# Audio file

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# [Transcript](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 1](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[It's time for the outspoken cyclist your weekly conversation about bicycles, cyclists, trails, travel, advocacy, the bike industry, and much, much more. You can subscribe to our weekly podcast at outspokencyclists.com or through your favorite podcasting app to listen anytime. Now here's your host, Diane.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Hello, welcome to the outspoken cyclist. I'm your host, Diane Jenks. Thanks for tuning in today. EO S end of summer. What a strange summer it's been, especially when we look at what Mother Nature has thrown at us all summer long. But we still want to feel a sense of normalcy. And so today I'm welcoming 2 guests. To the show. First up is a name that is synonymous with bicycles. I would venture to say that no one who listens to this podcast doesn't know the name or hasn't had a bicycle with that name on the down tube at some point in his or her life. And after a lifetime of living and breathing bicycles, Richard Schwinn has decided it's time to retire. And at the end of June, his Waterford Precision Bicycles stopped taking new orders and prepared to close. He did that the following month. So I made him promise to speak with me as soon as he and his wife returned from a well deserved vacation, and today he fulfills that promise. Then I'm speaking with Sergio Bravo, the producer of the master bike builders show that will take place September 16th and 17th in Bentonville, AR. As Bentonville continues to develop as a favorite destination for cyclists, Sergio is bringing a custom bike builder show to highlight artisans and their work in a beautiful outdoor setting. So let's begin my conversation with Richard Schwinn. Richard and I have been friends and business colleagues for decades. I'm always interested in what he has to say and how he thinks about things, and today he shares his thoughts about his decision to retire and close Waterford, who, if anyone, might fill that gap in what was a unique place in the custom bicycle business. And what the future might look like, including his ideas on ebikes and what he calls electronification. Hello, Richard. Welcome back to the show. I'm really happy to see you and speak with you today. Not everybody's going to be able to see you. But I can so. How are you? Are you well?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Great. And I'm glad to be here. Always a pleasure to chat with you. Yes, I'm doing quite well right now.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[It's been a long time since you and I actually sat down and had a chat. I can remember an occasion at a show where we actually at that moment came up with the whole idea. Of the gunner line. I mean, the idea was already there, but that's the day you named it. We were together at a Mexican restaurant. I don't even know where the hell we were.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[We were there with Chris Dimmick, remember Chris?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[I do. I do.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[And and Chris is still working with with Lee Cats at Lake Shoes. I just found that out the other day, so. Yes, the world sometimes changes and and sometimes it goes back. I I sort of look at the bike business as being like the industry California. You can check out anytime you like, but you can never leave. And I think the same may actually apply to leak.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[You know what? I agree with you. I didn't. I think it's been a couple of years since I had him on the show, but I was thinking back to, you know, the original lake shoes and the holy Cats thing. So I guess we should actually start with the small hacker derm in the room. It was a shock. I got a. I actually got a message from the editor of bicycle retailer who said to me is Waterford closing like my jaw dropped to the floor and you did decide to retire. More power to you by the way. And close Waterford precision. So let's start with W. That precipitated the decision now.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, the big thing was that. Three of us. Finally, hit retirement age and I'm going to say four of us because the 4th is my wife, but our chief. Painter and our office manager and myself, I hit. 69 years old. And so I was counting counting the the time that I that I'm still here on this planet. I'm going. Yeah. I mean, I enjoy the bike business, but there are a lot of other things I'd also like, like, so this is this is maybe a good time to to make the move. The other thing that's good. Is is that this is the best possible time to for for the people who weren't about to retire to go and. Look for jobs. The economy is really healthy. The people who who have, who are not returning it are all have amazing skills and abilities that will be that will be sucked up in the in the employment world. And I will say they're all going to get raises because the pipe. This doesn't. Pay that well. We we always try to be as generous as we could be with our, with our employees, but I just think the the industry and the nature of it makes it really hard compared with the the rest of the rest of the economy, so. People were, I won't say they were enthusiastic to leave, except for our our office manager. She definitely wanted to get out of there, but everybody else really worked. Amazingly hard and amazingly effectively during a period where they know the business is closing. And we shipped out a, A an astounding number of bikes in the last 30 days. And they all turned out really quite good. We that's that's that's been the custom bike business. There's always complications. And that's just part of the world there. And I think everyone really did a yeoman's job to make every bike, every one of our last bikes count and become treasures. And we literally have created a new collectible which is water for bikes. And gutters. So.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[That's true. That is true. So I know when I spoke with you and I did speak with you that same day you said you had a list in front of you of your top dealers and you were gonna be placing those calls. What was the initial reaction as you began to talk with these dealers? I mean I. It came out of the blue for me. So I don't know if anybody had an inkling or if you just said we're keeping this under our hat until the time.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, they didn't have a clue. And I'm not sure what. Ended up actually really precipitating things that the bike retailer found about about it. I think it was that we started talking to our customers. A lot of our customers with Georgina Terry and I, I didn't totally swear her to secrecy and you know. She she was buying a lot of bikes from us and a wonderful person to work with. Unfortunately she needed to find a replacement supplier. And so she snooped around. That's that opened the doors, the floodgates. And I certainly understand her need for doing it. In fact, it remains a gap. There is what we what we've done is not something that other people have been able to fill in. And so. It remains to be seen. How that is all gonna? Turn well that.