

NEW YORK DEALER TOUR 2012

Apple stores: Retailing in NYC

Manhattan and Brooklyn combined have a population of about 4 million people, and are home to some 120 bike storefronts. Longtime and even new retailers noted that more and more shops open every day in New York City's boroughs—including Queens, the Bronx and Staten Island—and they say it's come about from growth in ridership.

The number of daily bike commuters went up 13 percent between 2009 and 2010 alone, according to the New York Department of Transportation. And over the past four years, the number of regular cyclists has seen double-digit increases. More than 200,000 New Yorkers take to the streets on two wheels every day.

But even as more city dwellers warm to the idea of going by bike—thanks to more greenways, painted bike lanes and separated bike paths—retailers are skeptical that the uptick is enough to warrant as many shops as are opening.

"We've seen probably 30-plus shops open in two years, which has been a radical growth," said Charlie McCorkell, owner of Bicycle Habitat, who himself opened a second store in Brooklyn last year. "I think people see how many people are riding bikes and think, 'Maybe I can open a bike shop.' The barrier to entry is pretty low and they think they can try it."

But McCorkell, who opened his SoHo store

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Action Sports International's Roy Hough (foreground) and Giro's Scott Oliver cross the Brooklyn Bridge after a full day visiting New York dealers.

Manhattan shop draws international fans

Sid's Bikes NYC got its start in the Bronx during the 1970s gas crunch as a seller of auto parts and—as an alternative to motorized transport—bicycles, of course. Auto parts quickly went to the wayside.

The retailer has since moved to two Manhattan locations, on the island's east and west sides. BRAIN's New York Dealer Tour dropped in on the former, Sid's 14-year-old store on 34th Street, first successor to the Bronx original.



Sid's Bikes NYC

EMPLOYEES: 25

SHOP FLOOR SPACE: 5,500 (between two locations)

YEARS IN BUSINESS: 42

EMPHASIS: Full-service shop

MAIN BRANDS: Cannondale, Specialized, Giant, Santa Cruz

Two years ago, the location underwent a comprehensive renovation that left it closed for a month and a half, said store manager Brian Pierce. New flooring went in, the cash wrap was moved to create better flow through the front door, the fit area was doubled, repair service was relocated to the back wall, and the rear showroom got a second tier of bike racks.

Additionally, products and accessories were made more accessible. "The idea was not to have a counter and a wall of stuff behind it," said Pierce.

Upstairs houses offices, storage and a repair stand for bike assembly. Completed bikes are carefully wheeled down a narrow spiral staircase to the sales floor.

Its 34th Street face-lift complete, Sid's is now looking to revamp its 19th Street location, working with merchandisers from Cannondale parent Cycling Sports Group and its new retail lab.

"I really appreciate the level of sophistication they've brought to it and not emphasizing their brand over us. That's why we want to do business with them," said Jay Tarrant, general manager of both Sid's stores. "I like the way they've created an atmosphere that will help our brand and help their brand at the same time."

Tarrant reports strong sales for the

year so far, especially during the warm first quarter. "Last year was sort of up and down month to month, week to week, but January through March [2012] we were crazy," he said.

Mountain bikes, especially long-travel ones, can be a hard sell in the concrete jungle, but Sid's serves dirt junkies strongly, with a Niner prominent in the display window at 34th Street and rigs from Santa Cruz, Intense and best-selling brand Cannondale—even the occasional downhill bike—front and center when customers step into the shop.



Manager Brian Pierce said the store sells high-end road and mountain bikes to customers from abroad.

It also stocks clothing and accessories from popular gravity brand Troy Lee Designs.

Although midprice road bikes are the store's meat and potatoes—"We sell a crazy amount of CAAD 10s," Pierce said—Sid's has become a magnet not only to locals, but to international customers shopping at the high end.

"We get people from Europe, Brazil," said Pierce. A top-shelf downhill bike from Specialized, for example, might cost them five figures at home, but for the same price "they can fly here, have a trip to New York, and pay the same amount" they would domestically, he said. —Toby Hill

Retailer expands amid strides for NYC cycling

After years of pushing for more bike lanes and bike access on city bridges, Bicycle Habitat owner Charlie McCorkell is convinced he's seeing the fruits of his labor—more New Yorkers on bikes. McCorkell, who led New York advocacy group Transportation Alternatives during the '70s and early '80s as executive director, remains involved in all things advocacy on a local and national level.

He believes there's a direct link between more bike lanes and demand for bikes. Sales at his newest addition in Brooklyn, which marked its first anniversary in May, have steadily grown since it opened, and many of the customers are first-time adult riders.

The Park Slope neighborhood in Brooklyn was hungry for a larger shop, McCorkell said. "A bunch of small stores have opened, but a small store can't take care of family needs—kids' bikes, adult bikes, accessories. Now they have a place they can come to."

A few blocks from Prospect Park, and surround-

ed by freshly painted bike lanes, the 3,000-square-foot store serves the community's growing commuter and recreational rider crowd. Libby McComb and Emily Samstag co-manage the store,



Managers of the Brooklyn store, Libby McComb and Emily Samstag

where a third of the 13 employees are women—something that has helped it connect with female consumers.

McComb, who worked at Bicycle Habitat's SoHo store in Manhattan for nine years before moving over to the new location, said that from the onset they aimed to be an all-around shop. The Brooklyn shop carries some of the same brands as SoHo—Trek and Specialized are its main suppliers—but it sprinkles in more utility product like Yuba cargo bikes. It also sells more kids' bikes.

Well-merchandised and with visible signage throughout, it's not intimidating for the first-time shopper. Another way it feeds interest: One of its service stands is in the front of the store where walkers by can see how a bike is repaired.

Like other New York City retailers, McCorkell said sales this year started strong with double-digit increases in January, February, March and through part of April. Sales were so robust that he began looking for additional storage space to stockpile more bikes as manufacturers predicted running out of 2012 models before the 2013 bikes would arrive.

"But then it slowed down, like someone just turned off a switch," he said, adding that erratic weather and growing unemployment in New York probably are to blame. "If the downturn didn't happen, we would have taken an ex-



Bicycle Habitat

EMPLOYEES: 13-14 at Brooklyn store; 35 at Manhattan location

SHOP FLOOR SPACE: 3,000 square feet in Brooklyn; 5,500 square feet in Manhattan

YEARS IN BUSINESS: Brooklyn store, one year; Manhattan, 34

EMPHASIS: Brooklyn store: commuters, recreational road; Manhattan: higher-end road, mountain as well as commuter bikes and service

MAIN BRANDS: Trek, Specialized

tra storage facility. I thought in March we were going to see high double-digit growth for the year, but now in July I'm hoping we don't lose sales and end up down for the year."

McCorkell said his SoHo location—split into two different storefronts on Lafayette Street—is the biggest footprint for bikes in Manhattan. "At any given time we have 800 to 1,100 bikes in stock. So the chance of finding what you want is high." —Lynette Carpiet

E-bike dealer harnesses power of social media

Devoted to electric and folding bikes—as well as electric folding bikes and kick scooters—NYCeWheels is all about arming its customers with information.

The shop on Manhattan's Upper East Side creates its own product description pamphlets covering its major bike models for customers to come in and browse. And its website lets visitors build their own custom folders from Brompton,

NYCeWheels' most popular brand, and is rich with detailed product descriptions and video bike reviews produced by the staff and founder/owner Bert Cebular—who pilots a remote-controlled helicopter outfitted with an HD camera.

As web content and marketing manager, Peter Yuskas oversees NYCeWheels' myriad social media initiatives, which include keeping up with daily commenting on such sites as Facebook,

Pinterest, Google+ and Twitter; maintaining five product- or keyword-specific blogs on e-bikes, folding bikes and kick scooters; and refreshing content on the shop's YouTube channel, which boasts 86 videos, just under 2,000 subscribers and 1.9 million channel views.

