Guest Editorial

Ride Life in the Twin Cities Is Alive and Well

Elysa Walk is the general manager of Giant USA.

BY MEGAN TOMPKINS

BY ELYSA WALK

Minneapolis Impresses With Vibrant Bike Culture

Erik Saltvold has come a long way from the 24/7 bike locker facility that the city helped in 2001.

Minneapolis is No. 2 bike commuting city, thanks to Mayor R.T. Rybak (on right).

Erik Saltvold

Kevin Ishaug

Dealer tour riders get the scoop on business from Erik Saltvold.

Photos by Jake Orness

Minneapolis Boutique Welcomes Affluent Customers

The bike store with its light rail station is planned.

Focus on Dedicated Enthusiasts Pays Off

City Leaders Hope If They Build It, Cyclists Will Come

With the bike store in the central business district, Saltvold looks for more riders.

Upcoming City Projects Hold Big Promise

Minneapolis is the nation’s No. 2 bike commuting city, thanks to Mayor R.T. Rybak (on right).

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Minneapolis... City Leaders Hope If They Build It, Cyclists Will Come

When Minneapolis Mayor R.T. Rybak met with a group of bicycle retailers in the Twin Cities, he sought their advice on how to use the city’s transportation infrastructure to help more people ride bikes. “This project is about personal choice and choice for the environment,” Rybak said. “It’s about personal freedom, and it’s about saving money.”

Stills shot in the Twin Cities is Alive and Well

Kevin Ishaug

R.T. Rybak, joked to the group of riders, “We’ve got the city’s latest triumph is the Sabo Bridge.” He was referring to a project that has been in the works for nearly a decade to connect the West Bank neighborhood to downtown Minneapolis. “The bridge is especially important to bike riders because it crosses the Mississippi River,” Rybak said. “It’s a big leap.”

“The bridge is a good example of how we’re working with Bike Midtown Bike Center, Grand Performance, Bike Masters, One on One Bike Studio to tap into the potential of bicycle sales,” Rybak said. “Bike Midtown Bike Center is an example of a bike shop that’s doing well, and Bike Masters is the largest bike store in the city.”

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