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Was gonna be one of my questions. You sort of have. Filled in the edges of it. Maybe we can get into the meat of that in a in a few minutes. Let me remind our listeners, we're speaking with Richard Schwinn. Waterford Precision Bicycles Gunner paramount the name is iconic in our business and. I think too. About 98% of the American public, that name is synonymous with bicycles, and you know I can't say I'm. I'm happy to see Waterford not be there. But I am. Happy that you and and should get to retire. I think that's really awesome, so. Are there still loose ends that you're working out right now? You you alluded to the fact you do have some stuff left. I know that the building got sold and most of the equipment is probably gone. What what's left?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, not much. We did a we did. We tried to get things as clean as we could and about all that's left our decals and we actually sold off the touch up paint to somebody. We are working with to supply touch up and it turns out that even though we've gone to a lot of standard. PPG colors. That there's no supplier for touch up paint. The only supplier not only for the bike world, but technically you'd be the only supplier to to anybody who might want to get that for for other uses of those those colors. So those are loose ends that we want to put together. There's always little things that have to happen. You know, people managing unemployment claims and things like that, the, the, the administration of the business and but in general it's. Pretty well buttoned up. There's nothing left of the factory. It's it's been sold off. The equipment is gone. One, we were still shipping bikes as the locusts were descending to remove equipment.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[At least they were done in in boxes, though, right?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[They were. We were still boxing.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Oh my goodness.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[And we did have a way to finally staple the last boxes. I think the last one or two boxes actually had to be taped shut because we had no compressor. It had been sold.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Do you remember Bob McKee? No. Alright. He was the Bianchi Rep and he used to come into my store and say, look around in the inventory he goes. You know, the only good bike is a sold bike. So we can apply that to everything, right?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[We didn't realize how thorough the locusts would be, so they literally walked out the door with our accounts payable because we hadn't emptied the accounts payable files, and so fortunately they were sold to somebody in Racine and. They said, do you really want to be the person who ran off with the bills? You're certainly welcome. To pay them. They got no. So I went down and like, boxed them up and brought them back. So liquidations like this are not something that that anyone likes to go through a lot. I'm now more experienced at what to do, although I'm looking forward to there never being a next time.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[I'll bet you are. I'll bet you are. So let me ask another question that didn't occur to me till. Now and that is warranty. Is there going to be an issue with warranty? Has somebody agreed to look at bikes if there are problems? Although of course you know when they go out the door. I mean when? We get our bikes. When we got our bikes, I. Guess it's past tense. Now you know that was never an issue and if there was ever an issue, you took care of it right away, so.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Not that.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[We don't have any way of supplying workers. That's the bad news. The good news is and and it's a lifeline warranty. The other lifetime is the lifetime of the business. Now, it may be there are. There's still people who are nosing around the brand name. And who have some interest in it? And I think they didn't necessarily wanna take in all the baggage of the factory as it is. And sometimes it's better to start from scratch and they may be interested in it and they may establish some warranty policy. That's one of the reasons I was really glad. That, that, that we have been free of calls for. Ohh I've got this problem with your frame and I did actually have a couple of calls going. Ohh where is this thing? Where is that? And we we were able to clean them up so the the team did a remarkable job of achieving an astounding level of quality on that. You know, we don't really have a whole lot of other claims. We've been very generous about some of the claims that we've had. And if people were assuming that that would be out there, that probably won't be. That's one of the downsides and one of the things that I I don't like about closing, but I don't have a way to deal with it.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[I I hear you, I hear. Yeah, it's not a a huge problem, because when Waterford was up and running, you would. Handle all of that. So people don't understanding that it's not any longer there. I think that's a good reason, whereas people who were still open often didn't handle warranty. So I I think that you have a. Do you have a better handle on that? Let's take a short break. And when we come back, I. Wanna talk about the future? Of Steel, I wanna talk. About the place that sort of opened. Up because you aren't there and I wanna talk about what you see about E bikes and a couple other things. You're listening to the. Outspoken cyclist. We'll be right back. We are back on the outspoken cyclist. If you're just joining me, I'm speaking with Richard Schwinn. And if you didn't know it, you know it now, Waterford Precision cycles closed at the end of June. They stopped taking orders at the end of June. It's left a huge. In my opinion, and maybe not, I mean Brian and I have this conversation all the time. I think it's left. A huge hole. In the market for this company that. Isn't a custom. Frame builder like a Richard Sachs or a Dave wages or a Chris Kelly but. Also, as in a trekker specialized, you know you you were able to produce bikes for people like Georgina. I think all city you produced for a while standard you produce for a while you produce bikes for Rivendell. And then of course, you produce bikes for people like Brian at our shop so that we could actually have a margin to buy A-frame and then sell it to somebody who comes in. Also, you were a custom shop, which is very different from everybody else, meaning we could send you a design you would build to our design. And then ship us a A-frame. Very unique, very important to us and I've spoken. With a couple of other. Dealers, who were kind of crying and and in. Their beer about the whole thing. What about that market? Is it going away? Is it necessary that somebody fill it? What do you see? The future of steel?