canton, CT

Number of locations: 1

Years in business: 12

Square footage: 3,000

Number of employees at height of season: 6 full-time, 5 part-time

Owner: Doug Tanner, Manager: Jan Tanner

What Sets You Apart: We developed our passion for cycling as elite-level cyclists—the store's named for the Spanish city where Jan won the '92 Women's 50K Team Time Trial world championship. We want the best cycling experience for our customers, from child to elite athlete. Thoroughness, detail, professional fittings, organization and interest are part of every day. Our involvement with local schools, Cub Scouts, Girl Scouts, charity rides, Eastern Bloc Cycling Club and HEAT Tri Club keeps our interest in cycling broad and caters to all.



The Bicycle Planet

Syosset, NY

Number of locations: 1

Years in business: 15

Square footage: 10,000

Number of employees at height of season: 20

Owner: Morry Edelstein, Managers: Paul Schumacher, Chrissy Goldman

What Sets You Apart: One of the most important aspects of our business is building a strong relationship with the local cycling community. We try to host and support as many local events, rides and fundraisers as we can. We have the largest selection of cycling apparel in the New York metro area and more than 500 bicycles on display.



Bicycle Warehouse

San Diego, CA

Number of locations: 5

Years in business: 17

Square footage (main location): 15,000

Number of employees at height of season: 32

Owners: Debbe and Mike Simmons, Manager: Gordon Klerks

What Sets You Apart: Our staff is our main asset. We work hard to hire the right team members—service-oriented cycling enthusiasts—then train them to provide what we call our “Guest Journey,” to treat customers like guests and create raving fans. Outstanding service, knowledge and value are key to growing our business. Product is secondary, but attention to inventory details provides a great selection. Our guests know they can come to us to find what they are looking for.



Bicycle Haus

Scottsdale, AZ

Number of locations: 1

Years in business: 7

Square footage: 1,840

Number of employees at height of season: 5

Owner: Kale Keltz, Manager: Craig Abraham

What Sets You Apart: We really don't do anything that is the norm in the industry—at least that's what our customers tell us. We opened Bicycle Haus to fill a void in the marketplace. One aspect is such attention to detail that, yes, every tool has a specific place, two different master mechanics check all repaired and built bicycles over twice. Another is actually stocking the cool stuff consumers usually see only on the Internet or in magazines; you won't sell it if you don't have it. We sponsor a road team with a full complement of riders, and are headquarters for fixie fanatics. If it has to do with local bicycle culture, we want to be part of it.



Bicycle World & Fitness

Houston, TX

Number of locations: 2

Years in business: 5

Square footage (main location): 11,000

Number of employees at height of season: 20

Owner: Chris Holmes, Managers: Justin Zaiser, Ryan Terry, Cory Bing

What Sets You Apart: We're heavily involved in the local cycling community and truly want to be part of our customers' cycling experience. We support more than 30 events a year and work with more than 25 teams and clubs in the Houston market. We lead a safety initiative that has become part of our bike shop and community culture. We're a family shop that welcomes all riders and non-riders, and input from all our staff and customers helps drive the direction of our business. In the end, we want to look back and say we made a difference in the bicycle community in Houston, Texas.



Bicycles Plus

Folsom, CA

Number of locations: 1

Years in business: 21

Square footage: 6,000

Number of employees at height of season: 16

Owner: John Crews, Manager: Brad Winter

What Sets You Apart: Created by ABA Hall of Famer John Crews, Bicycles Plus is truly a unique business. We sell fun. With passion, incredible staff, amazing inventory, top-notch service department—and an awesome location on a beautiful bike trail—BP has become the greater Sacramento area's leading bike store.



Big Wheel Cycles

Fort Lauderdale, FL

Number of locations: 3

Years in business: 25

Square footage (main location): 8,500

Number of employees at height of season: 16

Owner: Ed Chin, Manager: Mitch Leelan

What Sets You Apart: We always listen to the customer prior to making our recommendations, then respond to each cyclist's requirements by recommending the proper bicycle, clothing and fit to fulfill each individual's needs. Our staff consists of professional-level mechanics and fitters, and we carry 10 different bicycle brands and full lines of clothing and accessories.



Bike America

Pompano Beach, FL

Number of locations: 6

Years in business: 6

Square footage (main location): 8,000

Number of employees at height of season: 25

Owners: Tod Fox, Lee Fox

What Sets You Apart: Everyone on our team views the business as a retail company that sells bicycles. We employ operational programs and productivity metrics used by most major retailers today. Our stores are large, clean and professionally merchandised. Our employees are the best trained in our market. Our vendor relationships are extremely important and have served us well.



Bike Barn

Houston, TX

Number of locations: 6, plus a custom fit studio

Years in business: 26

Square footage (main location): 4,600-12,000

Number of employees at height of season: 80 year-round

Owners: Neil Bremner, Lee Neathery, Managers: John Hacking, Mark Chambers, Jeremy Ryder, Curt Culliton, Brad Swaim, Jamie Isaacks, John Jaster, Tad Hughes

What Sets You Apart: We're a locally owned bike shop in Houston, staffed by cyclists...road, dirt, racing or cruising. We don't just sell to our customers—we ride with them, we join forces to support local charities with them, and most of all, we listen to them.



Bike Gallery

Portland, OR

Number of locations: 6

Years in business: 35

Square footage (main location): 12,000

Number of employees at height of season: 120-130

Owner: Jay Graves, President: Daniel McGinnis

What Sets You Apart: Bike Gallery is committed to building relationships with its customers, its staff, the community and the environment. We have a passion for helping people and a passion for helping people realize their dreams through cycling. The League of American Bicyclists recently recognized that commitment by listing Bike Gallery as a Platinum Bicycle-Friendly Business.



Bike N' Hike

Portland, OR

Number of locations: 6

Years in business: 38

Square footage (main location): 11,500

Number of employees at height of season: 42

Owners: Kevin Chudy, Al French, Tim Spencer, Manager: Nick Wood

What Sets You Apart: We've partnered with the Bicycle Transportation Alliance, our nationally recognized, local bicycle advocacy organization. Our support for their Bicycle Safety Education program helps 4th-6th grade students learn safe cycling from trained instructors. This program promotes bicycle use and helps improve bicycling conditions throughout Oregon. We just finished a complete remodel of our Portland location with the help of Giant Bicycles, expanding our showroom and dedicating 1,700 square feet to women's-specific products.



Bike Tech

Miami, FL

Number of locations: 2

Years in business: 20

Square footage: 5,000 and 4,500

Number of employees at height of season: 20

Owners: Arnie and Joyce Freire, Managers: Marcelo Penengo, J.C. Espinel

What Sets You Apart: We are a highly motivated team of professionals with a passion for cycling. As a team, we ride together and work together with one common goal—to be the best bike shop.