All this is aimed at building strong word-of-mouth and fostering well-informed customers who know exactly what they want when they visit NYCeWheels' narrow, 250-square-foot showroom. "Pretty much everyone has been on our website and comes in totally educated. They do their final test drive and we get them on their way in about 30 minutes," Cebular said.

But the majority of NYCeWheels' business—about 60 percent—is done online, with as many as 30 bikes going out the door each day. E-bikes are heavy and costly to ship, but the shop maintains a flat shipping rate of \$150 no matter the U.S. destination.

"Most of the bikes are pretty high-profit, so if we lose a little on shipping it's not a big deal," Yuskas said.

Cebular's interest in e-bikes stems from his time working as a contractor in the city. He used an electric scooter to go to different job sites, and soon, through research on electric transportation, hit upon bikes with electric assist.

He began selling electric and folding



NYCeWheels' narrow showroom has space for only 25 to 30 bikes.



NYCeWheels

EMPLOYEES: Nine

SHOP FLOOR SPACE: 250 square feet

YEARS IN BUSINESS: 11

EMPHASIS: Electric and folding bikes, kick scooters

MAIN BRANDS: Brompton, Dahon, Tern

bikes as a sideline business out of his office—NYCeWheels' current location—one week before 9/11. Business was slow to take off, but Cebular still did almost \$500,000 in sales his first year. Since that time, he has seen 30 to 50 percent growth year after year, now topping \$4 million in annual sales.

But more important, he hopes to get people to rethink their mode of daily transportation.

"I just think it's the perfect combo—electric and bikes," said Cebular. "It could get so many people out of their cars. And it's starting to catch on."

—Toby Hill

After humble start, retailer goes on a growth tear

No two ways about it: Spokesman Cycles' store near New York's Union Square is filled to the gills.

The fourth of five locations—No. 1, an existing shop purchased in 2004, is a block away, now a storage and service satellite for its younger brother—owner Carlos Dall'Orso's store is an absolute riot of bikes and gear.

Helmets by a multitude of brands including Giro, Bern, Uvex, Nutcase and Vigor rise to the vaulted ceiling. Bikes from primary performance supplier Cannondale as well as Bianchi, Jamis, KHS, Cinelli and Advanced Sports International's Fuji Bikes, SE Racing and Breezer loft from racks. At the store's center, they form a walk-through corridor of dangling wheels that customers—at least those more vertically inclined—need to duck through to keep from smacking their head.

"I do the buying, and I ride, so I know what works well. So I'll give my customers what they need, but it may not be the most popular brand," said Dall'Orso.

"We don't just stick to what everybody has. That would kill our personality."

The comprehensive selection of locks, bells, fenders, racks and bags—

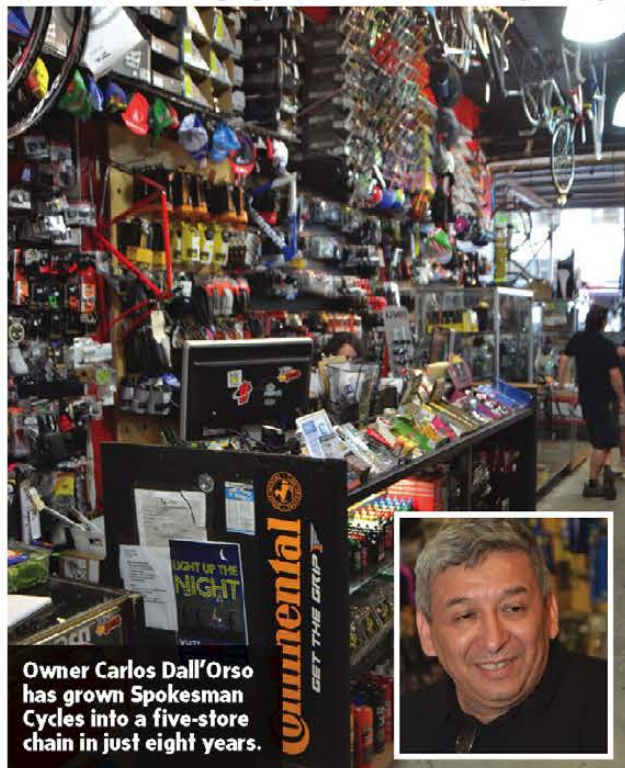
including high-volume and waterproof storage for restaurant delivery cyclists—speaks to Spokesman's NYC credentials.

In the original shop nearby, new bikes and repair jobs are crammed in cheek to jowl on the damaged wood floor awaiting transfer to the newer location. Dall'Orso is the first to admit the older shop isn't much to look at, but it still serves a valuable function. "The little shop paid for all the growth we've had. It's ugly, and it's dirty, but it works," he said.

In just eight years, Spokesman has grown to five stores, including a 6,000-square-foot location in Queens that does a strong business in family and BMX bikes due

to its residential location.

Ideally, Dall'Orso would like to own all his stores, rather than leasing, but property owners are holding on tight.



Owner Carlos Dall'Orso has grown Spokesman Cycles into a five-store chain in just eight years.



"We'd love to buy, but no one will sell to us," he said.

Spokesman's business breaks down to roughly 40 percent P&A, 40 percent service and 20 percent bike sales.

Repair service is a particular source of pride for Spokesman's affable Peruborn, Brooklyn-raised proprietor, a former road racer and bike messenger with 32 years in the bike business.

"We'll work on anybody's bicycle. The lady who bought her three-speeder 30 years ago, we'll open it up and take care of it," said Dall'Orso. "We'll take the bikes no one else knows how to work on." —Toby Hill



Spokesman Cycles

EMPLOYEES: 25-30

SHOP FLOOR SPACE: 11,600 square feet (among five locations)

YEARS IN BUSINESS: Eight

EMPHASIS: Full-service shop

MAIN BRANDS: Cannondale, Jamis, Fuji

NEW YORK DEALER TOUR 2012

New Jersey road shop serves NYC bridge crowd

Strictly Bicycles is a destination store—or perhaps more accurately, a rest stop store.

The Fort Lee, New Jersey, shop is just across the George Washington Bridge from Manhattan, along a busy route for weekend road riders, and owners Nelson and Joanna Gutierrez have made the best of the location since they moved there four years ago. The shop had been running in a more off-the-beaten path

location in Fort Lee for about 16 years prior to the move.

Now the shop stocks and sells a huge volume of bikes, mostly higher-end road models, from Specialized, Giant, Cannondale, Cervélo, Pinarello and others. Nelson Gutierrez hinted that the shop may pick up another major brand this fall.

Gutierrez also keeps a sizable inventory of high-end wheels on display, with hoops from Lightweight, Zipp, Easton and more.

But the store focuses on making a good chunk of its sales from high-margin parts and accessories, including items that visiting riders can take with them, like nutritionals and sunglasses. The shop has men's and women's restrooms, and the path from the front door to the restrooms is lined with a wide variety of riding food and sunglass displays.

About 65 percent of the store's revenue comes from bike sales, with 20 percent from parts and accessories and the rest from service. Gutierrez would like to see bikes account for about half of sales.

The owners make every effort to welcome cyclists into the store. They have tables, chairs and bike racks outside, a

coffee bar inside. They will even drive out to pick up riders stranded with a mechanical problem, at no charge.

"We gave the New Yorkers a place to hang out, a place to come congregate," he said. In fact before the store opened, many riders regrouped and met under a nearby overpass, to the dismay of local police. Not surprisingly, the police de-

partment supported Gutierrez's successful petition to change the new location's zoning from residential to retail.