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, the future of steel is different than the future of American bike supply. Steel remains A terrific material for bikes. And it's a more sophisticated material. It is it. It makes a lot more sense in terms of achieving a great ride quality and and there is going to be a continuing following for steel bikes for a long time. The issue of our company is that we were able to produce in relatively decent volumes. We could do OE business and that is something that hasn't been replaced the the name breadwinner has come up a couple of times as a as a company that. That has been attempting to get into that market, but I don't know how far they've gotten. I I know of them, but I don't know them, but there isn't anybody who's building at at that level. It's. So I used to build. At that level, and did some OE work. Most of it was their own brand, but they built a bunch of bikes for paramount and and so they had that capability and that level of volume, the, the obstacle for success in that area is not steel. It is actually parts supply. And that is a huge problem. That is one another factor in in our getting away from the business. When we started out in business. And you'll recall this, there was a supplier in security bicycle. And we could sell you A-frame and we call up security and they go. Diane needs a kit. And now there was a complete bike, and this was actually a notion that was those pilot that pioneered in the swimming world on the paramounts. One of the school's distribution centers. Had component kit. Packages with wheels and everything else. So the paramount factory, the Waterford paramount factory could ship a bike to a dealer. The dealer would call up and order a kit. And now we've got a complete bike. And what was nice about that for the dealer was this was the buys bike that they could reward their best mechanics. So if you were good mechanic, you got to build a water that was a mark that you were really a good pro mechanic. That worked great through the 2000s, and then we started to see a shift. One is that that Shimano, for whatever reasons, decided that they wanted to move away from allowing kids. And so the first thing they did is. They cut off. Security bicycle then quality bike parts, you know, looked like they were taking up the taking up the slack. They had wheel building, they had kids, they had everything and then Shimano came in and said, you know, we're not interested in having quality be that supplier. Eventually, Shimano created its its own domestic. Sources of supply and their goal has been to be the complete bike supplier, but with only their branded merchandise.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Right.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[I don't want to speak ill of their branded merchandise. I'm sure it's it's reasonable, but it also makes these bikes really generic. There's no customization involved, there's no flavor, and if there's anything new, then you know, it's hard for them to deal with it. And they also have not been all that reliable supplier. Because their biggest priority are the big factories and the big. They need to keep track and specialized happy. They need to keep their Asian factories equipped and supplied. And that is their mantra. In the old days, custom builders like us had a Direct Line to Shimano and we could say look here is a trend that is moving forward. Maybe you need to be thinking about equipment that meets those trends. And as we passed into the new Millennium, the 2000s. We found their ears to become increasingly deaf. What they eventually said is look. We listen to the people who are big customers. You are not a big customer. We really don't want to listen to you because that's not. Going to generate. Orders for us it's not efficient enough for us. And we're going, boy, there's some real unmet needs that your big suppliers don't know about yet because we're five years ahead of that market.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[That's true. Very interesting.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[And they go, we don't care because you're not buying enough to be worthwhile, and that's what your momma came along with. SRAM has been a little bit better. You know, Campi is campy, follow Shimano. They don't, they don't. They're not really listening too much to to us. And Shimano sometimes just let us down. A bad path and that actually happened. With gravel bikes. What they decided to do was take their very successful durace and I'll take her kids and narrow the cranks. You know, we throw up our hands because we're going. Wait a minute here. Everybody's looking for bigger tires. And you've now made it. Impossible for us to satisfy the customer. With tires that are fat enough for their. And their answer was, but that's not what the big guys are asking for. But this is what the customers gonna want that that big that big brand is gonna care about. And then finally, they lumber along. And three years ago, four years ago, they introduced the GRX Group. And that is finally wide enough to support a big tire. The next battleground is gonna be on here. You know when when you and I were in business, you could order a triple chain ring bike.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yes you could. Although it you know nobody liked front derailers, but they did work, sort of.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[They did work and the people who are of a certain age gonna say I know one of them really appreciates low gears and yet doesn't want to give up high gears, right. And so it's been a nonstop battle over the. The past 20 years to try to encourage. The component suppliers to provide good quality wide wide range gearing. Now we're seeing cassettes that have real wide ranges, but they only work with the one buy well. I want to have A2 buy. Well, the two buy. You know, we have these constraints here on on your capacity in the \*\*\*\*\*\* earlier. So you're kind of that, you know.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Right.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[It's really better than any of the double systems that we've had in the past. I'm going, but it's still not wide enough. For the people who are who? Are really most able to buy them and actually pay you without being sponsored.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Let me ask you another question about people like Jan Heine, who has come up with his compass line. Is that what it is, Renee, Erst.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Compass. He's got us several brands he's been built.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[And and he's he's got a crank that that Brian is using for some of these things, but you also have an issue with everything going toward electronic. And obsolescence. So when we were and of course this really dates us 6 feet 7 speed, 8 speed. Pretty much interchangeable. Then you got the 9 speed which is at 10 speed, but now you've got 12 speed and. They're just saying, well, we don't care about your old 10 speed bikes. We have bikes out there that were sold as lifetime bikes. That nothing is available to upgrade them as the componentry wears out.