

## Audio file

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## Transcript

### Speaker 1

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](https://outspokencyclists.com) or through your favorite podcasting app to listen anytime. Now here's your host, Diane.

### Speaker 2

Hello and welcome to the outspoken cyclist. I'm your host, Diane Jenks. Thanks for tuning in today. This episode was supposed to air a week ago to coincide with an event my guest was having at his Brooklyn, NY workshop. Due to COVID and nasty weather, it was postponed until this coming Sunday, October 1st. We'll have more information about it at the end of the show. Also, I want to preface this episode with an important announcement from Shimano last Thursday, September 21st, Shimano issued a massive recall of over 760,000 cranks. Instead of reading you all the information about how to tell if your altegra or durace crank has been recalled. I've put a PDF of the recall information on our website [outspokencyclist.com](https://outspokencyclist.com). Everything you need to know is there. Please take heed as Shimano is really doing a great job with this recall, including reimbursing dealers and even helping out if you have. A power crank. Shimano has asked the dealers post the information until February 1st, 2024. Now let's talk about my guest, because I really enjoyed this conversation and I think you will too. You know how I love speaking with custom frame builders about their work and their. Lives today, though I am speaking with custom frame builder Johnny Coast from coast Cycles in Brooklyn about his experience supporting Team Coast at this year's PBP Parry Breast Paris. The event only comes around every four years, and two of Johnny's clients trained for two years in advance to make the journey to France and compete in the grueling 90 hour event. At one point the riders approached Johnny, who built their randonneuring bikes and forming Team Coast, asked if Johnny wanted to come along as support. His answer was yes, and his experience was almost as exciting and gratifying as his riders. I think I'll go back again and do it in four more years. That's not all we talk about, though, so let's get right to it. Ohh, and by the way we mentioned Shermer's neck in our conversation and if you don't know what it is, it's a condition where the neck muscles fail from fatigue and can no longer support the head. It is not gradual either. After feeling the first symptoms, the neck will usually stop functioning within two hours. It happens a lot to ram riders and others who do super long distance events that keep you on the bike for extended hours. Now here's my conversation with Johnny. Hi, Johnny. Welcome back to the outspoken cyclist. Thanks for joining me today. How are you?

Speaker 3

Hi Diane. Glad to be back. I'm doing well.

Speaker 2

Good. Well, I think. The last time we spoke was at French Fender Day at Peter Weigel's House with in Connecticut, and that was a long time ago. Now, like almost four years, maybe.

Speaker 3

Oh my gosh, so fast. Yeah, that's yeah, I remember that.

Speaker 2

Yeah, yeah, yeah. So one of the reasons I wanted to. Contact you was the the stuff. You were putting online. Pain about being in France, but you weren't participating as a writer and I love PvP. I have a a, a really good friend who's also like my my muscle body worker and he this is his 10th time doing it. I'm I'm just wondering what brought you. To PvP I. Mean they only do it every four years. And was this your first trip?

Speaker 3

This was my first trip, I guess I'd back up to the previous PvP is I have a friend and I built him a A-frame and a complete bike and he wanted to do this thing called PvP and I'd known about it. But. He had never. Tried before so he got online and decided he was gonna apply and. He started qualifying and by the time he got. Around to it, it had it. Something happened with registration where they cut off the amount of people who can register and he missed the the deadline. So he didn't get to go. I know, but it was a mistake. I think it was. A rookie mistake and. You know, he learned a lesson and which meant find others who've done it before and asked them for advice, which he did. And he realized that he could start qualifying the year, the year before pre qualify. Time and he really committed. Himself, this time to. Really train and get ready for this thing two years ago. He found another team, another rider, and they formed the Coast cycles team, sort of organically and on their own. And they asked me, do you want to have a a cycling team? And I said, well, yeah, let's do it. I'll. I'll sponsor it as best I can. And we'll, we'll just. Go for it and we created. This thing called Team Co cycles. And was that the question? Yes.

Speaker

It doesn't matter the.