Their new location has about 3,000 square feet of retail space on two levels. Storage is in the basement and in storage units out back. Plans are to put on an addition in coming years that will feature an open service area with granite floors and counters, giving the shop a "Porsche, Ferrari atmosphere," Gutierrez said. —Steve Frothingham

**Strictly Bicycles****EMPLOYEES:** Eight full time**SHOP FLOOR SPACE:** 3,000 square feet**YEARS IN BUSINESS:** 18; current location since 2009**FOCUS:** High-end road**MAIN BRANDS:** Specialized, Cannondale, Giant

A comfortable patio with cold drinks greets cyclists stopping by Nelson Gutierrez's Strictly Bicycles in Fort Lee, New Jersey.

Longtime Brooklyn shop repositions for future

It's no secret that New York City—and Brooklyn in particular—has seen an explosion of bike shops lately.

Eight new shops have opened in the borough during the past year, R&A Cycles' Albert Cabbad noted, and he doesn't think it's been good for the market. "I think we're a little bit full of bike shops and diluted, and it's causing discounting issues," said Cabbad, son of R&A found-

er and owner Philip Cabbad. "Just to gain the customer, they'll make that 10 bucks or so, but it's bad for the industry."

Not that R&A, a 36-year-old shop in Brooklyn's Park Slope neighborhood, is straining under the new competition. It's been a flat 2012 so far, Cabbad noted, but that's almost by design.

"This year has been kind of awkward. We took big steps back to change

our way going forward. ... But I'm content; I'm fine. I'm having a good year," he said.

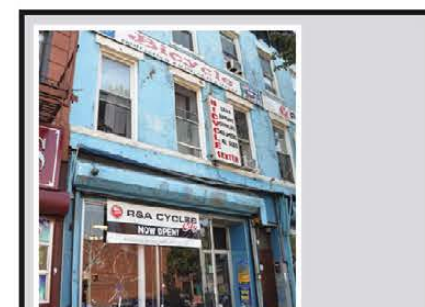
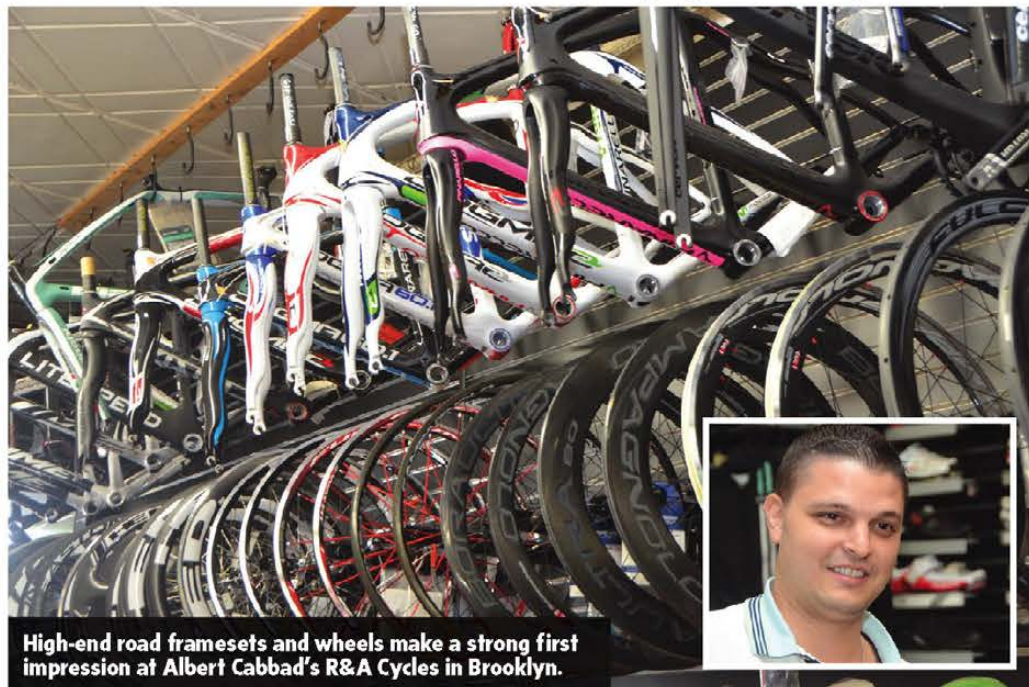
R&A, an early adopter of e-commerce that has become a major online seller, is bringing to fruition two key projects aimed at boosting its fortunes in the long term: an overhaul of its website—the initial stage of which launched last month—and the consolidation of

its myriad storage spaces into one warehouse as large as 20,000 square feet to centralize its massive inventory and streamline processing of web orders.

"You see this shop the way it is," Cabbad says of R&A's 5,000-square-foot sales floor, "I could fill five of these."

Cabbad declined to detail R&A's online/brick-and-mortar split, but acknowledged that web sales account for the majority of business.

At the brick-and-mortar store, Cabbad refreshes product displays every three months, and separate rooms segment product for high-end

**R&A Cycles****EMPLOYEES:** Eight**SHOP FLOOR SPACE:** 5,000 square feet**YEARS IN BUSINESS:** 36**EMPHASIS:** Full-service shop and online seller**MAIN BRANDS:** Cervélo, Colnago, Pinarello

High-end road framesets and wheels make a strong first impression at Albert Cabbad's R&A Cycles in Brooklyn.

road bikes, tri gear and family bikes.

Walking through the front door, customers are met by an overhead display of no fewer than 150 ultra-high-end road frames from the likes of Pinarello, Colnago, Time, Look and De Rosa, speaking to R&A's strong trade in high-zoot custom-spec'd rigs.

A room displaying family bikes has its own street entrance to eliminate the intimidation factor for non-enthusiasts. Pointing out R&A's variety of hybrid, kids' and flat-bar road bikes, Cabbad commented: "No one is buying a \$10,000 bike without owning one of these first." —Toby Hill

High-end shop serves Big Apple's tri community

With two major triathlons—the New York City Triathlon and the inaugural Ironman U.S. Championship—drawing more than 5,000 participants this year, and a number of smaller races and events, Swim Bike Run NYC has a captive audience ready to stock up on supplies and peruse the latest gear.

Christophe Vandaele, an avid cyclist who began riding bikes in his home country of Belgium when he was 8 years old, purchased the business in 2003 as part of a private investment buyout. His

company, HI7E, buys distressed businesses and nurses them back to health.

As soon as he bought it, he moved the store to its current location on 58th Street, just a block from Central Park, a popular training ground not only for cyclists and triathletes but runners. “The best loop in New York is a 6-mile loop in the park,” he said. “There are hundreds of people cycling there between 5 and 7 a.m. every day.”

He also put in an endless pool. Two full-time coaches teach swimming classes seven days a week. “On occasion people also want to rent pool time, and when the pool is free, customers can test wetsuits to simplify their buying decision,” he said, adding that it was a worthy long-term investment.

His product selection skews to the higher end, with his lowest-priced bike retailing for \$2,300. Bike apparel brands include Assos and Castelli. “We try to focus on quality gear. Most of our customers work in finance and their lifestyle is high quality—from what they do to what they drive, wear, etc.,” he said. This approach also applies to coaching, with top athletes in each sport leading the store's coaching services.

And while his store carries everything from Speedo swim goggles and caps to Tyr wetsuits and swimsuits to Zoot and Asics running shoes and the

latest tri and road bikes from Trek and Cervélo, Vandaele is quick to point out that his store isn't just a triathlon shop.

“We sell running, biking and swimming as separate sports, equally,” he said. “Swimming, biking and running are way bigger individually than triathlon is alone.”

Last fall, the store underwent a name change from SBR Multisports to Swim Bike Run NYC to better distinguish the three distinct product and customer segments. “We noticed faster growth in the

running and swimming categories and the slight name change helped boost that growth,” Vandaele said.

Sales so far this year are up single digits as far as percentages, Vandaele said, adding that his store sells to many international and American tourists in town to check out the sights. His store offers a “Fly and Buy” deal, where it gives customers a rebate for travel expenses up to 10 percent of their bike purchase. “It's popular with out-of-state customers who are looking for a great deal, great bike fit and want to enjoy the city for the weekend,” Vandaele said.