Bikeology MDR

Marina del Rey, CA

Number of locations: 1

Years in business: 3

Square footage: 4,000

Number of employees at height of season: 9

Owner and manager: Miguel Ayala

What Sets You Apart: The Ayala family took over the shop just three years ago and created a sea change—from a place to pick up cheap cruisers to a full-service shop with A-plus mechanics, great customer service, and great customer relationships. It's a family-owned, family-atmosphere business with amazing, friendly employees who specialize in everything from downhill MTB to high-end road bikes and everything in between. The shop caters to new riders and families looking for their first bikes, as well as seasoned pros looking for that boutique treatment. We can work within any budget, and never use high-pressure sales tactics. A great vibe, a great shop and great employees.



Bike World

San Antonio, TX

Number of locations: 2

Years in business: 38

Square footage (main location): 12,000

Number of employees at height of season: 35

Owners: Whit and Cindi Snell, Bill Simons, Manager: John Thomas

What Sets You Apart: We are a locally owned, 38-year-old business with a passion for excellence, unyielding integrity, and a zest to meet the needs of an ever-changing community. Bike World is an innovative, inspired company committed to a positive cycling lifestyle for our employees, customers and community. We support this lifestyle with great products, quality service and continued advocacy for the sport.



Biker's Edge

Kaysville, UT

Number of locations: 1

Years in business: 5

Square footage: 11,000

Number of employees at height of season: 13

Owner and manager: Zach Chatelain

What Sets You Apart: One of the things we are most proud of is that we all ride. We have a broad range of types of riders—from pure roadie to BMX—and a Biker's Edge Trail Crew that puts in hundreds of hours of trail work every year. We all strive to teach and inform our customers instead of just selling product to them. They know we care that they get the best bike and the best service possible, and that we stand behind what we sell.



BikeBeat

Williamsburg, VA

Number of locations: 4

Years in business: 10

Square footage (main location): 2,500

Number of employees at height of season: 40

Owner: David Wilson, Managers: Sharon Oakley, Chris Nusbaum, Chris Scales, Rick Young

What Sets You Apart: The BikeBeat advantage starts with a fabulous staff that revels in selling an extraordinary product—the modern bicycle—and bringing added value to every customer. We take seriously our responsibility to promote safe bicycle usage however possible. A cornerstone of our business is our longstanding commitment to advocacy, including regional bikeway and trail development, organized rides, commuter support, in-store classes, and safe riding skill courses for any youth or civic group that will allow us.



BikeSource

Highlands Ranch, CO

Number of locations: 7, in four states

Years in business: 24

Square footage: 6,000-22,000

Number of employees at height of season: 225

Owners: Incorporated (70 percent employee-owned)
Managers: Ryan Callahan, Andy Jenkins, Frank Deck, Mark Neace, Joe Vohland, Bob Copeland, John Hennessey

What Sets You Apart: From a consumer standpoint, we believe in selling the experience of cycling, not just products. From a business standpoint, we strive for operational excellence. We run a disciplined business and continually raise the bar on expectations from our employees and suppliers. We are committed to the utilization of technology to work with our vendors and to maximize efficiencies. This allows us to focus on our customers and their needs.

Bikeway

Wappingers Falls, NY

Number of locations: 2

Years in business: 23

Square footage (main location): 7,000

Number of employees at height of season: 12

Owner: Dennis Decker, Manager: Doug Cory

What Sets You Apart: Bikeway's focus has always been to be the best bicycle stores. We've never let skis, snowboards, kayaks, etc., fog our vision of who we are—year-round, modern and well-stocked bicycle stores.



Bill's Bike Shop Idaho Falls, ID

Number of locations: 1
Years in business: 62
Square footage: 9,000
Number of employees at height of season: 15
Owner: Stan Murdock, Manager: Brandon Fell

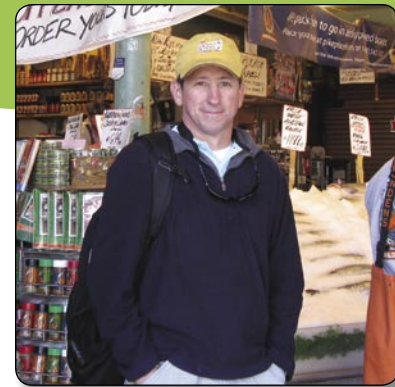
What Sets You Apart: Family owned and operated for 62 years, we get to know our customers, we learn their names and keep them happy. Whether it is BMX racing, road centuries or simple bike rodeos, we get involved.



Bingham Cyclery Sunset, UT

Number of locations: 5
Years in business: 45
Square footage (main location): 10,000
Number of employees at height of season: 45
Owner: Skylere Bingham, Manager: Darin Kendall

What Sets You Apart: We pride ourselves on being able to take care of every cyclist's needs, from pro riders to the everyday recreational riders, no matter the age or skill level, and have the widest range of products ever seen in a bike shop. We sponsor MS 150, Little Red Riding Hood (women-only ride for breast cancer) and other charity events, plus provide on-the-road tech support for numerous rides.



Bob's Bikes Homewood, AL

Number of locations: 2
Years in business: 34
Square footage (main location): 4,000
Number of employees at height of season: 8
Owner: Roger Byrd, Managers: Mike Hurley, Joey Steele

What Sets You Apart: We have a great staff that stays involved in the local riding groups, with a main focus on beginners and first timers. In the store, customer service always comes first.



Brands Cycle & Fitness Wantagh, NY

Number of locations: 1
Years in business: 55
Square footage: 10,000
Number of employees at height of season: 70
Owners: Dan Sirota, Gary Sirota, Manager: John Cerami

What Sets You Apart: We have for 55 years relentlessly trained our employees to consistently give extraordinary service, and have 15 employees who have worked at Brands more than 15 years each. Their experience and our wide selection of merchandise sends a message to our consumers that they will always find what they want at Brands.



Brielle Cyclery Brielle, NJ

Number of locations: 2
Years in business: 38
Square footage (main location): 5,500
Number of employees at height of season: 20
Owner: Katherine Penna, Managers: Patrick Connolly, John Krutak, Head Mechanic: Clarence

What Sets You Apart: Consistently treating each customer like a king or a queen. We treat people properly with love and respect. We take the extra time to make sure the person is properly fitted and comfortable on their bike, whether it's a hybrid, a racing bike or a triathlon bike.



Bucks County Bicycle Co. Levittown, PA

Number of locations: 1
Years in business: 3
Square footage: 3,200 retail, 9,000 storage
Number of employees at height of season: 4 Full-Time, 10-12 Part-Time
Owner: Scott Wueschinski, Manager: Montana Norvell

What Sets You Apart: Owner Scott Wueschinski stresses that "one size does not fit all" and specifically caters to the different needs of road, mountain and leisure/fitness cyclists. The store layout creates a light, welcoming and easy shopping atmosphere so as to not overwhelm or intimidate customers. We cater specifically to women with everything from bikes to clothing and accessories. We support the cycling community through e-newsletters and direct customer communication to promote products, rides and store events, and through advocacy and support of events large and small.