Speaker 2

Conversations. The conversation. Yeah. Yeah. How you got involved. So it was.

Speaker 3

That's how well, that's how I. Got involved is to. A customer who became a A-Team writer formed a a team. And they they both trained together and they they sucked me into it. And that's how I got involved.

Speaker 2

So did you actually build them render near bikes for PvP, or did they already have bikes from you? That or one of them? I know for sure had your bike and was that the bike?

Speaker 3

Both of them got bikes for PvP and for and of course the whole previous two years training on those bikes, so they were. Rounded during bike specifics specific. The other teammate Bill, he had one of my friends already and he'd been riding a coast for a very long time and. He pre qualified and qualified on the bike he had, which was a Rhonda during bike. And I built him that. Bike maybe eight years ago. Something like that. And for PvP I built him. A new frame. Fork and STEM and Rack and decolor. Fresh brand new bike, but it was a a better bike in a sense that he got to ride one of my bikes. Train on it and with training comes up an abundance of wealth of knowledge and that informed the slightly different design and we tailor that bike to do this Paris breast parasol.

Speaker 2

Very, very cool. Very cool so. Both of them clearly completed the ride.

Speaker 3

Yes they did.

Speaker 2

And did they do it in 90 hours?

Speaker 3

We did it in 87 hours.

Speaker 2

OK, so not the 84. They did it in under 90, which is really cool. That's awesome. How is the weather this year?

Speaker 3

I thought it was awesome, although I wasn't writing. I think if there were stretches that. Were really hot. There were stretches that were. Temp like kind of warm and then there was cold and wet. There was kind of all of it cold and humid like Dewey in the middle of the night. I think there was one stretch that was really hot and it got a lot of people really exhausted. You know, I got, I actually saw what you were talking about weather. So one

of the first one of the like, the second controls, I think I saw what would be considered heat exhaustion, which is scary. Someone who is very nauseous out of it, dry, like not sweating anymore, couldn't really didn't know who I was though I knew. Them. So there's some. There was a control that was so damp and Dewey and wet it was 1:00 in the morning. We're waiting for our riders to come in and it was just like could chilled to the bone. I couldn't imagine riding a bike in it, I guess, but that would be exhausted and cold. Wow, the weather was great.

Speaker

Yeah, you were.

Speaker 2

In a vehicle. Come on, let. Me. Remind our listeners we're speaking.

Speaker 1

Better vehicle.

Speaker 2

Who's speaking with? Custom frame builder Johnny cost and his experience at PvP this year as a support vehicle, and I wanted to ask you about that because this is a self supported event. So how did you support your riders? What was it you were allowed to?

Speaker 3

Well, you know, at first I thought we weren't allowed to do anything. Hearing that what you just said, it was like, ohh, what? What? You know? Well, they have all this, everything you need at a control and there's rules against, you know, support. Outside of the controls, so it turns out that there is an official role of support vehicle and you can register and be a participant where participant #307 or something. And we had actual official details that we had to display in our vehicle. There was a very specific route that the support. Peoples had to take which was off. Of the riders route, there are a lot of rules around support if they receive. If you're right or receive support outside of a control, they are penalized 2 hours. For every infraction. And other infractions, too. There's a lot of rules for these riders that may not have gone heated, but we're definitely enforced. So they're very kind of strict. What was exactly the question?

Speaker 2

Was. Yeah. Just what you were allowed to do and. What? You weren't allowed.

Speaker 3

So we're allowed to. You know, give support in the way of. But they don't. I guess I wasn't really specified in. What you're allowed to give them but. You're not allowed. To give support off routes you're not allowed to interact with your riders or any riders off route. Or I'm sorry on route. And I think the idea was that you drive to the control, you