—Lynette Carpiet



Swim Bike Run NYC

EMPLOYEES: 15 full time

SHOP FLOOR SPACE: 3,200 square feet

YEARS IN BUSINESS: Nine under current owner; open eight months before ownership change

EMPHASIS: Road and tri bikes, swimming and running product

MAIN BRANDS: Cervélo, Trek



Belgian-born cyclist Christophe Vandaele bought Swim Bike Run NYC in 2003.

Shop expands in partnership with longtime brand

When the building next to Roy's Sheepshead Bicycle Shop became available, owner Allen Trepel knew he wanted to do more than just expand; he wanted to do something truly special at his shop in Brooklyn's Sheepshead Bay neighborhood.

Trepel was already a top Cannondale dealer, doing more than \$1 million of business annually with the company,

so he reached out to the folks in Bethel, Connecticut, about giving the brand its own exclusive shop.

“They're in there right now resituating everything where they feel it will be better for the grand opening,” Trepel said the week before the Aug. 2 event, featuring mountain bike legend and longtime Cannondale rider Tinker Juarez.

The 1,500-square-foot Cannondale

space, with its own separate cash wrap and street-front display window, features subtle branding, sleek fixtures provided by Cannondale's merchandising team, and a layout that puts more products and accessories in reach of customers, rather than sitting behind a counter.

Trepel soft-opened the shop early this summer, and it didn't take long to see results. “It's unbelievable. Clothing sales have doubled, tripled,” he said. “People just enjoy going in there to get their clothing. It's easy money.”

A Cannondale dealer off and on since 1986, Trepel sees the new space as just the start of a closer partnership with the brand. “We're gonna have to go deeper. This is just the beginning, I have the feeling. You've got to get your feet wet first, and that's what we're doing right now—getting our feet wet. They will really bend over backward for us.”

Next door in Roy's Sheepshead's 5,500-square-foot main showroom, a handful of Cannondales remain sprinkled among the broad selection of brands that includes Trek, Giant, Raleigh, Felt, Bianchi, Santa Cruz, Fuji, Lynskey, Orbea and Pivot.

Next up for special treatment: Specialized, to which Trepel will dedicate



Roy's Sheepshead Bicycle Shop

EMPLOYEES: 10

SHOP FLOOR SPACE: 6,500

YEARS IN BUSINESS: 81 (current ownership since 1977)

EMPHASIS: Road, mountain, family

MAIN BRANDS: Cannondale, Specialized, Trek, Giant, Raleigh, Felt

his entire back sales room. “We'll arrange everything so our best manufacturers get their due,” he said.

After an exceptional first quarter—“I had so much business in January, February and March that I was busting,” said Trepel—sales have slowed a bit as New York City slogs through an especially hot and humid summer. But Trepel expects his new Cannondale shop to help make up lost ground.

“We're selling so many SuperSixes and Synapses. We've got 'em in stock, we've got 'em well priced—that adds up to success,” he said. —Toby Hill



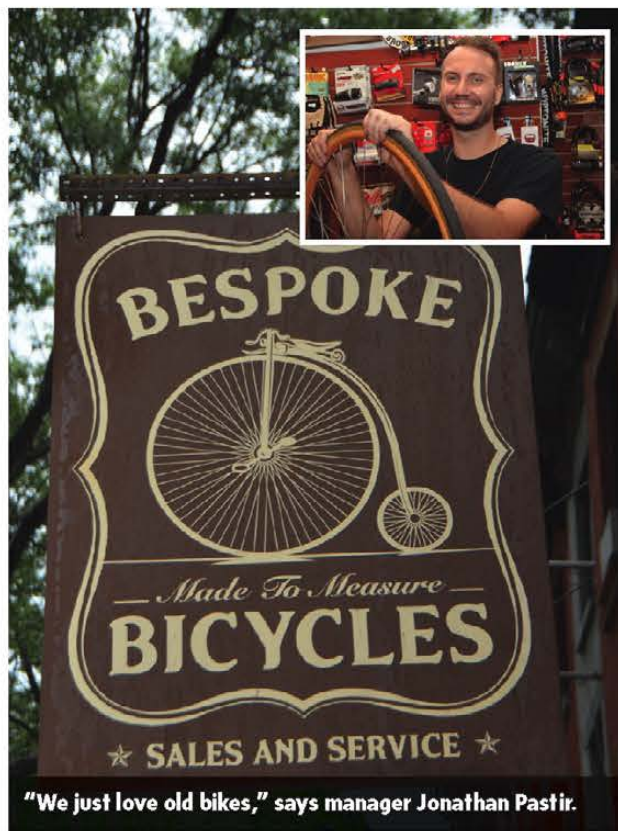
Owner Allen Trepel took over 81-year-old Roy's Sheepshead Bicycle Shop in 1977.

Brooklyn custom shop carves cozy niche with classic steel rigs

Bespoke lives up to its punning name, specializing in putting together custom bikes starting with frames from Velo Orange, Rawland, Soma and others. The tiny shop in Brooklyn's trendy Fort Greene area favors porteur- and randonneur-style bikes, with lugged frames, leather saddles and hammered aluminum fenders.

The 300-square foot showroom is outfitted with antique wood and glass displays, leather saddles and polished aluminum and steel widgets. It feels a bit like a gentleman's library, minus the crackling fireplace and sleeping Mastiff.

Cassidy Vare, a longtime employee at the nearby Bicycle Habitat store, opened Bespoke about three years ago. Aside from the custom bikes, the store sells a few complete bikes for Raleigh, including the Clubman, a steel touring bike that looks at home in Bespoke. Early on, the store sold a few more lower-priced bikes, but a plethora



"We just love old bikes," says manager Jonathan Pastir.

of new store openings in Brooklyn has softened sales of sub-\$500 bikes, pushing Bespoke to focus more on its niche, said manager Jonathan Pastir.

The shop's favored bike breeds are growing trendy with the neighborhood's young professionals, some of whom are moving on from a fixie to something more practical but equally stylish, Pastir said. Many customers keep a fixie for commuting but build a custom randonneur bike for long weekend jaunts, he said.

"They are people who understand bike history and appreciate classic bikes," he said. Many work in fashion or graphic arts. "They want to specify every part and they don't care if it costs \$4,000," he said.

The shop also does restorations and conversions of older bikes into more stylish and practical randonneur bikes.

Bespoke's tiny showroom doesn't allow for a clothing display other than a handful of rain jackets. Service is done in the basement, and the staircase is so narrow that bikes are lowered through a hole in the floor with a pulley system.

"We just love old bikes—old, beautiful, steel, comfortable bikes," Pastir said. —Steve Frothingham



Bespoke Bicycles

EMPLOYEES: Four full-time

SHOP FLOOR SPACE: 300 square feet

YEARS IN BUSINESS: Three and a half

EMPHASIS: Custom randonneur- and porteur-style bikes

MAIN BRANDS: Raleigh, Soma, Rawland, Velo Orange

Keeping tourists, locals rolling in Hell's Kitchen

Metro Midtown is one of seven locations owned by Jim and Bob Denison. Six of their stores are in Manhattan and the seventh is in New Rochelle, New York. The chain claims to be the largest full-service bike dealer in New York.

The chain began in 1969 with one store in the East Village. The bright and sunny Midtown location has been open since 1982. Metro Midtown is in Hell's Kitchen, a busy area between Central Park and Times Square, where tourists cross paths with local residents, entertainment executives and service employees.

During the BRAIN Dealer Tour, Pat Cunnane, president and CEO of Advanced Sports International, said the Midtown store is "an iconic store in the city."

Contributing to

the location's iconic status is the giant mural of two happy cyclists on the building's yellow exterior wall. The two-story painting, now peeling, is by the French artist Jean-Jacques Sempé and was com-

missioned in 1985. Sempé is best known in the U.S. for his many *New Yorker* magazine covers and cartoons.