Budget Bicycle Center Madison, WI

Number of locations: 5
Years in business: 30
Square footage (main location): 15,000
Number of employees at height of season: 107
Owner: Roger Charly, Manager: Darin Schultz

What Sets You Apart: Bicycle Center has four unique stores within four blocks: a new-bike store with a great selection of road, recumbent, tandem and folding bicycles; the world's largest used-bike store (with a museum); a parts, service, clothing and accessory store in an old 13,000-square-foot building near the UW Madison campus; and a new store featuring a huge selection of bike-path bikes. The fifth store, Machinery Row Bicycles, has a large rental fleet that flows onto the Lake Monona bicycle path and Frank Lloyd Wright Convention Center.



Cahaba Cycles

Birmingham, AL

Number of locations: 4

Years in business: 26

Square footage (main location): 5,000

Number of employees at height of season: 23

Owners: Kal, Barbara and Faris Malki, Manager: Faris Malki

What Sets You Apart: We work very hard to get new participants into the sport by organizing clinics/events for all customer types—tri-athletes, beginners, women, kids, road racers, mountain bike racers, etc. We keep our stores friendly and informative, breaking down any barriers that might prevent people from loving bicycling. We also take fitting to the highest level, using Retul motion technology and a ton of fitting experience to make our customers super comfortable, powerful, and happy on their bicycles.



Contender Bicycles

Salt Lake City, UT

Number of locations: 1

Years in business: 9

Square footage: 8,000

Number of employees at height of season: 18

Owners: Alison Littlefield, Ryan Littlefield

What Sets You Apart: We've built our business on relationships with our customers and our vendors. Our clients want a level of service and support that will enable them to have the best cycling experience. At the same time, our best vendors approach us as business partners and are vested in making our business healthy and sustainable. We're excited to tackle 2009 with the best staff ever.



Cyclepath

Portland, OR

Number of locations: 1

Years in business: 8

Square footage: 2,800

Number of employees at height of season: 5

Owners: Bill Larson and Joshua Hutchens

What Sets You Apart: We really like bikes; the shop is the fruition of a lot of dreams. We're always willing to help our customers create the bike that they want—service and satisfaction over efficiency and hype. We listen, we learn and we build each bike with the customer in mind. These are not units; they are beautiful bicycles.



Center Cycle

Renton, WA

Number of locations: 1

Years in business: 34

Square footage: 8,500

Number of employees at height of season: 7

Owner and manager: Dave Groom

What Sets You Apart: Big inventory—600 to 650 bikes on the floor at any time—and quick turnaround on repairs and special orders help our customers enjoy instant gratification. We carry a full range of bikes—kids' through high-end, in all categories—and after 34 years now have second-generation customers. The owner/manager stays on site and has built long-term relations with many customers. Center Cycle pays cash on delivery for bikes and parts, pocketing significant savings in the discounts and free shipping that come with COD. Next step is to update and significantly increase our Web presence.

Conte's Bicycle & Fitness Equipment

Virginia Beach, VA

Number of locations: 1

Years in business: 52

Square footage: 7,800

Number of employees at height of season: 18

Owners: David Conte, Charles Conte, Manager: David Conte

What Sets You Apart: We have more than 50 years in the business and a long history with great employees who helped build and structure the company to where it is today. We not only bend over backwards, but we break our backs to make sure every customer is treated as we all would want to be treated in any high-end store. We take the time to ask the correct questions and to put our customer first.



Conte's Bicycle & Fitness

Arlington, VA

Number of locations: 2

Years in business: 2

Square footage (main location): 7,000

Number of employees at height of season: 25

Owners: Scott McAhren, Kristen McAhren, Jody Bennett, Manager: Jason Walder

What Sets You Apart: We are an independently owned, franchised operation, and just opened our second location in Bethesda, Maryland. We're branding our stores as leaders in technical excellence from both a product assortment and employee standpoint. Great employees are key; we recruit and retain professionals by providing a vibrant sales environment and total compensation package that is atypical in the bike industry. Bike fitting and now coaching have been huge for us, and we were fortunate as a new store to stock three top brands in Cervélo, Cannondale and Specialized.



Chainwheel

Little Rock, AR

Number of locations: 1

Years in business: 38

Square footage: 9,000

Number of employees at height of season: 12

Owners: Bruce Thalheimer, Patrick Barron, Manager: Patrick Barron

What Sets You Apart: Relationships. Retention. Reach. Our staff members are authentic, experienced cycling enthusiasts who have been with us for some time and continue to make our store what it is. Involved heavily in everything from advocacy to racing, we continually spread the cycling gospel. Leading in our market requires tons of time off the clock in developing relationships with our customers and each other. In 2008, we invested in a dedicated bike fit studio featuring Retul's dynamic fit system to further take the lead in that category. Our range is broad and allows us to push cycling instead of product.



Crank Daddy's Bicycle Works

Milwaukee, WI

Number of locations: 1

Years in business: 4

Square footage: 14,000

Number of employees at height of season: 20

Owners: Eric Kuhagen and Ken Martin, Manager: Andrew Temperly

What Sets You Apart: A Crank Daddy's concept store showcases an indoor fitness center and a service department located where 90 percent of the customers see them first when they walk in the door. We have the selection of a super store with the attention of a small specialty shop, a staff that is well educated in product and really enjoys the retail environment.



Cycle Star Bicycles

Santa Maria, CA

Number of locations: 1

Years in business: 1

Square footage: 2,000

Number of employees at height of season: 4

Owner: Scott Clark, Manager: Chris Shaw

What Sets You Apart: We are a local dealer with a national-caliber store and ability. We have the attitude and work ethic of "constant improvement," while maintaining a friendly and helpful attitude backed up by longtime industry and local market experience. Owner Scott Clark is a 29-year industry veteran who shares his vast experience in sales, mechanics and bike racing with his staff to build a culture of knowledge, hands-on skill and real experience.



Danny's Cycles

Scarsdale, NY

Number of locations: 1

Years in business: 42

Square footage: 8,600

Number of employees at height of season: 14

Owner: Steve Kahn, Manager: Sam Fiorino

What Sets You Apart: One secret to our success is to realize what margins we need to run the business and provide profits, then not be afraid to obtain them. You would think after 42 years in business that we'd have it all figured out, but we never stop improving our systems. Every employee is a critical part of who we are, and they provide service beyond our customers' expectations. There should be no such thing as a problem; with the right empowerment our team can do anything.



Cyclesport

Park Ridge, NJ

Number of locations: 1

Years in business: 47

Square footage: 4,000

Number of employees at height of season: 10

Owners: Michael and Tracy Grotz, Manager: Dean DuBois

What Sets You Apart: We use a really simple formula at Cyclesport: treat everyone who walks through the door in the same way you wish to be treated. It sounds really simple, but when you have a knowledgeable and friendly staff, your customers appreciate it and treat you in kind.



Danzeisen & Quigley

Cherry Hill, NJ

Number of locations: 1

Years in business: 47

Square footage: 31,000

Number of employees at height of season: 50

Owners: Bob Danzeisen, Bill Quigley, Joe Vitale, Manager: Tim Gleeson

What Sets You Apart: For over four decades Danzeisen & Quigley has made employees feel like members of a family, and this family atmosphere exemplifies how our employees treat our customers. Our marketing tag line is "We Share Your Passion," and we do. We test all our products and provide customers start-to-finish sales and service, custom bike and shoe fittings, lifetime bike maintenance, customer care clinics and more. Our sales and service go the extra distance because they can, and we've garnered numerous awards and hundreds of customer testimonials that recognize how we deliver on what we promise.



