

Custom Fit

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The best bike on the market is the bicycle that best fits its owner.

Strain and stress from improper fit are the leading causes of injury in cyclists. Proper fit will maximize the enjoyment of any rider on any bike.

You can improve your performance, increase your comfort, and get more satisfaction on every ride by having the professionals at Cycles Unlimited fit you to your bike.

If you are interested in getting a bicycle custom tailored to fit your body, style of riding, and exceed your expectations, OR if you desire to improve your performance on your current bicycle- please schedule an appointment with one of our fit specialists. We enjoy helping others enrich their cycling experience and discover some of the best products available.

Cycles Unlimited provides a variety of custom fitting service for athletes of all ability levels - from pleasure to professional. Fittings are done by appointment. Feel free to enquire with our staff to make a reservation.

A good fitting session involves the following topics:

- Understanding the Biomechanics of Cycling, Body Alignment and proper Cycling Posture
 - Understanding Basic Skeletal and Muscular movement
 - The significance of flexibility in performance and fit
 - The significance of fitness in performance and fit
 - The significance of recognizing and accommodating biomechanical asymmetries in fit
 - Understanding the importance of proper interviewing techniques and gathering an athlete's pertinent injury history
 - Cleat alignment and working with different pedal systems
 - Aftermarket wedge systems for correcting common alignment issues
 - Understanding Triathlon positioning and fundamentals of Aerodynamics
 - How to deal with challenging fits and common physical concerns
 - Bike geometry and design parameters
 - Bicycle design and the effects on bike fit, including specialty fits
- Steps to a custom tailored fit.
- 1. Rider Interview The fitting process begins with a detailed rider interview. Cycling history and goals, comforts and discomforts while riding, general physical lifestyle, and past medical history/injuries are discussed. If appropriate, the rider's likes and dislikes of the current bike can be discussed. The rider can help to define how they would like their new frame to perform in terms of handling, comfort, and drivetrain response.
 - 2. Physical Assessment Next is the general physical assessment. Range of motion, hip and hamstring flexion, leg tracking, and back flexion are all evaluated. Focusing on the rider's physical strengths and limitations enables the Fit Technician to define and guide the fitting process.
 - 3. Size Cycle Experience Using this fully adjustable fitting tool developed by serotta, the Size Cycle fit is a dynamic process that allows for constant feedback between the rider and Fit technician. Using biomechanically optimal landmarks, information from the interview and physical assessment, and feedback from the rider, the Fit Technician can create an efficient, and comfortable riding position.
 - 4. Frame Design & Draft Key numbers from the Size Cycle are sent to Serotta along with detailed information about you, the rider. Frame geometry is defined by the Size Cycle fit and by 15 years of experience from Serotta designers and custom fitting by Cycles Unlimited Owner Ashley Birchfield. The ride characteristics you desire are not only determined by geometry, but by our vast tubing selection as well. Every frame we build is unique in Geometry, tube selection, and finish.
 - 5. Your Fully Custom Dream Bike The custom build doesn't stop after the fit process. Component selection is an

integral part of dealing in the final fit and is part of the enjoyment of building a custom bicycle. After the complete bike is built, the Fit Technician will make final adjustments to the fit, ensuring that the culmination of the process is a bicycle that fits you to exacting specifications.

Existing Fit: \$150.00. The Existing Fit will put you in your best position on your current bike. We carry the best "fit" components in order to get you "dialed on your bike." plan on 1-2 hrs with our Fit Specialist..

Custom Fit: \$150.00. The Custom Fit is for when you are ready to achieve ultimate power and ultimate endurance in total comfort. Using the Serotta Size Cycle we can design a frame geometry that you can pedal and feel the difference of a Custom ride.

Contact Ashley at 417-887-3560 or 1-800-834-056