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Correct. And that is becoming a niche that people like Rivendell. And people like Jaheim are are going to fill. I don't know what they're going to do for electronic stuff. I mean, Shimano introduced their 12 speed and moved it downscale and said we're just going to stop doing cables. Right, everything's going to. Be electric now they've had to change their they've had to change their tune. Because if you have a bike that's built for cables, you know electronification may be a big problem. In fact, one of the big battlegrounds that we were looking at, especially for larger scale models like the Gunners like some of our private label bikes, is just the explosion.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Different cable routing. There's a can of worms, right?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[There is a can of worms where where all the cables have have you know you got the electronic shifting, you've got the wireless shifting you've got any. Those things, any number of possibilities, that is one of the battlegrounds that a lot of people are gonna deal with. But again, the big players in the market aren't different. They're not thinking of lifetime bikes. They're not thinking of long term ownership. That is going to be. An increasing problem for people who are who are building bikes as investments rather than as simply consumables.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[As in disposable consumables, you know, and that's the good thing. I want to get to let me let me take another moment to reintroduce you. We're speaking with Richard Schwinn about.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[That's impossible.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Some of the real problems. Bike shops or custom builders? Who may or may not? Be in the trucker specialized world. Are facing one is of course component problems which we we had this enormous backlog during the pandemic. Once that broke loose all of a sudden, everybody had more inventory that they knew what then they knew what to do with. Then that's still a problem today, but. Shimano couldn't come up with. Being out of stock on things that are essential and you're sitting on a bike, you know, so that's always been a problem. But I want to know about the environmental impact of carbon, carbon, carbon, carbon, carbon. There is nothing you can do with a carbon bike. And as soon as you lay it down, you either need to send it to Craig, Alfie, to.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Have it fixed or you're thrown.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[By the way.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, you probably know more about that. Every bike has its recycling issues. I mean, I suppose you can. You can recycle a a steel frame, you can hand it off to somebody. You've got aluminum components. I'm I'm sure that there's a way to deal with with carbon fiber the same way as they have to deal with tires. I mean it's the same problem. You just got a pile of carbon. So one of the issues. In Europe is the idea that they want to create an entire cycle of materials movement where when you design a product that you are also thinking about it's recycling and reuse. And that possibly, of course, is ignored in this country. But Europe is a big enough market for bikes that ultimately I I believe they're going to find a solution to that. And the the euros are are very cognizant of the environment and impacts of their.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[So let's take another short break and we'll be back to speak with Richard some more. You're listening to the outspoken cyclist. We are back on the outspoken cyclist. I'm your host, Diane Jenks, and we're speaking with Richard Schwinn about a whole host of interesting topics. The next topic which is going to be. Close to 1. Of our last topics is E bikes. There's the problem of the exploding batteries. The one terrible incident in New York that killed 4. People in a in an apartment above a a bike shop where where I guess the batteries were being charged and that didn't work out so well so, but yet E bikes are are they're here to stay. I can remember Ed Benjamin 40 years ago talking about. Them and now. Here we are. What do you think? Where is it going? What are going? To be some of the obstacles to getting E bikes into people's hands at the level we're talking about, not just the mail order, you know this or attract that, but something high quality and lightweight and and fun.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, E bikes are an entire family of products. That are parallel bikes. And they replace them. But there's so many different dimensions. So I'll speak to maybe what might be appropriate at the upper end. There are some interesting products out there. The the work that Porsche's doing. Is most attractive because what their their philosophy is. That a bike rider still wants to peddle their bike. And that the electronic component is something that leverages them to be able to do some things or parts of a ride, but they're going to be riding most of the time. So the the problem with the E bike as it is typically marketed is it is sold based on speed. Same distance. And the bicycle industry is addicted to the notion that more is better all the time. Now, of course, Gunners first principle first theorem is more is better only about half the time and you have to pick that half. So there is a fuzzy line. And they're crossing a line into a class of vehicle that is really more like a moped or a small motorcycle than it is a. And the problems have to do are are legion. I mean, how well do you fit in traffic? If you've got a, a, a bicycle that can go 30 miles an hour? Then they can travel most roads at the speed of cars. The question is. How are they regulated versus the regulation for motorcycles or mopeds, or those other devices that they're infringing at? Right now, it's the Wild West. There's not much regulation at all. That's one of the reasons we have these battery issues. The motorcycle people are also wrestling with these battery issues and the stakes are are something that they're used to dealing with. Bicycle people are used to the Wild West that we have in the bicycle world and now the the manufacturers have to address this. One of the reasons that we didn't want to get farther into the into the E bike business is that we would need to have an engineering department. It's not like you can have a bike designer. Like mark? Smaller and then deal with E bikes, even though there are E bike kits out there.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Right.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[We would have to vet the kits.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Of course.