can meet them at the controls. There's certain areas that it's riders only you cannot enter. I don't know that it's laid out in the rules, but specifically what we wanted to do, what a good support team does is you get to the controls early to catch the lay of the land because it can be absolute chaos there, although they organizers did wonderful, you know, organizing it, I'm not criticizing, but there's a lot of people coming. In and out totally. Tired and exhausted, including your riders. So you wanna figure out where to get their card stamped where the food is. Where maybe medic tents are just in case. Maybe your riders are exhausted in the middle of the night, need 1/2 an hour of sleep, so you're going to find a spot for them that's, you know, not overcrowded or too hot. In our case were or. What we ended up realizing very quickly in the beginning was. Well, it was funny cause. I'm just gonna kind of go off topic. A little bit, but. We I too. Diane was wondering what the heck am I? Gonna do you know? Like, sounds like there's nothing I need to do, but we realize absolutely. And the quickly we learned fast and the hard way that what you need to do is get. To your control. Immediately as fast as you possibly can in a. Car and figure out. Where everything is. Set up your. Little area. So in our case, our area was the back of. Our car, we. Had you can open that, we rented a car that you can open the tailgate up and like, lay the seats down. So we had drop. Bags for riders. We had food that the riders liked and specify. I had a little mini medic kit which included things like band AIDS, pain cream for your knees and muscles. Everybody was very fond of the. Caffeine pills that were. You could buy that head ibuprofen in it. Wow. And you know, Ace Band is just real mild light, light, Medicare, but mostly just like pain cream and. What was the other one near Salon? Anyway, so there was that. And then we also had a little blow up map to like camping mats, and if the controls where people would sleep, where they provide for you was overcrowded or difficult to access, we actually would, like put the mats out in the shaded area. If it was daytime or next to the car at night and let the riders. Sleep for however long they asked for, so riders come in. You guide them to where they need to go to get those cards stamped, so this is where the food is. What do you want? To do sleep for. 20 minutes. Here's a spot to sleep. Here's food for you now. Immediately hand them cold drinks if. Let them sleep. Time it, wake them up when they need to go and get them on their bikes and then immediately get in the car and book it to. The next control because. You think you've got five hours? But in reality, all of your plans can just go to hell. And like, you know, a couple of hours and all of a sudden they're way. Ahead of schedule and you're behind.

Speaker 2

Right.

Speaker 3

Which happened to us in our first our very first control. They I mean, these guys have been training for two years, so they know how long it takes to go. 50 miles or whatever. And they said, well, our first control, we should be there in you know, 8 to 10 hours. So I thought, well, let's get us there in seven hours and we'll be early. We got a text from one of the writers saying like we were at like 45 minutes away from the first control and we

got a text saying, OK, we're leaving. We just left the first control. We did way faster time cause it's much flatter terrain here and we just looked at the entire way and we're way ahead of schedule and. I was like ohh. So they had already left the first control when. We're on our way to it.

Speaker 2

Which was bad. Yeah, they didn't have any. Of the support.

Speaker

That you had.

Speaker 3

They didn't have the support they were expecting. So then we realized really fast. It was like going to school like really quickly. We had to learn. Some very basic things and it was really. Really, really fun.

Speaker 2

I'll tell you what your writers must have been really fresh at that beginning to get to the first control and go. Ah, no big deal. What? And then we're leaving. See you at the next one, right.

Speaker

Well, you know.

Speaker 3

The thing is. Is they were like we basically want you at the midway point and you guys can decide if you really want to do this whole the whole. Way or not like we? Don't we don't. Care. They were kind of like. Seemingly kind of tough about it, you know. Like Nah, we maybe we need you at. The halfway point we really need. You at luac but. After that, it's up to you. Guys and then after the first couple controls, they're like we want you at every single. One, this is really hard. You know, and we we were out of supplies within two controls. We were like, Oh my God. Now we need to go resupply.

Speaker

It's hard. OK.

Speaker 3

And so we had, you know, you'd find the nearest grocery store, and sometimes that was after hours. And we found pharmacies along the way to re up the there is we were using a two different things, arnica, oil and like I mean like a pain medication. It's it's hard to interpret it what it said but it was basically like a pain cream.

Speaker 2

Right.

Speaker 3

That you could put. On your knees. You know, they would just lather.

