

WHY BUY YOUR NEXT ROAD BIKE FROM CHAIN REACTION?

TREMENDOUS SELECTION. Chain Reaction Bicycles is one of the largest road bike dealers in the country, and has many hundreds of road bikes



available throughout the year. No worries that the bike we're suggesting is what we need to sell, rather than what you'd be best riding.

And, with TREK, Klein & LeMond, we've got all the bases covered. Steel, Aluminum, Carbon-Fiber & Titanium. Classic road bikes, Touring bikes, CycloCross, we have them.

CUSTOMIZED FIT. Every road bike we sell gets the FitKit treatment. We measure foot, inseam, torso, arms & shoulders to come up with not just the right frame size, but also correct positioning for saddle and handlebars. None of this "Stand over the bar and see if you've got clearance" stuff (although that's sometimes used as a very rough starting point). But we don't stop there- we'll check out the results and fine-tune as necessary.

And yes, it's true, we'll often swap out stems at no charge, months after you've purchased the bike from us. Proper fit on a bike is essential to your cycling enjoyment, and we take that very seriously.

GREAT PRICING at Chain Reaction, as our buying power gets us special purchases available nowhere else.

SAVE MORE \$\$\$ because we spend our time & money to make sure your investment pays off! Saving a few dollars on the wrong bike (or from a shop that doesn't go the extra mile that we do) can cost you dearly if it means you don't enjoy riding your bike because it isn't as comfortable as it could be, doesn't run quite right, or simply isn't the right bike for how you ride. The most expensive bike you can buy is the one that sits un-used in the garage.

10% OFF ALL ACCESSORIES purchased with the bike (if they're not already on sale). Computers, apparel, pumps, seat bags, you name it!

5% DONATION OF YOUR PURCHASES towards MS, Team-In-Training, Aids/Lifecycle or one of several other benefit rides. That's 5% of all of your prior-year purchases, including bikes and even sale-priced items! We make the check out to the event, which you give to them as part of your ride pledge.

WE'LL PAY YOU TO RIDE. We'll pay up to \$25 of the entry fee for your first organized cycling event, whether it be a metric century, mountain bike race, or the Tour de Peninsula fun ride. You guys who've ridden the DeathRide 6 times are out of luck; this is only for those who've never participated in an organized event before.

FREE MINOR ADJUSTMENTS in addition to the usual 30-day service. Part of our commitment to keeping your bike on the road is making sure it's ready to ride. Small adjustments can be made very quickly, and your bike will work a whole lot better. At Chain Reaction, those quick adjustments are free, while you wait. Minor brake or gear adjustment, maybe even a touch of wheel truing, and you're on your way. Why? Because want you to be out riding your bike, and when we're touching up your bike, you're buying stuff in the store (selfish motivations are the ones you can count on). Minor adjustments are not tune-ups, and are done while you're in the store; a bike left for pickup at another time doesn't qualify. But...

...we also offer **DISCOUNTED SERVICE** and speedier turnaround on bikes we've sold, so when you bring it in for a major servicing, you're well taken care of.

WSD BIKES FOR WOMEN. We offer the full range of Women Specific Design bikes by TREK & LeMond, including the new carbon-fiber Madone. But it's not enough just to buy a bike designed for women; it still needs to be set up right, and followed up down the road to make sure you're as comfortable and efficient as possible. Our use of the FitKit and our continuing after-sale (no charge) fit consulting is your assurance of the best & most comfortable-riding bike possible!



OUR WEBSITE

www.ChainReaction.com is full of articles we've written on cycling in this area, local issues, how to work on your bike (fixing flat tires etc), mid-life crisis on a bike, detailed info & reviews of carbon-fiber road bikes and many rides we've done, including maps & photos!

OUR KNOWLEDGEABLE STAFF... they're great. It's obvious they know their stuff. But what they know most is **IT'S ALL ABOUT YOU.** It's your dream, it's your bike. They understand that, and whether you ride 12 miles or 120, it's important that it's the most fun 12 or 120 miles you can imagine.

AND THAT CHAIN REACTION DECAL? As long as it's on your bike, it will always be treated like one of our own. Maybe even better!



CHAIN REACTION BICYCLES

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