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[The second problem with E bikes is that by the time you give them a competitive travel distance and a competitive speed, you now have a much heavier bicycle than it's comfortable to pedal. So what happens is if it's really flat, or if you're going downhill. You might not need electric power, but if you're just riding along, you're gonna have to work. It's actually gonna be. Pretty hard work. It's not the fun of riding a lightweight bike, and I'm not a weight obsessive person, but I know the difference between riding a £22.00 bike. And a 42 pound bike and it's a lot of work. On the high end. The people like Porsche are designing very lightweight systems that are really assist they like. I'm gonna turn it on to get up this hill. And that's kind of nice, but once I'm at the top of the hill and I'm riding along, I don't need any battery power and it's not causing me to do a lot more work. And that system can't weigh more than about £8. You will feel £8.00 it takes £12 to affect the speed of a bike by one mile per hour in. In the old days that that was really an astounding amount. So people were counting grams. You know you're sitting there going. What do you do? Thing up, you have to live with an uncomfortable saddle. I assure you you're gonna be way less less efficient with an uncomfortable saddle than with whatever weight you would have to add to get a saddle. That makes sense when you get to it. When you get to E bikes, those are real numbers. Now you're talking 2020 to 25 pounds. That's a big deal. So the second thing is you've. A problem? With sharing bike trails with motorcycles, I think even 18 miles an hour for an ebike is too fast for a bike trail. It's too fast to guarantee someone who doesn't have to work, who doesn't have handling skills, who doesn't have anything else to ride on a bike path. If you're really skilled bike rider. Yeah, 18 miles an hour is not unreasonable to deal with the threats that are out there. Animals that that decide that they want to use it as a crosswalk, groups of people who are walking families with kids that can start out at a moment. Notice and so I think the idea that you can have at a 28 mile per hour or 30 mile per hour vehicle can be on this this type of a of a facility is is it is going to create real dangers.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[It looks like they're gonna need to be. Regulated in some way anyway.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[They're going to have to be regulated for 1001 reasons and and the safety of the batteries is is the tip of the iceberg, although it's a rather fiery tip.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[It's an on fire tip, it's.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[A. Yes, it's a.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Tip in flames.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Right, right, right. Bursting into flames.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[As long as we're talking about ebooks, I do want to bring up another topic for people who want to be do-it-yourself motors DIY motors. And that is the distinction between electric. And electrification of cycling and electronification cycling.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[OK. That's too many terms.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[So electrification? Is adding a. Motor to a bike and an electric motor to a bike. Electronification is providing electronic support for everything but the motor.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Ohh like shifting.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Like shifting like batteries and your telephone. Your mapping system signaling lights. Horns, video cameras, any number of things that are now increasingly part of lighting, especially in an urban area. Like for example brake lights. Imagine what would happen in if you're riding in a peloton and you start seeing brake lights ahead. You don't have to scream. Slow down, you see brake lights. We're used to that with cars. We are. If you're, if you're writing in a group. We're not used to that with bikes. We have to have someone going slowing and ohh turning left. How about a turn signal? So I think somewhere even if a bike isn't electrified providing. Electric power support for cycling. Signaling and everything else is gonna come in handy. Another area that will require some sort of power systems, and we're now starting. To see a. Products emerge. That can keep bicycle tires pumped up. One of the big problems that that has never gone away in our business is the flat tire, the underinflated tire, and ultimately the flat tire. And that is probably one of the biggest obstacles to people riding bikes. You're going. Wow, that's not a problem for me. I just go. And check my tire. Every day, imagine if you had to check. Your car tire every day. In order to drive your car, what would that do to driving a car? And the answer is there has to be a way to keep tires properly inflated the the miniaturization of of all sorts of products is gonna open the door for that. So I kind of think that I can imagine a room that has. The ability, the reservoir and other things to regulate tire press. And it may be that it also allows you to customize tire pressure so that you are able to adjust your tires for the terrain. Any number of things like that. So I anticipate that manufacturers would do well and some people like envy have already been thinking about it. With their support of Dynamo hubs in their forks, but Dynamo hubs supplying regular power so you're not screwing around with batteries, is he? Shoot it. I love SRAM wireless system, but I don't love having to pay attention to the batteries. But even if I had the Shimano system, I'd still have to pay attention to batteries. You know, if the electronification of the car of of the bicycle, even if you're not providing motor power.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Right.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Would actually be a great, a great step in the evolution of cycling and integrating it into our everyday lives.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[I like it. And you know, I see Brian. Sun hubs on a lot of bikes and running that system through the fork. And and charging whatever it is we're charging two. You've got the sine wave thing that will charge your phone. There are all kinds of electronics that are available but not ubiquitous yet. They're not on everybody, and they should be.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[They're not systematized, right? But they, you know, and I I would include things like brake lights signaling and things like that. They're just too many damn bikes on the road, and we want to have too many more. Likes not to have this infrastructure in place. Now, the good news about electric bikes is that they're starting to have that infrastructure, but manufacturers ought to be thinking about that full bikes, where where the motor.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Point we're talking. OEM, now that you can just go in and buy a bike, there's a topic we didn't cover that I don't and I I get different readings on. The whether or not the entry level or the entry, the cost of entry into cycling, is too high for a lot of people. Now you and I have always been at this higher end of custom bikes. I I'm really and you're talking about electronification of of a lower end. Bike as well as maybe high end bikes but. Do you think that we're going to get the number of people on bikes that we want to when the entry level is at? Point fairly high.