Derby Bicycle Center

Thornton, CO

Number of locations: 1

Years in business: 30 (5 at current location)

Square footage: 4,000

Number of employees at height of season: 15

Owner: Bill Riley, Manager: Abe The Wrench

What Sets You Apart: We always put the customer first, and the owner is on site every day answering any and all questions. We offer many service incentives to make sure that our customers are long-term and not just one-visit buyers. We are definitely a community bicycle store, sponsoring our own racing team and priding ourselves in contributing to our surrounding areas. We offer the Computrainer bicycle training center, service all bikes and will be offering a classified ad section on our site for owners to sell their old bikes.

DNA Cycles

Scottsdale, AZ

Number of locations: 2

Years in business: 6

Square footage (main location): 5,200

Number of employees at height of season: 12

Owners: Don and Amber Eldridge, Managers: Scott Evers, Tim Manion

What Sets You Apart: Our staff and atmosphere are unlike any other. Our stores are dawned with large, exciting graphics and state-of-the-art fixtures. We have polished concrete floors, contemporary wall colors and elevated ceilings. Customers are naturally drawn into our showroom. Secondly, our staff members are mature, professional bicycle enthusiasts who work in this industry to earn a living and provide for their families. This translates to better service, greater attention to detail and better relationships with our customers. We're Arizona's only Specialized Concept store, and the state's largest retailer for Specialized and Yeti bicycles.

**RIDE LIFE.
RIDE QUINT.**



Downtown Bicycles

Fort Lauderdale, FL

Number of locations: 1

Years in business: 9

Square footage: 6,600

Number of employees at height of season: 8

Owner: Mario Aponte, Manager: Sheena Johnson

What Sets You Apart: Community involvement. We sit on the organizing committee of two local charity rides, sponsor a multi-race triathlon series, host a well known social ride Wednesday mornings at 6, and host flat-tire and basic maintenance clinics. Among our great staff are two beautiful female employees and top-notch mechanics. We have a larger selection in clothing and accessories than our competitors. We love getting people on bikes—any style—and are known for our welcoming atmosphere.



Earl's Cyclery and Fitness

South Burlington, VT

Number of locations: 1

Years in business: 56

Square footage: 10,000

Number of employees at height of season: 30

Owners: Roger Frey, Jonathon Rodd, Managers: Richard Tom, Jarrod Ogden, Tyler Jeppesen

What Sets You Apart: A large core staff with extensive training, years of experience, love of biking, and commitment to making Earl's the best shop around. A team mentality among all employees, both sales and service, ensures customers get everything they need. We just added a new 2,100-square-foot area with an expanded women's section, new fit center, and larger service area.



East Ridge Bicycles

Chattanooga, TN

Number of locations: 1

Years in business: 26

Square footage: 8,000

Number of employees at height of season: 8

Owners: Dave Mansfield, Garth Mansfield, Managers: Chris Dodd, Sales; Robert Bain, Service

What Sets You Apart: Family owned for 26 years, we have a stable and knowledgeable staff that can communicate to cyclists of all levels. We consider offering brand choices one of our greatest assets. Through a wide selection of bicycles and a quality sales staff, we are able to meet the needs of today's discerning consumer.



Flying Fish Bikes

Tampa, FL

Number of locations: 2

Years in business: 3

Square footage (main location): 15,000

Number of employees at height of season: 16

Owner: Fran Kane, Managers: Ron Poirier, Joel Gormon

What Sets You Apart: Providing our customers the ability to choose from a large selection of the best-value cycling products available makes Flying Fish unique. We act as the trusted advisor and a cycling-specific "Consumer Reports" to our cycling community by calling on our many years of in-house experience. We've learned from other successful operations around the country, embracing their best retail practices, and were especially fortunate that a successful, respected operation, Orange Cycle in Orlando, shared their experience with us.



Fraser Bicycle

Fraser, MI

Number of locations: 1

Years in business: 22 (under current owner)

Square footage: 13,000

Number of employees at height of season: 7

Owners: Paul Rogers and Matt Shankel, Manager: Ron Schmid

What Sets You Apart: We've worked extremely hard to build a destination shop by providing some highly specialized services that include coaching, metabolic testing, fitting and a training facility that helps minimize the drastic sales swings associated with Midwestern winters. Importantly, we ask and listen to what our customers' wants and needs are and then try to satisfy them. Each staff member has unique skills and areas of specialty, so customers may end up dealing with more than one staff member to ensure that they have the best possible experience.



Free-Flite Bicycles

Marietta, GA

Number of locations: 3

Years in business: 31

Square footage (main location): 7,800

Number of employees at height of season: 35

Owners: Dan and Christine Thornton, Manager: Chris Willis

What Sets You Apart: Free-Flite Bicycles gets involved at every possible opportunity to support cycling in our community. That includes support for many non-profits that promote cycling at the state and local level, such as the Georgia Recreational Trails Program. We annually attend the National Bike Summit and serve on boards or committees for NBDA, Bike Cobb and NGBDA. We're family owned and operated, priding ourselves on a clean, organized, and efficient work place. By creating systems for almost every operation, we allow our associates to focus their time on great customer service. This year we implemented a fully automated OTB program and employee Internet portal, and established daily sales goals as well as stretch goals for our locations.



Full Cycle Boulder, CO

Number of locations: 3
Years in business: 22
Square footage (main location): 6,000
Number of employees at height of season: 20
Owners: Kaj and Karli Gronholm (majority owners),
Managers: Sales and service managers at each shop, as well as store operations managers

What Sets You Apart: We're a locally owned, family-owned bike shop whose main goal is to help people love bikes as much as we do. We strive to provide over-the-top service and make sure that each customer, no matter what they're buying or not buying, has a fun, informative experience at our shop. We're actively involved in our community, supporting events and programs for everyone from beginners to super-athletes. Our main goal is to make sure our customers have more fun on two wheels than they thought possible.



Gorham Bike & Ski Portland, ME

Number of locations: 2
Years in business: 15
Square footage (main location): 9,000
Number of employees at height of season: 17
Owners: Jamie Wright, Tim Corcoran, Manager: Dave Palese

What Sets You Apart: Our success has been based on hard work, persistence and acting on good business practices learned from the NBDA and The Bike Cooperative, and serving up an entire package as a full-service family and race bike shop. We do it all, with special events like women's nights, service clinics, group rides, a bike swap, financing and buyer protection plans. We offer professional fitting services, install car racks for free, offer value brands like Giant, Raleigh and Fuji, offer full training services and in-store classes with Power Meters, volunteer on several charity rides and promote over 10 race events a year.