Speaker 2

Right, yeah.

Speaker 3

Themselves up in this they went through like 3. Tubes of stuff.

Speaker

We have to keep going.

Speaker 3

To find it. OK, I'm exaggerating a little bit, but we did run out once and we had to get a. Second tube of it would you do this again? Absolutely, I'm hooked. It was awesome.

Speaker 2

How about riding? Would you ever ride it?

Speaker 3

That was like a next before. You know what? The reality. Is is I like I am. Amazed at the amount of training these two, my 2 writers, did they? They were like they took it so serious and they were almost scientific about it and they chose a harder series out here on the East Coast. To complete to qualify because it.

Speaker 2

Is the bravest.

Speaker 3

Yeah, they chose the the Pennsylvania one because there's way Hill. It's very hilly. Yeah, you know.

Speaker 2

OK. Oh yeah.

Speaker 3

Yeah, they chose it because. Other ones are flatter and they thought you know. What? Let's really. Train as hard as we can and they chose that one because of Tilly. So when they hit that first flat. Stretch they were stoked, you know. Can I better answer that question? I thought about it a little further. Whether I do this again or write it, I think what

I really discovered is that I liked doing the support. It was. It was really fun and it like an adventure.

Speaker

And I was.

Speaker 3

I'm I felt like I was very effective, you know, like I had a teammate with me and we did really good. I. Would do support again, I would do SAG again. I don't know that I would ride PvP. I think I would rather do support again. I think that's right where I belong to be.

Speaker 2

Honest. Well, it's interesting, you know, over the many years I've been in business. He used to put on. A lot of. And it was always the volunteers who seemed to have the most fun. There was no question that the participants enjoyed it, but the volunteers so got into it so. I get that. Supporting these riders has to be really gratifying.

Speaker 3

And to be honest, like with my. Lifestyle. I don't. Make time for training rides like these guys. They really committed to it and they think if you're gonna do something on this scale, you gotta commit to it. You gotta do the writing and the training. And I'm like. I just said every every minute they had. They were preparing I. Don't. I don't have. The time well you have.

Speaker 2

To be that kind of committed to do a, you know, a 750 mile 1200 kilometer ride in 90 hours, I mean it's. Crazy when you think about it. It's amazing. I think I heard that 8000 riders were registered this year.

Speaker

Isn't easy.

Speaker 3

Yeah, that's what I heard. To actually try to look that up before we talked and I. Had just heard that from the other writers. You have no like. Have you gone to this thing? Have. You seen it happen.

Speaker 2

No, I've wanted to and I've just, you know, getting away in. The middle of the summer. Is hard when you're in the bike business.

Speaker 3

It's cool, man. It's like you show up and there's people from all over the world converging on this tiny little town. To do this. Insane race and it's like it's very moving like it brings you to tears just being like, wow, this is such a cool like what? That's. That's like a. Neat thing like people came to ride a bicycle. You know and.

Speaker 2

It is.

Speaker 3

How beautiful you know.

Speaker

And then when?

Speaker 3

They were rolling through the the when they were coming across the finish line, like at that point I'd had, you know, it's four days now. I'd had like maybe 4 hours of sleep total and they even had less sleep than I did. They physically I've never seen. I mean, that was a physical feat. That was beyond explaining. And when they came up, when people were coming across the finish line just. Like I was like tearing. Up. I couldn't help it. You know, crying like a baby.

Speaker

Yeah, I see.

Speaker 3

And when that guy, that team rider, that, that older fella who was being pushed by younger guys, they're pushing him along. So it's somewhere along the line, maybe he gave out or he couldn't make it. That just showed that.

Speaker 2

Right.

Speaker 3

That cool spirit of the whole thing is like they stop. Those guys could have blasted on and got better at times. But no, they slowed down and helped the guy out. I thought that. Was really touching and cool, you know. You know. And then when I saw, you know, Ben and Bill blowing across the line, of course, I'm like, Ohh crying. And it was so sweet. I'd never seen Shermer's neck before. Do you know what this term refers to?