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, Europe provides a pretty good model for that. They have cheap bikes that have lights that are designed to be durable. So the answer is if people want it, there's a way for people to get in. The more infrastructure that's out there, the more compelling it will be to. To do this, one of the things about. COVID and the COVID boom that I find really exciting. Is that? People bought bikes desperately. In 2020, to be able to at least get out of their houses. We hadn't seen. Anything like this? Since the oil crisis?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Right.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[1970s, we're literally 50 years later. Well, here's what happened in the 70s. People got their bikes and they took them out for a ride and they went around the. Block and they said, hey, this is pretty. And then they try to go somewhere useful and they go my life isn't. That's true. Then they had. A flat tire and they didn't want to have to box the bike up and go to a bike shop to fix a flat tire. Then they discovered that they couldn't ride at night without endangering itself. There was no infrastructure to go anywhere. It created a a bust. And the bust was mitigated in the 80s by the mountain bikes, but it was still the the ridership was slow. However, enough people started getting involved. In building up cycling infrastructure that over 50 years, the world is completely different.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[It is different.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[There's a rare city that doesn't have cycling infrastructure. Even though I I would say Atlantis is probably 20 years behind the time, but they do have a system of bike trails, it's not complete enough. Places like Chicago went from being one of the worst places to cycle to being a wonderful place to cycle all throughout the city. And people are now discovering this and I think that a lot of the people who got into cycling on an emergency basis, a lot more of them are going to continue. To ride. And they will eventually upgrade their bikes. So I I hold out both. An 800 or $1000 bike. Considering if you're actually going to use it, it's not a huge investment.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[No, it's not. You can't.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Compare it to if you are talking about an electric bike that can go 15 miles an hour on bike trails with signals and other things in the two to $3000 area and you are in an area that that has even reasonable weather. This is such a dramatic change. From buying.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[A car? Yeah. And supporting a car ongoingly.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[On an ongoing basis, right. So I don't think E bikes are gonna go away. They they need to evolve. But you know that's, so it is going to be a different world and it is going to continue to provide pressure to improve cycling infrastructure. So we're in a pretty virtuous cycle, right. Now, and we certainly, I'm certainly looking forward to it.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Continuing well on that positive note. I want to. Remind you that you're always welcome here, that it is always a pleasure to talk with you and you always have such interesting things to say and think about. And I know you won't stop thinking about bicycling on some level ever, so I'm glad for that. It's never going to be far from your from your brain.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, I know how to hold the grunge too.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[You gotta let that stuff go. Richard Schwinn. What a wonderful conversation. Thank you so much. And we will talk again. Hello to everybody in the Schwinn family. Tucker. Anna to you. And thank you.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 3](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[All right. Well, it's been a pleasure. It's always a pleasure. Take care. We'll see you later, Diane.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[My thanks to Richard for taking time to talk with me today. I think the bicycle world is a poorer place without him and Waterford precision cycles, and I think his place is cemented in the history of our sport. Let's take a short break, and when we return, we'll speak with Sergio Bravo about the MBBS, the master bike builder show. You're listening to the outspoken cyclist. We are back on the outspoken cyclist. I'm Diane Jenks. With the absence of shows such as NABS and the New England Bike builder show, some regional options are beginning to fill the void, and today we're speaking with Sergio Bravo, who decided that it might just be time for a new bike builders show the master bike Builder show will take place September 16th. And 17th in Bentonville, AR, and Sergio will tell us all about it. Hi Sergio, welcome to the outspoken cyclist. Thanks for being my guest today. How are you?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Very good. Thank you. How? Are you? I'm great.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Thanks for. Asking so we're going to talk about a new show master bike builder show in Bentonville, which of course is the new destination for all kinds of great cycling. But. There's been an. Absence of great handmade shows since NABS, sort of. Went away and the pandemic and there's a big hole and I think. That it's a good idea to begin to try and fill it with some of these Craftsman kind of builders. So tell me about the show. Tell me where it is, what it is, when it is all of that.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah, sure. Thanks for having me. By the way. I really appreciate the opportunity to share more about. What I'm doing with? So yeah, as you mentioned, now went away a few years ago and almost right away I had a couple people come to me and say, you know, you should, you should do something. They already knew that I was producing the cycle of into the summit and that I was doing that in Bentonville. And so those. These things combined led some people to to kind of, you know, let me know that. Maybe I could do? Something and I thought it over and I thought, yeah, I can. And this is this is really interesting community and one that is underserved as a whole and even more so that. Nabs is gone. So I began the process of basically putting together the shell, the master bike silver skill in Bentonville, AR, and it takes place September 8th and 17th, which is a little over a month away. We have an outdoor venue and they'll have really good weather, so mid-september it's gonna probably be beautiful, will look significantly about that venue is that it is directly across the probably the main trailhead in Bentonville, which is the All American Trail that leads to. Water pan and then basically break down into many many other trail system. So a lot of people start their rides they. There also directly parallel to that dirt trail is a a trail for pedestrian and kind of, you know, low level bicycle riding which people use to visit the company Gardens Museum which is like there as well. It's a very large, beautiful Art Museum on so I anticipate like one of things I really wanted for the builders is to. Produce a good amount of traffic through the venue and do it in a way that we would have the capability and also drawing traffic from other areas other than just the well that I should mention to you that you know we're only about two blocks away from the central part of downtown Bentonville. Is the the town square where all the restaurants, coffee shop, bike shop are.