

New Trek shop features bike wash, shower, women's section

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The Reporter-Herald*

5/31/08

A parking lot with only a smattering of vehicles is a bad sign outside most businesses.

For bicycle shops, it's a sign that employees and customers are embracing the product.

The area's newest bike store, Trek Loveland, is full of employees who would think twice about using a car for their commute.

The store opened in mid-May at 4880 Thompson Parkway, southeast of Interstate 25 and U.S. 34 in Johnstown. It will celebrate its grand opening June 5-8.

Trek manager Jimmie Hawkes was using his car so little that he sold it. Last year, he caught a ride to work only about 15 times, Hawkes said.

Not only does it save him money on vehicle upkeep, gas and insurance, he likes the exercise component, which keeps him unstressed, he said.

"When I get home, I'm relaxed," said Hawkes, who rides to work from Fort Collins each day.

The Trek employees are encouraging their customers to drive less and reap the benefits of cycling.

The store is owned by Archie Solsky, who also owns both Lee's Cyclery and Fitness stores in Fort Collins.

Trek Loveland, which received a Leadership in Energy and Environmental Design silver certification for its green building construction, is "an exciting, great space with really cool product," Solsky said.



Sales associate Shelby Gould, left, assists Madelynn Felix, 9, right, and her sister, Elizabeth, 7, as they look at bikes Friday at the Trek Bicycle Store located east of Loveland at 4880 Thompson Parkway near The Promenade Shops at Centerra. The girls are from Berthoud and were shopping with their mom for a bike for Madelynn's upcoming birthday in June.
Reporter-Herald/Steve Stoner

Solsky bought his first Lee store in 1983, after leaving a career in real estate. He never raced but always loved cycling, he said.

This year marks the 45th anniversary of the original Lee's store on Laurel Street.

The new 8,000-square-foot store has some special features, such as a bike wash, a shower and large women's and children's sections, Solsky said.

The store is independently owned and also carries other vendors' products, Hawkes said.

"The best thing about this store is the staff," said Tim Johnson, a Trek visual merchandise program manager who was helping set up the store earlier in the month. "The guys and gals put their hearts into sharing what they're passionate about, which happens to be bicycles."

The full-service store can service any style of bike and sells new bicycles and merchandise.