Speaker 2

Yeah, I know exactly what it is because RAM riders get it all the time.

Speaker 3

I had never seen it and I saw three people rolling across the finish line with Shermer's neck and the night before. At the last this I think it was the last control. People were getting that and it was scary looking. I couldn't believe it and their necks had given out and their heads are dropping down and they're trying to hold their own heads up. It was terrifying to see it, but I didn't. I didn't say anything. I was just like, oh, my goodness, you know, there it is. There's there's the dreaded. Shermer's neck. Everyone was. So freaked out about. Getting it. And then people did. I had a another friend I so along this trip we had like acquired other people that we did. Sag for some. People from Philadelphia, Pat and C and Ryan from the Keystone bike crew. We just like, OK, you're part of our team now. We're doing this and. Ryan had reported he was middle of the night somewhere, blasting down a hill, and there's a guy in front of me. Didn't know, started to kind of swerve in and out of the lanes a little bit into traffic, a little even. And he rang his bell and, you know, response guys to, like, wandering, you know, coasting downhill wandering. So what the heck is going on? You rides up next. To the guy he looks over. Food is full on sleeping.

Speaker 2

On his bike.

Speaker 3

Flying down a hill. And that's not the first. Time I've heard of that happening and that guy later did crash. I heard.

Speaker 2

Yeah, but he did.

Speaker 3

And you know, this is no it was. No joke and.

Speaker 2

No, it is no joke.

Speaker 3

Just so here they are. All these people just pushing so hard and working so hard. Two years in the making Team Co cycles just, you know, springs out of nowhere. I can't help but to. Feel it when the. Guys roll across the finish line, you know, like, Oh my God. This is awesome. It was awesome.

Speaker 2

Yeah, I would absolutely be in, in tears watching them come across. It's just so amazing. I know John Heine. Did it again this year and he. Did it in. Some absurdly low time and I'm like. That's crazy. Who knows how thin?

Speaker 3

He's so modest. Did you read his post blogs?

Speaker

Right.

Speaker 3

Like ohh yeah, I did this that. Was OK. Oh. My God, I saw him.

Speaker 2

No big.

Speaker 3

For a second, I said John. Hi, nice to see you. It's like Oh well. Done. It was nice.

Speaker 2

Hey, Tony, let's take a short break and we'll be right back. I want to talk a little bit about business. So right, yeah, we're talking with Johnny Coast of Coast cycles out on the East Coast of the US and we will be right back. It was seen for the outspoken cyclist. We are back on the outspoken cyclist. We're talking with Johnny Coast and we just spent the first half of our conversation talking about Perry breast, Perry PBP. Johnny did not ride, he supported it. And as I mentioned, I think volunteers and support have as much fun, if not more. Then the participants, and apparently that was so. So you got four more years before it comes around again.

Speaker 3

Yeah, I think that the goal is to keep team Co cycles going and do it again. In four years.

Speaker 2

So you just. Flew over there and rented a car. Is that how?

Speaker 3

You did it. Yeah. So one of the riders partner and I both did this together and we rented a car and it was very easy to do that. And we registered with PVP. As an official support vehicle. Cool, cool. What kind?

Speaker 2

Of car did you end up?

Speaker 3

Ohh it was a weird brand new Spanish car. It was a lot of electronic doohickey. I didn't really understand, but we we did it.

Speaker 2

Apparently so. Here you are. How about the? How about travel itself? Was it like OK?

Speaker 3

You mean at the you mean flying over there?

Speaker 2

Yeah. And the airports.

Speaker 3

Ohh totally fine. That was easy. Very, very doable. In fact, I waited.

Speaker 2

Oh good.

Speaker 3

I got very moderately priced plane tickets and very simple, very easy. We we had a wonderful hosts of PAT and C from Philly. They do every PvP on a tandem and they rented a beautiful chalet which you know it's like a farm country house made of. Stone it was like a mini castle, which I. Guess is common there.

Speaker 2

You know.

Speaker 3

And it's like, oh, yeah, they're all like that like.

