

Retail Spotlight

Full Cycle Owner Excited About E-Bikes

BY RAY KEENER

Full Cycle Bikes, Colorado's largest Giant dealer, has three stores: two in Boulder and one in Fort Collins. Co-owner Kaj Gronholm recently returned from The Link, Giant's dealer event in Park City, Utah.

"We've had a great season. We're up across the board, the high-end has been strong, and the transportation segment has led the way," Gronholm said. "Our two best-selling commuter bikes have been the Giant Tran Send DX at \$460 and the Kona Dew at \$400.

"Accessory sales have been great, too," Gronholm added. "We've tripled our stock of commuter gear and made the displays more prominent. We loaded up on Axiom panniers when the surge started, so we've had a steady supply. The \$90 Cartier has been a great value. We're selling about \$200 worth of pan-

niers a day."

So what's Full Cycle's plan for next year? "The basics always apply," Gronholm said. "Stock the bikes and gear, display them well, train the staff to sell it. We're not that worried about shortages. We expect to see them again if gas prices stay high, but they won't affect us as much since we work with many different suppliers."

As far as new categories, Gronholm is pretty hyped about electric bikes.

"We're really excited about the Giant Twist, which is a new pedal-electric hybrid," Gronholm said. "My wife Karli has been riding one back and forth from home to the shop, and she's constantly being asked where to get one. We're bringing in a whole fleet of them. You gotta love a \$2,000 bike that's easy to sell."



Kevin Kelly selling commuter bikes at the Pearl St. location.