The store attracts tourists looking for rentals—both hybrids to cruise the park and higher-end models that some bike-enthusiast visitors choose.

"We have a huge spectrum of customers. It's a fun market here," said assistant manager Steve Schoenborn.

"People come here from all over the world and want to ride bikes on vacation. We have people coming in from South America," Schoenborn said. The store has about a dozen rentals, including hybrids and some Trek carbon road bikes.

Midtown also sells and services a lot of commuter bikes, including folding bikes, and works on bikes belonging to restaurant deliverymen and messengers. The store even has some BMX and

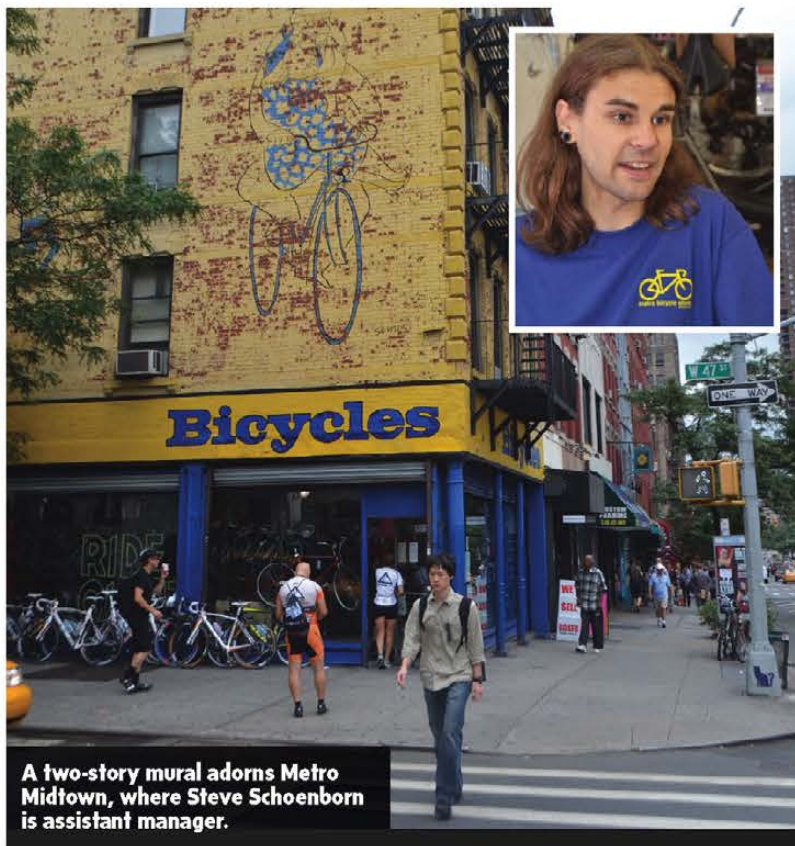
kids' bikes, but much of the sales floor is devoted to hybrids and commuters.

"We do everything from folding bikes to Madones to 29ers. Bicycles just make so much sense here. Cars don't make much sense," Schoenborn said.

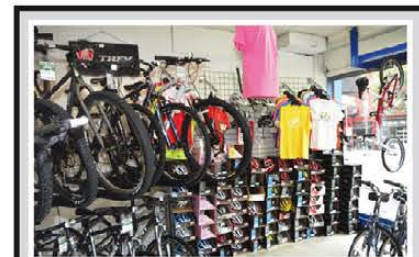
Midtown, like other Metro locations, offers workshops on bike maintenance and bike commuting skills. Wald baskets are big sellers for grocery getters, and "we sell tons of locks—unfortunately, that's the nature of things around here," Schoenborn said.

Cycling jerseys emblazoned with Yankees and Mets logos are a hit with tourists, while commuters and enthusiasts are offered a selection of clothing from Pearl Izumi and other suppliers.

—Steve Frothingham



A two-story mural adorns Metro Midtown, where Steve Schoenborn is assistant manager.



Metro Midtown

EMPLOYEES: Six full-time

SHOP FLOOR SPACE: 2,500 square feet

YEARS IN BUSINESS: 43

FOCUS: Midpriced convenience for neighbors and tourists

MAIN BRANDS: Trek, Giant, Raleigh, Fuji, Dahon, GT BMX

Couple builds up neighborhood shop in Harlem

Its name brings to mind the 1960s TV series, but MODSquad Cycles is derived from the first initials of the names of its owners—husband and wife Oyé Carr and Danielle Tully—and their two children, 9-year-old Sekai, and 6-year-old Mahdia.

Tully and Carr opened the shop in November 2008 in South Harlem. Tully was a practicing civil and human rights lawyer before deciding to manage the shop full time a few months ago. Her husband, who holds a doctorate in modern comparative African politics, worked at Ace Wheelworks in Somerville, Massachusetts, during summers and weekends while getting his degree. He's currently living in Germany, working on contract for the U.S. Africa Command. But, Tully said, he remains involved in the management of the store through online chat and email.

"We always thought this would be a second career once our kids were all grown up," Tully said.

But that plan picked up speed during a fateful ride in the Berkshires. Carr recounted his frustration at not having a bike shop near them in Harlem when they needed a 12-inch replacement tube for their son's bike.

"We quickly started discussing opening up our own shop," said Tully. "Realizing that Harlem had no bike shop, we said, 'Why not us?' It was earlier than we intended but we ended up being in the right place at the right time. Within six



A lawyer before opening shop in 2008, Danielle Tully co-manages the business with husband Oyé Carr.

months, MODSquad was open for business."

Carr and Tully cater to all types of cyclists, but many of their customers are families and kids. MODSquad's bread and butter lies in commuter and urban bikes in the \$500 to \$800 range, as well as commuting accessories. And its accessory selection—Basil bags, colorful Nutcase and Bern helmets, DZR shoes, Reload bags and Bobike child carriers—is a reflection of the interests of its staff as well as the owners.

"It's either something I see that I like

or something my employees see that they like. It's the stuff that we all think is cool and fits the right price points and works well," Tully said. "Oyé and I really invite feedback about what we should carry. We try to take the collective temperature."

Tully put her touch on the store's interior—with warm colors, pegboards she and her dad built and a small track painted on the showroom floor.

Despite launching the business at the start of the recession, Tully said the shop has seen sales grow every year.



MODSquad Cycles

EMPLOYEES: Seven full and part time
SHOP FLOOR SPACE: 1,200 square feet
YEARS IN BUSINESS: Four in November
EMPHASIS: Full-service bike shop (everything except for mountain bikes)
MAIN BRANDS: Fuji and Felt (also carries Orbea, Masi, Kona, Haro and Ritte)

And competition is heating up with new shops opening up in Harlem. "In terms of real estate, this area has become incredibly hot," she said.

MODSquad Cycles stayed busy this past winter with exceptionally strong sales in February and March, typically a slower time of year when staffing thins and focus is put on cleaning up storage and building bikes. This year, customers were purchasing new bikes as well as bringing in older bikes for tune-ups and repairs.

"It was a good shock, but a shock," Tully said. "My mechanics were tired. March was insane."

In mid-July, as a heat wave rolled in, new bike sales slowed a bit, but service was still going strong. —Lynette Carpiet

Broadway shop complements chain's higher-end brethren

Gotham Bikes is in lower Manhattan, not far from City Hall. It's one of three stores owned by David Nazaroff and Louie Viera. The other two are the Toga! shops on the Westside and in Nyack, New York. The chain has been in business more than 30 years.

Gotham is in a redbrick building on Broadway that gives the interior the atmosphere of a candlelit Italian restaurant. Autographed race jerseys on the walls attest to its high-end road focus.

Gotham offers a selection of top road bikes from Specialized, Cannondale and Giant, as well as a wide array of shoes and clothing. But store manager Jose Ledesma said the location's high-end inventory pales in comparison to the Westside Toga! store.