Speaker 2

What town was that in? Was that in brass?

Speaker 3

No, that no, that was we started in Rambo. Yeah, so outside. Of Rambo. Yeah, so that's like. A little town called something else, I forget, which is terrible, but. We we got a, we got like a. They got a Airbnb outside of Rambo. Yay and then. Kept it the whole time. And when we got back to it. It was still there. For us and our deer, was there the bike cases were there, so the bike cases, that's always the annoying part. You gotta really know how to pack a bike. I had I had done. It takes a bit of finesse to pack. A bike I had done.

Speaker 2

Right.

Speaker 3

The the The spoke show in Bristol, UK, and Pack two show bikes. And I had these cases left over, so I was able to loan one of them to Ben and Bill had his own and Ben Bill actually had his, like, packed for him professionally. And Ben and I worked on his mostly. Ben did it. It was, you know, it's it's all part of traveling with the bike. There's hard cases.

Speaker 2

Were they couple bites or?

Speaker

They they were.

Speaker 2

Not OK that.

Speaker 3

Though that is another reason that is another way to do.

Speaker

Makes a difference.

Speaker 3

It, yeah.

Speaker 2

Sure, sure. Wow. Cause when when Brian and I went to Israel to ride for a week and we took our tandem, but because of who he is, you know, the frame and some stuff went in one box and wheels and on the other stuff went in the other box. But it was like a complete tear down complete build up.

Speaker 3

Ohh yeah yeah yeah yeah. Especially tandem. You gotta you gotta. Just couple decouple the bike and.

Speaker 2

We. No, we just now had couplers put in at that point. It was a couple, we sent it over in a big tandem box. So yeah, yeah, we took it on the plane. That was crazy.

Speaker 3

Those are helpful. I we did. OK, with no couplers to be honest. And then?

Speaker

I think that.

Speaker 3

The single bike, I think the advantage to couplers is that sometimes you get around the air, the baggage fee and sometimes you get double whammied with it. So it's kind of a gamble. I think a lot of the airlines have different rules. So you're not always guaranteed cheaper fare. You're gonna pay. For it, if you don't, you know anyway.

Speaker 2

It doesn't seem fair. You know that you can fly your golf clubs, but not your bike, but whatever, whatever.

Speaker

So let's talk a little.

Speaker 2

Bit about business and and I'm wondering. How you fared during the pandemic? I know. It's like it's in the rearview mirror. I don't. Want to think? About it, but how? How were things? During the pandemic.

Speaker 3

It was weird and tough and. It was really odd what happened was I thought to myself, you know what, let's let's revisit. So I used to a long, long time ago I, the company Bella Orange before the current owners had it another guy had it named Chris. And we had. Come up with this idea of a semi custom. So I built Vela oranges, semi custom bikes for a little while. And I kind of revisited that idea of the semi custom for the pandemic times. And so I opened up my books to semi customs and the orders like flooded in. It was insane and I got so many orders I couldn't handle it and that was great. The problem was a lot of the factories that were producing the tubing. That the bikes are made of Columbus. We're having their. Own shutdowns, right because of the pandemic. Right, so I'm getting. Partial orders filled of tubing orders. I'm getting supply issues. I couldn't get the parts to build the frames fast enough or I would get a box of tubes that was only like stuff for. Front triangles so. Getting the materials was like. Really tough. And my painter all of a sudden was like ohh well, we aren't allowed. We we're running out of paint. It's stuff like that. Raw materials, you know, like steel is now difficult to find. So the factories who make stuff out of steel, you know rock like. And we're talking world supply. Issues like the world economy was. Wacko. So I did pretty good. I made a lot of bikes really fast in New York City, we're allowed to stay open because we're a bike shop and I

worked alone, so I didn't have to stay indoors the whole time. I could actually commute legally, so I remained in business.

Speaker 2

Were these big welded bikes?