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Let me ask. You a couple of questions about exhibit. Yours are you only going to have builders or are you also gonna have people like suppliers like tubing people or lug people or even people like component manufacturers? Or is it just? To build your show.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[No, I have been talking to some what will cause the fire and I'm hoping to find out with the fires here in the next week or two. But yeah, there will be some fire, although the the main emphasis is definitely on the builder. And so that's my focus and I've been doing outreach on my own to get those builders and reaching out to many of them, I'd like to mention too that I've had a really good amount of interest, more so than I ever thought I would for the show. A lot of that interest is for next year, unfortunately. But that's kind of, you know, we kind of started a little just maybe just a little bit late. I've had it in Canada, Alberta, BC, I got it. It's in Europe as well, even Australia. So I'm really excited about those things for next year. For this year, we already have few builders from local builders within about because and they're excited about because they have this opportunity, you know near home for them to display there where but also we have a few builders in Colorado. And we have other ones that are that are planning up with them from Texas and California, I think. So we're still working on getting the, the, the, the space filled and it's gonna be a smaller dose for sure. But I feel that that's going to give the exhibitors that are there a good opportunity to have quality time with this very passionate build bicycling to meet.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah, let me. Take a moment to reintroduce you, and then I I want to talk a little bit about Bentonville and how it has sort of become the. Bicycle Mecca and how these shows kind of grow organically. We're speaking with Sergio Bravo. He is the producer of the master bike builder show. There is also pre but prior to that the days before a couple days something a summit called the cycle of influence. That which is more, if I am not mistaken, industry focused than consumer focused.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah. Last year we put on the first year of the cycle of influence on that, is it, it is intended to be an industry summit for people interested in the industry of the bicycling industry and the outdoor industry called and summit and basically a conference style. One of the things that's unique about that event is that all the topics. Are really relevant topic of the day for the cycling what's happening? What are the problems? The long E body diversity, things like? That each topic has about four three to four panelists on it of varying experiences and different experiences that they bring to that topic. And I do that because I want to create the best and most interesting conversation. It would be useless to have. You know everybody with the same experiences in the industry and then they're just kind of talking to each other and they're not creating any new conversation. The summit takes place on Wednesday and Thursday of that week. That's the 12th. I'm sorry, the 13th of. 14th of September and then the master bike builder Bill is that weekend of the 15th and 17th Saturday.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, that would. Be really cool for people to possibly go from one to the other, and when we're talking about industry people, I am also assuming, rightly or wrongly, that you're talking about advocacy too. Because advocacy advocacy sort of tumbles over from, you know what industry does to what communities do. And so, you know, it's nice to know. That Bentonville, which has turned into this amazing cycling community, is offering this, and in fact, I have spoken with people from Bentonville in the past and it's just become this. I'm surprised. I'm not sure what it is about it, but someday I'll get down there and take. A look. So let's talk. A little more about the master. Bike builders show you're still looking for exhibitors to sign up. It's not. What's interesting is it's really not very expensive. So shows such as NABS, which of course is gone. Unfortunately, the Philly Bike Expo, which is a wonderful show, but it's in a Convention Center, so it's quite expensive. This is a pretty reasonable place, other than the fact that you need to travel to Bentonville if you're from outside the area to exhibit your wares, I'm wondering. Exhibitors, potential exhibitors can find out more and I know you're offering a really cool discount for exhibitors right now, and we're not gonna talk about what that is because I I'm not supposed to say that on the air. But it'll be on our website and so will the links. And so will all the other stuff. But who do you want to attract? Who do you think will be able to come in and? How expensive is it to travel to bend?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, that depends on where you're coming from. The court. Yeah, and how, how lavishly you want to live while you're in that and go. So don't build a great community. It's a small little town. You know, the first time I went there, I was actually thought of what I found there because it does have that small little conceal. But they're very upscale and beautiful and, you know, modern businesses and buildings, and they're continuing to do that and. And we mentioned that museum before Crystal Bridges Museum in Bentonville, which is beautiful. I've I've been in our my whole life. And so it's one of the better museums I've ever been to. The architect is great. You know, you can go there. There's, like, high end, upscale coffee shops that you would find looking in York and and great. Food the food has gotten really good. They they bring in the top cap from all over the country, so it's definitely a rising community, but they are keeping very small town fields so far and that's what's really interesting about what they're what they're doing.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, we have the Walton family down there and I know the grandsons have been very active in cycling. And have put a lot of time, effort and their money where their mouths are. So I I really appreciate that I have customers and friends who have been to Bentonville and said it is just a phenomenal place to ride. So I'm wondering if people are coming to the show and also wanna ride. Are there gonna be events that they can do or you just gonna send them out on map with maps? Are there maps what's available in in that regard?