Fullerton Bicycles and Buena Park Bicycles

Fullerton, CA
Number of locations: 2
Years in business: 50
(6 under current owner)
Square footage (main location): 6,000
Number of employees at height of season: 15
Owner and manager: Mike Franze

What Sets You Apart: Just making sure our customers enjoy our shop. We want to do our best to prove to them that we are the bike shop of choice and provide them with everything they need; my best line is "I'm just having fun, and we are a 'Christian based shop.'" I grew up and went to school in Fullerton, and built a BMX track there—something that many people remember when they come into the shop.



Guy's Bicycles

Feasterville, PA
Number of locations: 1
Years in business: 38
Square footage: 6,000
Number of employees at height of season: 25
Owners and managers: Bob Burke and Suzanne Pacitti

What Sets You Apart: Bob Burke's worked within the four walls of Guy's Bicycles since he was 16—30 years! He's seen it all, and Guy's Bicycles is not a niche store. We sell 12-inch kids' bikes and we have a pro shop for our Ironman triathletes. We like to think we're growing new cyclists while serving the most serious ones.



Geneva Bicycle Center

Geneva, NY
Number of locations: 1
Years in business: 14
Square footage: 9,000
Number of employees at height of season: 6
Owner: Jim Hogan, Manager: Allison Leapsaferret

What Sets You Apart: We are mountain bikers living the lie of being a road and tri shop. It feels good to come out of the closet. We have a no crashing policy. Strictly enforced.

Hollyloft Bike and Ski Jamestown, NY

Number of locations: 1
Years in business: 31
Square footage: 8,000
Number of employees at height of season: 12
Owner: Les Johnson, Manager: Torry Ormond

What Sets You Apart: We are a family bike shop with more than 200 members on our bike team, and stay very involved locally. We have a regular Tuesday night bike ride with 70-80 riders showing up—four groups, racing to recreational, including a slow group with handicapped and older riders, plus post-ride refreshments. We support our new local indoor BMX park with construction and instruction. Our best advertising is word of mouth, and the best way to promote the store is to make happy customers and see them outside at our events and on the street on our bicycles.



Freewheel Bike

Minneapolis, MN
Number of locations: 2
Years in business: 35
Square footage (main location): 10,000
Number of employees at height of season: 50
Owner: Kevin Ishaug, Managers: Jake Helmbrecht, Josh Klauck, Pete Hamer

What Sets You Apart: Personality and experience, and now a second store and friendly remodel, set us apart. We are dedicated to our customers and the lifestyle of cycling—90 percent of our employees commute by bicycle year-round. Our community commitment shows in our many relationships with local and national advocacy groups; you'll find us at dozens of seminars, charity rides and races. We keep employees at the top of their game by arranging clinics with local reps. Most of all we believe in the bicycle—not only that it's the coolest machine mankind has created, but it has the ability to change our lives.



Island Park Cycles/Great Northern Bicycle Company

Fargo, ND
 Number of locations: 1
 Years in business: 22
 Square footage: 11,000
 Number of employees at height of season: 20
 Owner: Tom Smith, Manager: Jeremy Christianson

What Sets You Apart: We determine with whom we're competing. It's not other bicycle dealers: it's the guy selling golf clubs, the bag of chips and the TV remote. We compete by creating a community of cyclists, sponsoring over 150 rides, hosting post-ride events, and teaching school kids about bike riding. This year, we're changing our store's name to Great Northern Bicycle Company, reflecting our purchase of and move into the 100-year-old Great Northern Railroad depot on two acres in downtown Fargo.



Keswick Cycle ☀️

Glenside, PA
 Number of locations: 2
 Years in business: 76
 Square footage (main location): 10,000
 Number of employees at height of season: 25
 Owners: Brian Hackford, David Kaplan, Managers: Tom Tompkins, Jordan Czjaka, Mike Pudlinski, Jeff Goelz, David Hackford

What Sets You Apart: Keswick Cycle, in business since 1933, puts on a charity event each year for the Bicycle Coalition of Greater Philadelphia. Keswick also sponsors two triathlon clubs, an elite triathlon team, a grassroots mountain bike team, Sturdy Girl Cycling and four bike clubs.



Knapp's Cyclery

Lawrenceville, NJ
 Number of locations: 1
 Years in business: founded, 1944; recreated, 1989
 Square footage: 6,000
 Number of employees at height of season: 6
 Owners: Pete and Stephanie Garnich

What Sets You Apart: We're closely tied to all aspects of cycling in the community—from mechanically supporting charity rides, collecting bikes for the underprivileged, facilitating kids' bike safety programs, getting involved in open space planning, to being title sponsor for the community's largest cycling events. We never say no when asked to participate in a community day, ride, trail maintenance, bike commuting seminar, etc. Knapp's is a Specialized Concept Store, and shares Specialized's motto: "Innovate or Die." We may not have reached perfection, but it sure is exciting getting up each day and implementing new ideas to try to get there.



Johnny Sprockets

Chicago, IL
 Number of locations: 2
 Years in business: 12
 Square footage (main location): 6,000
 Number of employees at height of season: 21
 Owner: Manuel Tenorio, Managers: Sean Palmer, Justin McCormick, Phil Szyjka

What Sets You Apart: Our guiding principle is to help cyclists find the right bicycles and equipment for their experience, without compromise. If we can't provide what our customers want, we'll send them to a shop that can. We continually evaluate our products to ensure high quality, performance and durability. We sell the equipment we use, the clothing we wear, and the bikes that we ride. We embrace cycling in all of its manifestations; every one of us, without exception, is absolutely addicted to riding bikes.



☀️ Marty's Reliable Cycle

Morristown, NJ
 Number of locations: 3
 Years in business: 31
 Square footage (main location): 8,000
 Number of employees at height of season: 30
 Owner: Marty Epstein, Managers: Jesse Epstein, Rob Kolesar, T.C. Crawford

What Sets You Apart: We believe in involvement and advocacy. Community involvement, event and activity promotions, advocacy for inclusion of bicycling in street and community planning, trail building and creation of the overall bicycle culture in our area is the focus of growing our business. We are beginning a sustainable, "green" renovation of the Morristown building, resulting in a 30-40 percent reduction in energy costs. Owner Marty Epstein chairs the sustainability committee of the Morristown Partnership community business organization, and our renovation sets an example.



Livermore Cyclery ☀️

Livermore, CA
 Number of locations: 2
 Years in business: 33
 Square footage (main location): 11,500
 Number of employees at height of season: 34
 Owners: Steve and Melinda Howard, Manager: Pete Howard

What Sets You Apart: Livermore Cyclery is owned and operated by the same person who started the business, Steve Howard. Many employees have been with us longer than five years, some for 30. Our staff is very educated and dedicated to the bicycle business, greeting each and every customer who walks through our doors. We try to have product in stock for instant gratification, but are happy to special order almost anything. We have an extensive bike fitting area and expertise, offering everything from a basic to a very comprehensive bike fit.



Matthews Bicycle Mart

Indianapolis, IN

Number of locations: 1

Years in business: 65

Square footage: 13,000

Number of employees at height of season: 10

Owner: Nancy Parent, Manager: Steve Southwood

What Sets You Apart: We maintain a friendly and fun atmosphere and know our customers by name. Matthews' service staff boasts a combined 75 years of experience. The outstanding sales team has an average of 12 years each of working with customers to find the perfect bicycle and/or accessory for them. We also personally send everyone who purchases a new bike a hand-written "Thank You" card.