Speaker 3

No, all braised the the idea so I I opened the program for that time period and then I closed it again. So and I'll open it again sometime in the future. But the idea is like full custom is full custom semi custom is you get around and. Like I will size you to the bike so 5354 top Tube, seat 2, whatever.

Speaker 2

Right.

Speaker 3

And you get to choose one of three colors. That was pretty much it. But I thought where a lot of where I think a lot of bigger supply things go wrong as they skimp on materials. So I used the same materials. I used Columbus tubing. I used Richard Sachs lugs. That was the other thing is you don't get anything fancy, you just get lugged. Steel bikes. But they're not lugged. From Molly, they're not lugged heavy gauge steel. That was like, I actually chose a tube set that I like building with that I think makes a good bike, so. Those those bikes? They had a simple like unaltered. Lug that you know Richard Sachs made it wasn't. These are nice lugs, right? But straight out-of-the-box cleaned them up. Put them on the bike, miter the tubes. Got. Them you know. They're straight up Rhonda, Rhonda nearing machines, but made with, you know, decent quality parts.

Speaker 2

So were you building trying to build full bikes or just frames?

Speaker 3

That was mostly full or I'm sorry. Mostly frames. Yeah. So you get a frame and fork for X amount of dollars. So. But I also had taken a number of full custom orders and some of those had. I have a few options you can do so if you do like what I call the rolling chassis, you get a wheel set from me. You get the fenders installed which is very can be really tricky.

Speaker 2

Yeah, time consuming, very time consuming.

Speaker 3

If you're not used to it. Take takes me like a day to do a good set of fenders. You know, if you. Do it correctly. And wiring the lights so then you have your stem and Decker lore. You've got the rack installed, you've got the fenders installed, you have the front and rear, front and rear lights all wired and ready to go.

Speaker 2

Right.

Speaker 3

On a wheel set. For X amount of dollars or you. Can go full hog and. A lot of people don't tend to do that a lot, so I get a lot more rolling chassis, which is great. It's fine.

Speaker 2

So do you. Build your own wheels.

Speaker 3

Actually used a a guy named Dave Perry who actually you might have met. I brought him with me to French Fender Day that year. He's a local former racer, long time bike shop owner, really good at building wheels and he gives a lifelong guarantee. Like if you come to him in. 10 years and say hey. It's out of true heel, true for free. So I hired Dave to. Do it because I don't, you know, want to spend my time doing. It and he's really. Good at it and.

Speaker 2

Exactly when I pay him, right?

Speaker 3

Yeah. And then Dave Perry, you know. I don't know if you know this guy, but.

Speaker 2

I I don't know that I do, but I. Probably would like you know, I don't. It it's not ringing a bell, but you know.

Speaker 3

He's he's literally our our official unofficial bike mechanic for team Co cycles, and he's a longtime racer, knows all the cult heroes.

Speaker 2

Got it. Harry Perry.

Speaker 3

Yeah, look up bike cult. Dot com I think it. OK. He's interesting too. I'll send you some links.

Speaker 2

OK, that's cool. That's very cool. So given the time. Frame of the pandemic and you opened that window of building those frames and then you closed it again. How many frames did you produce? Give. Me a a ballpark?

Speaker 3

Oh God, I was doing 3. No 7 frames every three months. Wow and sometimes 10, but that was an ideal. So the trick was is I would do them in batches, so I'd I'd build 7 front triangles and then they build a whole slew of chain stays whole like chain state, drop out attachments and then bend them and dip them and then a whole slew of, you know, come in on Tuesday and. I'm doing today. I'm doing seats days and I would miter seats, days and braise all my little, you know, top eye and. And Wednesday I'd come in and do all the change days. And then Friday I'd spend. You know. Doing batches of fork blades, so I would do it that way and so. I think every like I said, every three months I would crank out seven to 10 frames.

Speaker 2

That's pretty cool.

Speaker 3

If that's, that's a pretty.

Speaker 2

That's a brisk. That's a brisk grade. How? How are people?

Speaker 3

It's vague, mark, but yeah. Yeah, as fast as I could. Make them so.