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah, I mean, it was really easy to ride around them. They they have a great trail system that's pretty easy to follow. And so that part of it's very easy. Yeah, there are some app, some local providers are again really easy. And of course, all the big apps, Brava and. Trail port and those all have Bentonville. Goes on them as well. Our plan here with the master back over show. I've been looking before. We have the circle of influence summit on Thursday, Thursday because Thursday night and then on Friday morning we're planning a breakfast for people who have paid over from the summit and from the builders. The younger girl who are arriving so we're we're finding a breakfast that morning and then arrive a group ride. So that'll be fun. And then also Friday night, we will have a reception for the bike builder exhibitor. One another cool thing that I have planned for the master bike builder show is that we're going to do a podcast there and that's going to be moderated by the Canosa lot of people might know or should know he's in cycling industry for many, many years. And a well respected journalist. And has been around the world and all the places I I don't think I have to say explain to people who he is, but it's going to be really exciting for him to be able to talk to some of these exhibits. So the plan is for him to interview the exhibitors that are there. We will post those up later. YouTube and upload on podcast.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah, he's a cool guy. I spoke with him not too long ago and he's just he's just such a he's so well versed in our world, let's end this with how builders can find out more and how potential attendees can find out more. Where are they going to get all the information?](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah, I I think that you list all the websites and information afterwards, but I'll mention them right now. Well, and so the master bike builder, of course, has a website at www.masterbikebuildergo.com. It's pretty easy. The name of the go the Instagram page is not for bicycle builders. And the reason for that is because there's a lot of. Motorcycle bike builders and we didn't want to confuse that audience.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[And you have a newsletter.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Yeah, we have a newsletter go to the website, sign up for it. If if there's a lot of information on the newsletter and we we are promoting a discount for our rate already credibly reasonable. But we want to get builders there. The whole goal for me really this year is to get builders. There. Get them to Bentonville. Let them see who the community is, let them be engaged. With that community. I wanted to mention to you that we're creating a pretty strong marketing effort there in the Community to draw as many people to the as possible. We're we're doing a nice poster that we're going to give out to shops and coffee shops, restaurants, anybody will put it up. We're also connected. With ELAC, which is the Northwest Arkansas community. College and they have a very strong bicycle service technician program, so they have a lot of interests there. University of Arkansas also has a entrepreneurial program of which they're going to be involved in some way as well. And of course, they'll be promoting to their students, which is nearby. They they. There's a huge. University of Arkansas football game that that weekend, with apparently a lot of people attend, come in from out of town, so we have that audience. There's the women of Oz Summit that weekend, which we have some collaboration with in terms of. Owed the deal or either or events. So I would invite any people who are attending any of those events and just come by and visit them after I. Fill the bill.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[That's all really cool that you have all those things going on at the same time and you'll get a lot of eyeballs and maybe people just walking through who don't know about custom bikes, by the way. You know, it's a very tiny niche, and once they learn maybe, I mean, we're looking with the demise of people like Waterford. And serrata and now we. You've got nabs, is gone, and the New England bike builder show, which was going to happen this year, has been postponed. This is an opportunity to get some. Eyes on some custom builders and I I really appreciate that being in that part of the industry so.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[One thing I wanted to mention, I don't think we we discussed the one thing I wanted to mention is just the the the cycling community in Bentonville and how how passionate and how broad they are. And so exhibitors who people who sign up to exhibit at the master bike and expect the community. That is very broad in their cycling flavor, if you will. You have family with cargo bikes, you have kids, bikes, you have jump style bikes. Of course you have mountain bikes, you have gravel bikes because you gravel bikes, you you still have Rd. bikes. One you better ask me about back bikes, you know. And I'm pretty sure that somebody there is gonna be doing classified. So the that's one of the beauty I think of exhibiting and attending the matter is that the community there is very broad and they love all style cycling, not just one or one Piper style.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Well, Sergio, I appreciate you taking time to talk with me today. We've been speaking with Sergio Bravo. He is the producer and director of the master Bike Builders show. We will have everything on outspoken cyclist dot. Tom Builders, listen up. Maybe this is the opportunity you've been waiting for to get out in front of the public again. Post pandemic post NABS and I appreciate you putting on the show and putting your effort behind it. I know we spoke last year and I'm glad to see it growing this year. I've already looked at the exhibitor. Listen, it is growing, so I hope you have a lot of luck. I probably will not get to Bentonville this year, but maybe next year and I would like to do that. Thanks so much and have a great show.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 4](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Great. Thank you, Diane. Thank you.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 2](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[So much. You're welcome. My thanks to Sergio for sharing all the information about the master bike builder show you can find out more on the show's website and sign up for their newsletter or log on to outspokencyclist.com where we will list all the pertinent information for you. I hope you enjoyed our show today. You can find show notes, links and photos at outspokencyclist.com. Follow us on social media, including Facebook and Instagram, and subscribe to our podcast on your favorite app so you never miss an episode. Thank you so much for listening. Please stay safe. Stay well. And remember, there is always time for a ride. Bye bye.](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

[Speaker 1](https://1drv.ms/u/s%21ANfyt5X4l2LtkV0)

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