McGhie's Ski and Bike

Las Vegas, NV

Number of locations: 2

Years in business: 44

Square footage (main location): 15,000

Number of employees at height of season: 25

Owners: Randy and Maria McGhie, Manager: Shawn Tyrone

What Sets You Apart: Owners Randy and Maria have owned the store since 1978. Both are very active cyclists and hire only people who are enthusiasts in the sports McGhie's sells—the staff is the No. 1 reason for success. McGhie's stays very involved in local cycling, hosting a century and helping with several other events. We give special attention to women, with a separate, 900-square-foot room just for clothing and fitting.



Mellow Johnny's

Austin, TX

Number of locations: 1

Years in business: 1

Square footage: 18,000

Number of employees at height of season: 30

Owner: Lance Armstrong, Manager: Craig Staley

What Sets You Apart: We have cooler stuff on the wall! The shop includes a Pedal Hard Training Center by Kevin Livingston, a coffee shop called Juan Pelota, and a commuter bike hub with showers and lockers. We support several racing teams, lead frequent shop rides and have art by Gomez Bueno, Kaws, Fat Mark and Shephard Fairey.



Mesa Cycles

St. Louis, MO

Number of locations: 1

Years in business: 11

Square footage: 6,000 sales, 4,000 support

Number of employees at height of season: 8

Owners: Adrienne and Russ Murphy, Managers: Dave Breslin, Matt James

What Sets You Apart: We operate with very few seasonal employees. We have a very committed, long-term staff of cycling enthusiasts who do a great job of communicating in a clear and non-intimidating manner with all our customers, not just their fellow enthusiasts.



Northtowne Cycling & Fitness

Cedar Rapids, IA

Number of locations: 1

Years in business: 30 in this location

Square footage: 16,000

Number of employees at height of season: 18

Owners: Bill and Derek Stepanek, Managers: Don and Derek Stepanek

What Sets You Apart: It's very simple: Instead of competing with our customers, we find a way to say "Yes" that can benefit our clients and our business. Over four generations, we've learned to hire great people first, and teach cycling and business skills. We keep our staff employed year-round, so we have seasoned, mature staff that we greatly appreciate. Work hard to surround yourself with exceptional staff, top-notch vendors and loyal partners, and success will follow.

Old Town Bicycle

Gig Harbor, WA

Number of locations: 3

Years in business: 13

Square footage (main location): 3,000

Number of employees at height of season: 30

Owners: Dylan Stanley and Dmitri Keating, Managers: Tory Grant, Drew Romberg, Jason Wennstrom

What Sets You Apart: Like every shop on this top 100 list, we focus on customer service. But additionally we really work hard on doing things "The Old Town Way," always keeping in mind what is best for our customers, for our vendors and for us. There is always a way to make everyone happy and we are very good at that. We stock desirable brands of bikes, clothing, and accessories—products we use ourselves, so we are confident that we're selling the best brands to our customers.





Paceline Bicycles

Winston-Salem, NC

Number of locations: 2

Years in business: 14

Square footage (main location): 7,500

Number of employees at height of season: 20

Owners and managers: Van Brown, Amy Anderson

What Sets You Apart: We strongly believe in Martin Buber's philosophy of 'I and Thou,' treating every customer as a unique individual rather than a faceless object. Paceline emphasizes fitting, guaranteeing fits whether the purchase is an \$8,000 or \$200 bicycle. Our club/team is open to everyone at all levels, plus we sponsor a national team, the local "Let's have fun women's riding group" and "Babes in the woods," and the local triathlon club, the "Tricows." We're heavily involved in most local charity rides.



Open Road Bicycles

Jacksonville, FL

Number of locations: 2 corporate, 2 franchise

Years in business: 17

Square footage (main location): 2,600

Number of employees at height of season: 11

Owners: Scott Summey, Scott Gross, Manager: Dennis Angelo

What Sets You Apart: We actively support local charity and racing events, and all the local cycling/triathlon clubs. Being a Specialized dealer, we also send staff members to SBCU and other industry seminars for continued education. Over the years we have been fortunate to retain key staff members, which resulted in an expansion into two local franchise locations to better serve our area customers.



Palo Alto Bicycles



Palo Alto, CA

Number of locations: 1

Years in business: 79

Square footage: 4,000

Number of employees at height of season: 20

Manager: Jeff Selzer

What Sets You Apart: Our goal is to always add value to the purchase, not discount price. Every bike comes with a fit guarantee, meaning our customer can ride the bike for up to 30 days. We will swap our saddles, stems, handlebars, even cranks to get the customer into a comfortable position. We also wash, for free, every bike that comes in for a tuneup. Owned by the same family since 1930, Palo Alto was one of the first bicycle mail-order companies in the U.S. The first bicycle computer, the Avocet, was born from that business, and Palo Alto helped launch Greg Lemond's career by sponsoring him when he was a junior racer.



Peloton Cycles

Fort Collins, CO

Number of locations: 2

Years in business: 15

Square footage (main location): 14,000

Number of employees at height of season: 25

Owners: Trent Schilousky, Robin Torres, Manager: Roy Gatesman

What Sets You Apart: We have positioned ourselves for greatness. We have the best product and staff in place to ensure a great bike shop experience for everyone who walks through the door. We go the extra mile—not because we are forced to, but because we sincerely want our customers to have the best cycling experience possible. We treat each customer, whether new or veteran rider, with the utmost respect. We take time to listen to our customers' needs and questions, then find the answers. We cover all bikes we sell with free lifetime tuneups—real tuneups—and do a trainer fit before every test ride goes out the door.



Park Ave Bike Shop



Rochester, NY

Number of locations: 2

Years in business: 21

Square footage (main location): 6,200

Number of employees at height of season: 30

Owner: Andy August, Manager: Andrew Dettman

What Sets You Apart: Our philosophy is that we are selling a fun and healthy activity, not gear. We also gauge ourselves against the best retailers, not just the best bike stores. Our goal is to be the best retailer in the area, not the best bike shop.



Recycled Cycles Seattle, WA

Number of locations: 1
Years in business: 14
Square footage: 5,000
Number of employees at height of season: 35
Owners: Steve Donahue, Scott Martini, Manager: Ted Davis

What Sets You Apart: We rarely say that things cannot be fixed or things cannot be found for customers; we'll try anything once. We understand that people love their bikes and love cycling in their own way. Recycled Cycles is a fun place to work and a fun place to shop. We enjoy our jobs and our friends. We love being the store that people refer to as an old-fashioned kind of shop. In the age of concepts and mega chains, customers in Seattle love Recycled Cycles.