The Toga! locations cater to high-end roadies and triathletes, and offer BG and Retül bike fitting services, spinning classes and even yoga and core training classes at the Nyack store.

By comparison, "We do mostly hybrids" at Gotham, Ledesma said. "We are about 70 percent Specialized. We've sold some of the Specialized with [Shimano]

Di2, but we don't do nearly as much high-end here as at the Westside store."

Ledesma started with Gotham under its original owner in 1997, and he's one of the chain's longest-standing employees. He still retains his love for high-end road bikes, including his own beloved 1990s-era Merlin, which he keeps up to

date with new parts and wheels.

Similar to Midtown Metro, Gotham services a wide variety of customers but tends toward the higher end than Metro. Gotham is close to the financial district and the pricey Tribeca neighborhood, so it can sell the occasional \$10,000 road bike.



Specialized bikes feature prominently at this retail store near the financial district.



Gotham Bikes

EMPLOYEES: 10 full time
SHOP SALES FLOOR: 2,800 square feet
YEARS IN BUSINESS: 43
EMPHASIS: High-end road, but full-service shop as well
MAIN BRANDS: Specialized, Giant, Cannondale

But the neighborhood also has plenty of residents looking for hybrids and service, too. "We get all kinds of customers. There are a lot of people who live in this area who are looking for kids' bikes and hybrids and we even get some of the delivery guys in when they need service," Ledesma said. —Steve Frothingham

Fashion meets function at Manhattan boutique

Adeline Adeline, a destination shop in Manhattan's ritzy Tribeca neighborhood, mixes art, fashion and cycling and showcases owner Julie Hirschfeld's former life as a graphic designer.

Glass jars are filled with bells of all sizes and wicker baskets hold chain covers and helmet bows. It's all in the details here—down to the product tags Hirschfeld designed herself featuring the store's name instead of the product name and barcode.

Instead of racking bikes by the dozens, she displays only a handful of retro-inspired city bikes on brightly lit pedestals. It's just a sampling of what she sells, with most bikes and accessories hidden in a downstairs basement and off-site warehouse. "We deal with a lot of new riders, and having a lot of choice is intimidating," she said.

Hirschfeld opened up Adeline Adeline—named after her two grandmothers—two years ago to appeal to non-cyclists. As such, the emphasis is on lifestyle rather than performance. She leaves the road, mountain, BMX, 'cross, and other bike categories to other New York City shops. And, as far as apparel or shoes go, "I don't believe in apparel for biking. I want to make it as easy as possible for people to ride—so it comes down to a bike, helmet and lock," she said.

Hirschfeld scouted out European bike brands that most New Yorkers probably

have never heard of, including British makers Pashley, Brompton and Bobbin, Dutch brand WorkCycles, and German brand Retrovelo. "I like their functionality," she said. "They're designed for city riding."

But American brand Linus, whose designs are inspired by French bicycle design from the '50s and '60s, is her best-selling line—not surprising since they offer the styling and look at a fraction of the cost of the Euro equivalents. Most of her European-bred bikes go for more than \$1,000. But she says her customers hardly flinch at the price tag.

"Our most expensive bikes top out at under \$2,000," she said. "The only bikes for \$3,000 are the large Bakfiets and Christiania cargo models. If you consider that all of our bikes come with internal hubs and fenders, it's actually quite reasonable, and compared to a road bike they're downright cheap."

She also has brought in several European accessories, including Bookman Lights from Sweden, Sogreni bike bells in steel, copper and brass from Copenhagen and Yakkay helmets, which look like regular, everyday hats, also from



Owner Julie Hirschfeld carries European city bikes like this Pashley Guv'nor and fashionable accessories.

Denmark.

Last year Hirschfeld partnered with Kate Spade New York on a line of bikes and handbags bearing the brand that were sold only at Kate Spade retail stores and her shop. She sourced the bikes from Italian bike brand Abici. "We still get people calling about the bikes," she said. "I don't have the final numbers, but we produced around 100 of them and



Adeline Adeline

EMPLOYEES: Eight, but varies depending on time of year

SHOP FLOOR SPACE: 1,300 square feet

YEARS IN BUSINESS: Two

EMPHASIS: City bikes for transportation

MAIN BRAND: Linus, but also carries close to a dozen European bike brands

there are only a few left."

Adeline Adeline is among an emerging new breed of retailers that emphasize not only the functional but also the fashionable aspect of riding a bike. And Hirschfeld's approach has struck a chord with women, who comprise as much as 70 percent of her customer base.

She admits it's been a rollercoaster to get up to speed on the technical aspects of bikes and the intricacies of running a retail store, but she says her boutique, which broke even in its first year, is turning a profit. Her untraditional business model has not gone unnoticed by local and national media, with write-ups in fashion magazines and blogs as well as *The New York Times* and *The Wall Street Journal*. —Lynette Carpiet

NYC rep makes sales calls on vintage steel bike

Harry Schwartzman doesn't own a car or have a driver's license. That isn't unusual for the average New Yorker, but it is for a traveling outside sales rep.

But Schwartzman, who lives in Brooklyn, says he's able to pull it off. A rep for Sport Tech Sales Group since last November, his territory is metro New York, which includes all five boroughs and the environs. He reps Easton-Bell Sports' Giro, Blackburn, Bell and Easton brands, PowerBar, Yakima and GoPro.

Intimately familiar with all the city shops and the bike routes best suited for a group of 16 riders, Schwartzman served as the guide for all three days of the New York Dealer Tour. Zipping through lanes, squeezing in between delivery trucks and taxis, his riding style resembles that of a bike messenger.

"It's one of the nice things about being in New York," he said during a break at Strictly Bicycles, a shop in Fort Lee, New Jersey. "There are ways I can get around either with public transit or a combination of transit and bike."

The biggest downside is that he can't take a full sample set of the product lines he reps. Many times he shows up wearing

helmets or shoes or carrying samples in a backpack. And, he admits, retailers at first are a bit unsettled when they see him arrive on a bike. "They're like, 'You're the rep?'" Schwartzman said.

But in a city where it can easily take an hour or two to drive 10 miles, Schwartzman said riding or even walking to visit his accounts is far more efficient. "In Brooklyn I see eight stores in a day and I can walk to all of them," he said.

Plus, he noted, driving in the Big Apple proves too costly for many New Yorkers when you factor in insurance, fuel and parking.

Schwartzman calls on about 120 storefronts, said Vince Criscenzo, partner of Sport Tech Sales Group, the rep agency with offices in New Jersey.

"I've been in the rep business for 20 years now and I never came across somebody who didn't have a car," he said. "I certainly knew you could be efficient in New York using a bike, but not as your only method of transportation. He definitely had to convince me that he could make this work and there wouldn't be serious limitations on what he could do. But I have to say that for the most part, it has panned out pretty well."

Criscenzo said that if he's able to see three stores during the course of the day when he drives into the city from New Jersey, he deems it a success. "By the time I fight the traffic to get in, find a place to park, schlep my stuff from the car to the dealer—sometimes many blocks away—it takes forever," he said. "There's been times when [Schwartzman's] finished visiting with the dealer by the time I get there."

Criscenzo did ask Schwartzman to get a license for when they are traveling outside of the New York area at other events and need him to take care of a last-minute errand or an emergency that requires a car. And Schwartzman is coming around to the idea that a driver's license could come in handy.

Schwartzman, 35, was born and raised in New York City and held stints at several bike shops growing up. Before joining Sport Tech, he worked in the inside sales department at custom apparel maker Champion System, headquartered in Brooklyn. He would walk to work every day.

Now he mostly rides a beat-up 1970s steel Windsor touring bike—a single speed outfitted with a front rack, rear



Harry Schwartzman

pannier and toe straps. But it's perfect for an on-the-road salesman.

"I'm not going to ride something fancy," he said. "I have to lock it up on the street and I can't afford to lose my bike. It's my living." —Lynette Carpiet

Continued from DT1

Retailing in NYC

back in 1978, said the number of stores is probably more than the demand—even in such a densely populated city—can sustain.

