

## FOR IMMEDIATE RELEASE

### DESPITE THE ECONOMIC CLIMATE NEW ASHEVILLE BICYCLE SHOP THRIVES

ASHEVILLE - Amid dire apocalyptic predictions, rather than hunkering down and waiting for the economy to improve, Kent Cranford, owner of Motion Makers Bicycle Shop in Sylva, opened a new location on Brevard Road in Asheville.

One might think it was a bad idea. To the contrary, Cranford has found that in a down economy with high gas prices, people are rediscovering the joy of a two-wheeled life.

*“The shop in Sylva has been open for 24 years. Asheville is a cycling destination to the world. We had seen double-digit growth and were looking to expand. Asheville had a lot of great neighborhood shops but only one large retailer. With more people excited about cycling, the area needed another store that could offer a large inventory and selection”,* says Cranford from his 5,000 square foot stand-alone store with over 200 bikes on display and double that number in stock.

The double-digit growth is due in part to Cranford’s 30 years of experience in the cycling industry, which has helped him develop a simple yet profitable approach. Typically, a trip to the local bike shop, with its pricey rides and canopy of the hottest cycling gear, can be an intimidating place. While the apron-wearing, muscular-calved staff are knowledgeable, it’s hard to shake the feeling that one has stepped into an urban subculture rather than a store.

Which is why Motion Makers’ arrival was a welcome addition. When you walk in, you will be greeted by several people both male and female that may or may not work there and even by Kent Cranford himself.

*“We are really focused on the customer”,* says Cranford. *“It’s the old cliché, take care of the customer and they will take care of you. Our staff are committed to spending the time that today’s cost-conscious consumer needs”.*

A host of former and aspiring racers, tri-athletes, parents, and casual cyclists, the staff at Motion Makers are dedicated to providing a relaxed and friendly atmosphere –which happens to come to them naturally.

Motion Makers boasts the only bicycle service department in Asheville that is run by women. Advocates and racers, Sarah Jarrell and Jenny Kallista are both certified by the Barnette Bicycle Institute in Colorado and offer over 20 years of mechanic expertise between them. Father of two, General Manager Ben Hinker, was a bicycle sales representative for 13 years before Cranford pulled him off the road to lend his knowledge of successful customer service.

*"It all comes down to being flexible. Today's consumer is frugal and they need trust that you have their best interests in mind", says Hinker. "We want people to be happy and keep coming back. They can take a test ride around Biltmore Square Mall for over a mile or even head to the nearby Blue Ridge Parkway or Bent Creek for a more extended trial before they make their decision."*

Cranford also extended the store's hours to meet the needs of today's work schedule and maintains high inventory levels so that purchasers can walk out the door with the bike of their choice. Striving to serve every bike buyer, they carry all styles of bicycles including road, mountain, hybrid, sport comfort, commuter and BMX bicycles from: Specialized, Cervelo, Pivot Mountain Bikes, Raleigh and others. Motion Makers even has the largest selection of children's bikes in WNC and a kid's bike trade-up program to keep kids on the right-sized bike without breaking their parent's wallet.

*"We want to serve everyone, and serve them well, from a family with kids to a racer's custom build", says Kent Cranford.*

The last key element to Cranford's success is his creative approach to consumer buying practices. For example, Motion Makers is the only bike shop offering the cool new GoPro Helmet Cameras and will let customers rent a helmet and film their ventures before making a purchase.

*"It's been an amazing venture", says Cranford. "I guess the worst thing that has happened is that we've lost some of our Sylva customers to our Asheville store."*

For more information, visit the new Asheville store at 878 Brevard Road, go to: [www.motionmakersbikes.com](http://www.motionmakersbikes.com) or see them on Facebook to learn about Tuesday night mountain bike rides at Bent Creek or Friday morning Indoor Training Sessions.

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