Pro Bikes Pittsburgh, PA

Number of locations: 3
Years in business: 1
Square footage (main location): 5,000
Number of employees at height of season: 23
Owners: Craig Cozza, Todd Schoeni, Managers: Jake Grantham, Chuck Kininmonth, Jeremy Goldman

What Sets You Apart: Our team: Biking is our way of life. When you walk in, a staff of experienced riders and Body Geometry fit specialists make sure you are 1) on the correct bike for your needs, and 2) that you can get the optimal performance from it. We also have embraced some alternative forms of advertising and marketing. Facebook and other sites help us advertise effectively for a low cost. We also support many charities and fundraisers, making ourselves as visible as possible because we love what we do.



Race Pace Bicycles Ellicott City, MD

Number of locations: 4, plus 1 Bella Bike
Years in business: 32
Square footage (main location): 13,000
Number of employees at height of season: 60
Owner: Alexander Obriecht

What Sets You Apart: Among other things, our women's-only store, the first in the country; long-term employees who consider the bicycle an important part of their lives; enthusiastic staff who want our customers to ride bicycles. Everybody here loves and rides bicycles; several employees go on long tours every year—Southeast Asia, Baja, Patagonia, Corsica, Morocco, the Iberian peninsula, North Sea bike route—for weeks at a time.



Roll Columbus, OH

Number of locations: 3
Years in business: 4
Number of employees at height of season: Not provided
Owners: Stuart Hunter, Allyson Morena, Managers: Jake Scott, Jeremy Russell, Anna Haney

What Sets You Apart: A complete focus on the customer in support of a simple single goal: to help more people, to ride more bikes, for more reasons, more often.



Russell's Cycling and Fitness

Washington, IL
Number of locations: 1
Years in business: 32
Square footage: 8,000
Number of employees at height of season: 25
Owners: Joe and Cheryl Russell

What Sets You Apart: Serving the needs of all styles of cycling, from casual to semi-pro racing, and viewing our store as a professional cycling retailer. That includes dynamic merchandising and display, highly skilled technicians and dedicated sales staff empowered to exceed the normal bike shop experience for our customers. We support collegiate racing, local club events and school bicycle safety programs, and are dedicated to developing more "cycling as transportation" opportunities in our region.



SC Action Sports Howell, NJ

Number of locations: 1
Years in business: 2
Square footage: 7,500
Number of employees at height of season: 6
Owner: Scott Cranmer, Jr., Manager: Donna Cranmer

What Sets You Apart: We provide a great selection of bicycles and accessories, plus skateboards, clothing, shoes and safety equipment. Our sales staff is very knowledgeable, and with our huge selection can almost always find that special bike or accessory to meet our customers' needs. We pride ourselves in making immediate repairs if possible to minimize customers' downtime. Scott Cranmer is an X Games BMX champion, and we have a national-level NBL-sanctioned BMX track on our property.



Schlegel Bicycles

Oklahoma City, OK

Number of locations: 1

Years in business: 20

Square footage: 6,000 retail, 3,000 warehouse

Number of employees at height of season: 14

Owner: Steve Schlegel, Manager: Chad Cundiff

What Sets You Apart: Schlegel bicycles is very active within the local cycling community, gearing most of our marketing efforts directly to involvement in local rides and race support. In addition to recreational, race and tri clubs, we also proudly support fundraising groups like Team in Training, Team Young Life and JDRF. Last year, we successfully hosted several of our own events, such as "Ladies' Night Out" and "Schlegel Cycle Fest." Two years ago we relocated the store eight miles from its prior location of 14 years and even changed the company name. We simply listened to our customers—they asked us to move and so we did—and doubled our revenue.



Sid's Bikes

New York, NY

Number of locations: 2

Years in business: 30

Square footage (main location): 3,800

Number of employees at height of season: 25

Owner: Allen Schulmann

What Sets You Apart: We combine the warmth and service of a neighborhood bike shop with the sophistication of a high-end urban store. Every few years we enhance and remodel our shops, working hard to keep a clean, uncluttered appearance. Our goal is to always keep the shopping accessible and inviting to our customers.



Spin

Lakewood, OH

Number of locations: 2

Years in business: 6

Square footage (main location): 3,300

Number of employees at height of season: 15

Owner: Greg Jackson, Managers: Brian Rybak, Ray Wagner, Don Sak, Thom Dominic

What Sets You Apart: We're involved in cycling! A staff of experts with unique personalities and various riding styles provides for a great working environment. Our retail setting promotes riding as a lifestyle regardless of cycling preference and welcomes riders of all skill levels.



Spokes

Wheaton, IL

Number of locations: 2

Years in business: 23

Square footage (main location): 9,500

Number of employees at height of season: 24

Owner: Raouf Radi, Managers: Muneer Radi, John Vicek

What Sets You Apart: We maintain a great relationship with our customers, creating customer loyalty and satisfaction. Customer satisfaction is our top priority, and we only carry bike lines and products that we believe in and are excited to sell. The owner and staff are avid bike riders, with a great passion for the sport. That, and extensive in-house training in product expertise and customer relations, translates into a great deal of knowledge and enthusiasm when we're presenting products to our customers.



Sport Systems

Albuquerque, NM

Number of locations: 1

Years in business: 22

Square footage: 38,000

Number of employees at height of season: 55

Owner: Duane Kinsley, Manager: Randy Silva

What Sets You Apart: We are totally ingrained in the grassroots cycling community, sponsoring 70 top local athletes in every cycling discipline, and dozens of competitions, triathlons, crits, road races and events. The owner founded NMX Sports, a non-profit developing youth involvement in non-traditional sports like BMX. We worked with county government to get bonds approved for a new state-of-the-art dirt jump park, and are partnering with Johan Bruyneel Cycling Academy to bring in a road racing series. We offer clinics and coaching for every rider level, do a Divas night and an annual Bike Swap. We have three distinctive bike shops in one building—a gravity concept, a lifestyle bike section and a more traditional shop.



Stadium Bike

Green Bay, WI

Number of locations: 2

Years in business: 22; second store, 1

Square footage (main location): 6,800

Number of employees at height of season: 24

Owners: Randy and Stacie Bailey, Managers: John Mory, Ed Magrecke

What Sets You Apart: Our mission is to create cyclists—to us any person who wants to ride a bike. We pride ourselves on having the best products for all levels of cyclists displayed in well-organized, clean stores staffed with well-trained people who are passionate about cycling. We continually monitor days-in-stock for inventory as a key metric. We order often and anticipate key product shortages to make sure we have those in supply while the vendor restocks. We limit the level of slow-moving product and keep open-to-buy for the product we are selling.



Steven's Bicycles

Clovis, CA

Number of locations: 2

Years in business: 53

Square footage (main location): 4,000

Number of employees at height of season: 25

Owner: Brent Kutzbach, Managers: Jon Stewart, Chris Fleming

What Sets You Apart: Having been around 50-plus years, we've seen many trends come and go. We've always made it our top priority to find each customer's individual needs and fit them with the best possible match, while staying on the cutting edge of new trends and technology. Since our staff rides and races, they have first-hand knowledge of what every cyclist needs. We carry all types of cycling gear from family to the most specialized racing bicycles.