“There’s going to be some shake-up,” he said. “Something is going to have to give.”

Newcomers find success

Still, newer shops visited during the BRAIN Dealer Tour in mid-July appear to be thriving in tandem with the city’s burgeoning bike culture.

“It used to be you never saw several bikers on the same street much less several bikers stopped at a red light on the same street together,” said Paul White, executive director of Transportation Alternatives, which has lobbied for bike lanes and greenways since the ’70s. “That’s a common sight now. It’s not just the bike messenger renegades on the street. Bike culture has changed and is changing in New York City.”

Despite opening in the midst of the recession, MODSquad Cycles in Harlem has had growth every year since it opened in November 2008, according to owner Danielle Tully. And new commuters and families are a big part of that.

“We’ve definitely felt a change in the city with bike lanes,” she said. “People feeling like they want to do it for the first time.”

“We have seen an increase in the amount of people who want to commute or use their bikes to get to places on weekends. People are putting baskets on bikes or panniers and getting the lights and really using the bikes. Also, people saying, ‘This has been in storage for two years and we want to get back on it.’”

Jonathan Pastir is the manager of three-year-old Bespoke Bicycles, one of several shops that has sprung up in Brooklyn in recent years. He said there’s more interest and awareness of cycling history. The Fort Greene shop has built its business around the neighborhood’s young professionals who appreciate the

feel and style of a custom lugged steel bike, leather saddle and hammered aluminum fenders.

And Julie Hirschfeld, a former graphic designer, has found early success in her lifestyle-focused shop that caters to non-cyclists with stylish and low-tech city bikes. Adeline Adeline broke even in its first year and in its second year has turned a profit.

“I’m excited about where things are going with biking as it continues to gain momentum,” she said, adding that she’s anticipating an even bigger bump once the citywide bike-sharing scheme, CitiBike, launches.

Space, cost are hurdles

The market presents all those who enter with the same set of challenges—high rent, small showroom floors and limited storage. Most storeowners lease their retail space, as buying is either too costly or real estate is simply not available.

“We’d love to buy, but no one will sell to us,” said Carlos Dall’Orso, who leases space for all five of his Spokesman Cycles stores.

McCorkell said his rent has gone up probably 40 times since he opened his SoHo shop in 1978. “When rental rates are high, people aren’t going to sell spaces,” he said. “If retail rent went down again people might be willing to sell.”

Retailers say managing the cost of doing business is difficult with ever tighter margins as the cost of products continues to increase.

“Every inch in New York you’re paying a premium for,” said MODSquad’s Tully. “As a seasonal business the winter is hard. We’re hoping our landlord is forgiving of lease negotiations. That’s definitely a challenge in New York—not being able to get deals like in the Midwest or South, or inexpensive warehouse space.”

With most



Adeline Adeline in Manhattan is turning a profit after just two years in business.

stores under 2,000 square feet, and many under 1,000, show floors and basements are generally packed to the rim with inventory. Basements often house repair stands, service areas and offices.

And retailers get creative to deal with cramped quarters. With a 250-square-foot showroom, NYCeWheels rents backyard patio space from the art gallery next door to house repair stands and store bikes. It also keeps inventory in three separate basements and a warehouse in New Jersey.

Bespoke Bicycles had to develop a pulley system to lower bikes from its 300-square-foot showroom into the basement, where they get serviced. A former taxi service before it was turned into a bike shop, the shop is slightly larger than manager Pastir’s apartment, he noted. “I think we’re the only bike shop with a pulley system with a 40-ton truck-towing hook,” he said.

Adeline Adeline’s Hirschfeld said logistics also are tricky. “Getting large trucks in and out of the city is not easy and we don’t have a loading dock in front



Strictly Bicycles makes the most of its space.

NYC Cycling—by the numbers

- More than 500,000 adult New Yorkers use a bike more than twice a month for exercise or transportation
- 13 percent increase in daily commuter cycling between 2009 and 2010
- More than 250 new bike lanes since 2006 (just over 4 percent of the city’s 6,000 miles)
- More than 200,000 New Yorkers bike every day

Source: Transportation Alternatives/NY DOT

of the store. That said, though, we make do. We try to be efficient with our space and early on got a warehouse outside the city to hold the majority of our stock.”

Still, for the most part, they make it work, and are bullish about their future, even in light of continuing economic uncertainty locally and nationally. —Lynette Carpiet

Mission of survival turns into joyride through city

Manhattan is probably not where most recreational cyclists would choose to take their first-ever bike commute. But, that was me on the last day of BRAIN's Dealer Tour in New York City where I joined my Fuji co-workers to visit bicycle dealers. I had heard of the significant improvement for cyclists in the city and I was eager to learn firsthand about the bike business in NYC.

As we were weaving in between lanes of cars, taxis and buses, I looked up and realized we were in Times Square. I'd assumed that my experience on the rural back roads and trails of Pennsylvania had thickened my skin for the experience ahead. What was I thinking? The look on Pat Cunnane's (president and CEO of Fuji parent Advanced Sports International) face when we arrived at the first traffic light told me that he, too, questioned his idea to have me join this tour. In hindsight, I think going into it without much thought was probably best for us all.

Long story short, I survived—and anyone who's asked, I tell them: It was scary at first and then it was fun. New York has some greenways that provide

safe, uninterrupted lanes for cyclists and connect all parts of the city, shrinking Manhattan down to a manageable size.

And as for the NYC bike business? It reminded me why I love my job. Every day I get to meet people who share one common thread: the business of getting people on bikes. These dealers are passionate about their trade and each has something unique to offer.

In retrospect, Manhattan may not have been the ideal place to learn the way of the streets. But as BRAIN editor Lynette Carpiet said as we crossed the Brooklyn Bridge, "If you can handle Manhattan by bike, you'll be able to handle anything."



—Kaitlyn Phillips, director of marketing, Advanced Sports International

A window into the cycling and retail culture of NYC

Dangerous, daunting and crazy are the words often associated with cycling in the biggest city in the U.S., but they could not be further from the truth. I was lucky enough to spend three days riding around New York City with *Bicycle Retailer* and other industry insiders as we visited numerous shops in Manhattan, Brooklyn and New Jersey.

What was once the dominion of couriers and daredevils has become an urban landscape with everyone from guys in skinny jeans to businessmen in suits riding bikes. This has led to increased traffic in shops, causing many to refurbish, expand or include alternative services like bike rentals. It is incredible to see the number of people riding through the city, which shows the increased popularity of cycling and expansion of bike infrastructure.

Every shop we visited had a different approach to the maintenance category, but one simple message rang true in each shop: the more visible the product, the better it sold. The shops that have taken this message to heart have seen increased sales, and those that utilize POPs have seen vastly increased sales with minimal effort. White Light-

ning offers one of the few consumable products found in bicycle shops, which means that every person who comes through the front door is a potential customer. By offering new and innovative POPs and marketing materials, we do our best to help retailers maximize their sales in our category and turn every potential customer into a repeat customer.

The BRAIN Dealer Tour provided a unique look into the shops and cycling culture in New York City. Every neighborhood shop had something different to offer, but the one thing they all had in common was serving the ever-increasing cycling population that is slowly taking over the city.



—Derek Goltz, marketing coordinator, White Lightning

A new understanding of the Big Apple market

New York City generally isn't on the minds of people when discussing optimal, welcoming, select places to ride a bicycle. I am amazed at how my opinion transformed so quickly while on the *Bicycle Retailer* Dealer Tour through the boroughs of the city. I had visited a number of greater NYC area shops over the years, but never had I actually ridden a bicycle through the streets as the means of getting there. To ride store to store while living and breathing the different flavors of the neighborhoods brought a much greater understanding to the goal of each store, and the greater metro cycling community.