Strictly Bicycles

Fort Lee, NJ

Number of locations: 1

Years in business: 16

Square footage: 2,800

Number of employees at height of season: 10

Owner: Nelson Gutierrez, Manager: Eddie Hernandez

What Sets You Apart: We are proud of our customer service. We have a real destination store with nutrition and an espresso bar—we can tune or sell you a bike while our barista makes you a latte, which you can enjoy on our outdoor patio with music and TV. We're located just a few blocks from George Washington Bridge bike path, the second most used bike path in the country, and stock a lot of high-end euro bikes as well as kids' and recreational bikes.



Sturtos Bike Shop

Ketchum, ID

Number of locations: 2

Years in business: 25

Square footage (main location): 1,000

Number of employees at height of season: 8

Owner: Rob Santa, Manager: Todd Byle

What Sets You Apart: Ketchum is an athletic, sports-savvy mountain town, so we need to show off the finest equipment available. But while the high-end toys are important for image, it is even more important to respect that many different levels and types of cyclists make up our marketplace. The key to our success has been to acknowledge every type of rider and provide each with the best options available. We only carry the finest options from each of our brands, meaning we're more excited about what we present and are not overloaded with dud products. Better sell-through means we are not forced to devalue ourselves or our brands with season-end blowouts, which in turn maintains our quality image.



Summit City Bicycles & Fitness

Fort Wayne, IN

Number of locations: 1

Years in business: 33; 14 under current owner

Square footage: 15,000

Number of employees at height of season: 20

Owners: Robert and Sheri Mann, Manager: Barry McManus

What Sets You Apart: As businesses, we all look for that one magic bullet that brings people through the door. For us, that's taking care of the entire family as well as the dedicated cyclist. Our goal is to get as many people as possible out on a bicycle. Further, we are Summit City Bicycles & Fitness. We firmly believe that the two categories are not distinct, but are complementary disciplines. Those winter customers who purchase a piece of fitness are very likely to buy a bicycle or accessories in the summer. The reverse is also likely.



Treads Bicycle Outfitters

Aurora, CO

Number of locations: 3

Years in business: 29

Square footage (main location): 15,000

Number of employees at height of season: 50

Owner: Gene Hodges, Managers: Joe Sejut, Bill Meyer, Ted Sauerberg

What Sets You Apart: Guest-centered service: we make sure that everyone from novice to expert feels comfortable in our stores. Friendliness has been the cornerstone of our business for 29 years. We have a management team of 12 excellent people—they are what makes Treads special.



Trek Bicycle Store

Chattanooga, TN

Number of locations: 1

Years in business: 1

Square footage: 4,600

Number of employees at height of season: 12

Owner: Tyler Klein, Managers: Mike Teff, Andy Sweet

What Sets You Apart: Best Products. Best Service. Most Value. We're the first (and so far only) Trek Concept Store in Tennessee. We have a passion for excellence and endeavor to set and deliver the highest standard of service, value and integrity. We act with enthusiasm and loyalty with our clients, meeting and exceeding their expectations: "Every Visit Every Time."



Trek Bicycle Superstore

San Diego, CA

Number of locations: 4
 Years in business: 6
 Square footage (main location): 8,000
 Number of employees at height of season: 55
 Owner: Michael Olson,
 Manager: Rob Templeton

What Sets You Apart: We offer many specially priced items and in-store events to keep people coming into the store. Experience also counts. Owner Mike Olson has been in the bike industry for more than 20 years and was a partner in one of the Supergo locations purchased by Performance seven years ago.



Trek Bicycle Stores of Estero/Naples

Estero, FL

Number of locations: 2
 Years in business: 2
 Square footage (main location): 6,300
 Number of employees at height of season: 20
 Owners: Joseph and Jane Du Bois, Marc Lubin, Managers: Joseph and Jane Du Bois

What Sets You Apart: We hold ourselves to very high standards, have extended hours and pay strict attention to detail. We have a diverse, multi-cultural staff—including two exercise physiologists, a certified USA Cycling coach, retired pro racers, elite amateurs and people who just enjoy riding. They transmit their passion to our customers with the utmost in professional service. We're the community leaders both in charity organizations and local advocacy programs. We are constantly combining the sport sciences of physiology and biomechanics with the best selection of retail in southwestern Florida. We never settle for the status quo.



Two Wheel Tango

Ann Arbor, MI

Number of locations: 2
 Years in business: 11
 Square footage (main location): 8,500
 Number of employees at height of season: 25-30
 Owners: Dennis Pontius, Leslie Isaacs, Managers: Jess Bratus, Alan Manes

What Sets You Apart: We are constantly trying to improve our business. We are always improving services and internal processes to better meet the customers' needs. Our competition seems to be intent to follow our lead, but we always try to stay one step ahead. Twenty-five percent of our staff members, including an owner and the retail manager, are women.



Two Wheels One Planet

Costa Mesa, CA

Number of locations: 2
 Years in business: 50
 Square footage (main location): 11,000
 Number of employees at height of season: 30
 Owner: Michael Mulrooney, Manager: Will Skeeters

What Sets You Apart: One of the longest-operating bike stores in Southern California, we carry the largest inventory and have served the cycling community since 1959. Our job is to provide a unique shopping experience, bringing you the right products for your needs. Most importantly, we advocate the cycling lifestyle with safety and responsibility to the environment.



Village Bike & Fitness

Jenison, MI

Number of locations: 4
 Years in business: 35
 Square footage (main location): 8,200
 Number of employees at height of season: 45
 Owners: Dale Phelps, Pam Kruse, Managers: Cory Bultman, Jeff Gumina, Brian Krause, Charley VanPortfliet

What Sets You Apart: Our strongest asset is that our staff embraces two important philosophies that are a cornerstone of our business. 1) We need to keep improving. We've begun spending much more time and effort on staff training, store presentation and operational improvements. Our employees' buy-in is key to our customers having an experience that differentiates us from our competitors. 2) Two heads are better than one. Although we run a very good business, we can always learn something from almost anyone. A consultant, The Bike Cooperative, Specialized, Giant, our employees, vendors, and other dealers, both within and outside our industry, all have ideas and suggestions that can help us improve.



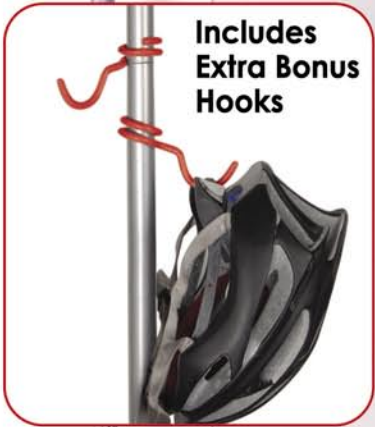
University Bicycle Center

Tampa, FL

Number of locations: 1
 Years in business: 37
 Square footage: 11,000
 Number of employees at height of season: 20
 Owner: Manny Mirabal, Managers: Carlos and Manny Mirabal

What Sets You Apart: We make the customer's problem our problem. We have systematic ways of selling and repairing bikes and operating our business. The end result is that all customers will receive the same service and have the same experience each time they come to UBC. As owner, Manny Mirabal believes the most important thing he can do is help to build other leaders within the organization.

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