Of course it was great to see Timex products prominently displayed in the stores, but it was equally worthwhile to then learn of the positioning for my products and brand through the eyes of the store employees. Combine that perspective with riding through their neighborhoods and it gave an insight nearly impossible to discern through typical market research. It also explained how so many shops can reside in such close proximity and still carve out individual, vibrant businesses.

Navigation through the city was significantly easier for me on a bicycle. Who knew? While on a bike I never worried about which street I was on, or which direction I was going—something I constantly think about

when on foot or driving. The city is laid out quite well with the greenways and bike lanes, and being in either Central Park or Prospect Park during the nightly "World Championships" was a real treat only rivaled by a spirited ride from 112th to 40th via Seventh Avenue through Times Square ... at 7 at night. It made me feel like I was 20 years younger. Don't try this at home.

The Dealer Tour left me wanting to return to the city soon—to ride my bicycle there on my own, and to continue exploring other neighborhoods and the stores that service them. Through my conversations, observations and sometimes survival of riding the greater NYC metro area, I have a different understanding of the urban cyclist ... and a desire to recommend more people enjoy the areas open to them.



—Jason Tillinghast, product manager advanced technology, Timex

Connecting with dealers and industry from behind bars

Who wouldn't love a trip to New York City to ride your bike, visit bike shops and eat at amazing restaurants? Well, that's exactly what the BRAIN Dealer Tour was. Fantastic scenery, great riding in one of the most amazing cities in the world and, of course, the food ... wonderful.

The visit to NYC's dealers was exactly what we needed to see what a very diverse group likes, uses and appreciates out of a product. With this kind of knowledge, we can move forward with ideas, designs and, of course, final products for the shops and end users. While not visiting all of our dealers during the trip, it allowed us to see what the other brands have to offer as well.

We focused not just on the dealers, though. We had the chance to meet and speak with other industry people and even make some great connec-

tions for the future. Colors, styles, designs—that's what we were able to bring back from industry connections. And that was a fantastic thing to have—connections, ideas, fun.

Those are great things to walk away with from the BRAIN Dealer Tour. It's something all manufacturers should consider being a part of. And honestly, we hope we can be part of it again.



—Michael Musil, U.S. sales manager, Vittoria Cycling Shoes

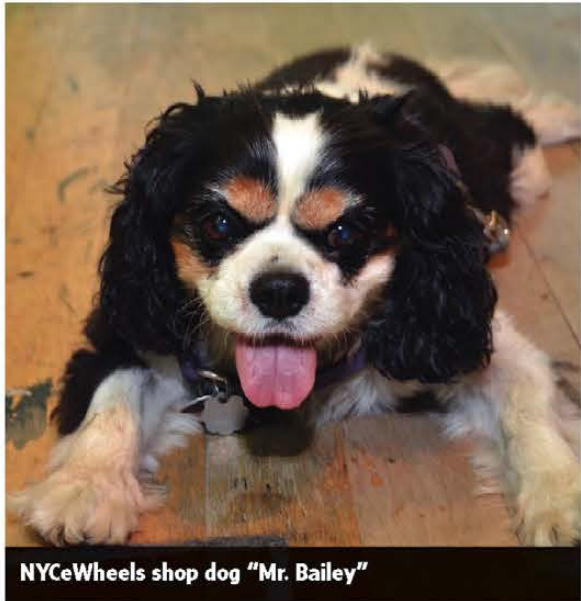
NEW YORK DEALER TOUR 2012



We rode the scenic West Side greenway all the way to Battery Park Promenade.



Web editor Steve Frothingham checks to see if the pay phone works at Roy's Sheepshead Bicycle Shop in Brooklyn.



NYCeWheels shop dog "Mr. Bailey"



ASI's Karen Bliss heads over the Manhattan Bridge during the soggy Wednesday afternoon.



Bells are required by law in New York City, so most retailers stock a wide and colorful selection.



White Lightning's Derek Goltz on the East Side greenway



We stop for a photo op on the George Washington Bridge on our way back from Fort Lee, New Jersey.



How many locks does it take to deter a New York thief?



Tour sponsors Warren Gravely of Giro, Tim Brock of Bikes Belong, Eric Richter of Giro and local rep Harry Schwartzman enjoy a brew at MODSquad Cydes at the end of the first day.

NEW YORK DEALER TOUR 2012



ASI's Kaitlyn Phillips, left, Karen Bliss and Roy Hough ride through Midtown Manhattan.



Taking a spin on Central Park's popular 6-mile loop



Leopold, Swim Bike Run NYC's blind shop dog, has run four full marathons in Central Park.



A drawing of the King of Pop in the service area at MODSquad Cycles



Giro's Warren Gravely maneuvers through Manhattan's traffic-clogged streets.



One of only two flats during our three-day tour on New York's pothole- and debris-laden roads



The crew gets some work done while waiting for pizza at Central Park.

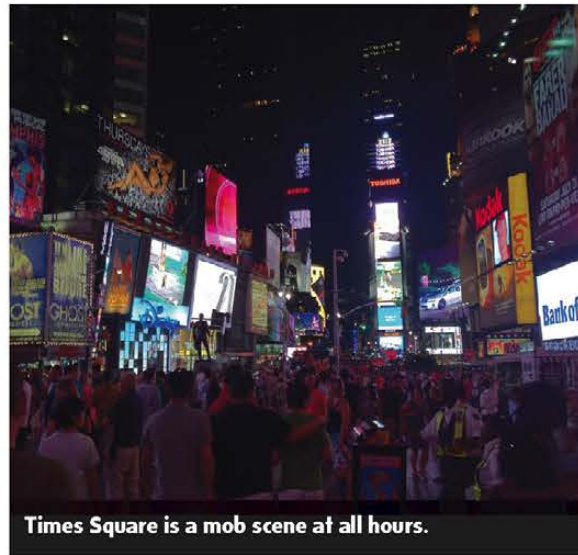


Adeline Adeline found a niche selling European city bikes including cargo models like this one from Dutch brand Bakfiets.

NEW YORK DEALER TOUR 2012



Strictly Bicycles played up Tour fever on roads leading to its Fort Lee, New Jersey, store.



Times Square is a mob scene at all hours.



Bespoke's Jonathan Pastir lowers a bike through the showroom floor to the shop's basement service area.



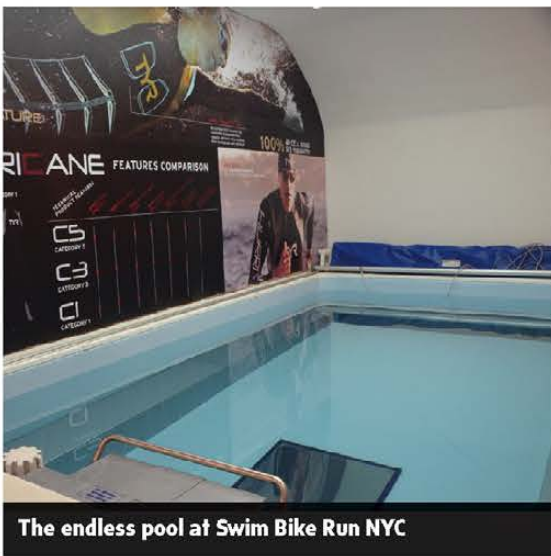
Metro Midtown satiates tourists' appetite for cycling jerseys emblazoned with Yankees and Mets logos.



Roy Hough of ASI enjoys a Nathan's dog on our lunch stop in Coney Island on day two of the Dealer Tour.



ASI president and CEO Pat Cunnane riding along the controversial Prospect Park West bike lanes



The endless pool at Swim Bike Run NYC



Riding back from New Jersey along the Hudson River Greenway, the longest greenway in Manhattan and the most heavily used bikeway in the U.S.



A heat wave in mid-July was good news for this snowcone street vendor.



A creative use of a hub at the tiny Fort Greene shop in Brooklyn