Speaker 2

You were selling these direct to consumers to shops.

Speaker 3

Direct to consumers. I do have a few frames. In shops but.

Speaker 2

How were they finding you?

Speaker 3

It's a lot of word of mouth. I always, always, always do. The Philly Bike Expo, I always, I used to advertise them bike cordially, which I. Kind of don't anymore. And I think it's just through the website you know.

Speaker 2

Yeah, well, yeah, the you know, what's really cool about your website? It's very clean and it's very easy to to browse and you know, you don't overload it with stuff.

Speaker 3

I tried not to.

Speaker 2

No, exactly, exactly and never. You're probably have other social media. Well, I know you have other social media because I saw the pictures on Instagram. Yeah, yeah, yeah, yeah.

Speaker 3

Cost cycles NYC, you know.

Speaker

Right.

Speaker 3

Well, my attitude about the Web site changed a lot. I think when I first started doing. Things that you looked at other. Builders too, there's. Always some weird mystery about the prices they charged and where they were and phone numbers, and I was like that. That might be outdated at this. Point I think. If you just outright place a price on it, say, this is what it is. You can you if you name it like you can get options 1-2 or three and call it the rolling chassis or the full blown or like give it a title. Then it's easier to see and it's easier for people to access.

Speaker 2

It also. Self sort of gets your clients to self. What's the word I'm looking for? You know, select that so it's self selective. You know if they look at it and they go, this just isn't for me, it's like OK that was easy.

Speaker 3

Yeah, you. So you know what you're dealing. With, you know.

Speaker 2

Exactly, exactly. Let me remind listeners once again, we're speaking with Johnny Coast out of Brooklyn, NY with no accent. How come you? Don't have a New York accent, dude.

Speaker 3

I was, you know, I was born in New York, but upstate. And then my family moved to Denver when I was a kid and I grew up in Denver. And I moved back probably over 25 years.

Speaker 2

Ago, what do you consider upstate?

Speaker 3

OK, not even upstate. I'm sorry. Western New York. So Olean is where I was born. Do you know? Where Olean is.

Speaker 2

Yeah, I do. So Brian's from the he's from near Glens Falls in the Adirondacks.

Speaker 3

Ohh yeah. OK. Yeah, that's upstate. Yeah. My only it's more Western New York. I just say upstate cause it's not New York City I.

Speaker 2

That is way up.

Speaker

Right.

Speaker 3

Guess it's terrible.

Speaker 2

Exactly, exactly. So I want. To talk a second about your mixed frames.

Speaker

Because I.

Speaker 3

OK.

Speaker 2

I like riding a mixed D and although I don't do much writing by myself anymore, I am on the back of the tandem when I'm writing. But, well, how are you? How are people? Responding to the idea of a mixer, is it a full mixy with the stays that go all the way back to? The rear triangle I didn't look.

Speaker

Yeah, yeah, yeah.

Speaker 2

OK.

Speaker 3

It's, you know, it's it's. Not a lot of people order them. They've only really made a a handful. I first made them for Velo Orange actually. And I I learned there's some design considerations that a lot of people don't see to the naked eye that you've got to consider for the misty.

Speaker 2

Yeah, like the brakes.

Speaker 3

Like, well, yeah, that's that's you can see that. But there's things like you took basically a. A the the. The front triangle, you know, and it's a very strong structure and you took the top tube of it and you made it parallel with the down tube. Now that kind of weakens the structure. So you have to do all these other things to kind of counter that, and tubing selection is one of them. Like you mentioned, the set of stays that run to the back. There's a third set of. Stays I call. Them like the the triangulate. Off the top tube to the seat tube. To the dropouts, right, that's, that's for a reason. Just so like this thing doesn't start wiggling around on you, it's less smoothly.

Speaker 2

Yeah, stability sure.

Speaker 3

Yeah. So they end up, they're they're really cool. The advantages that you can step through them if you have mobility issues. I think the downside is that they end up being a little, they might end up. Being a little tiny bit. Heavier cause the extra stays not a lot. But you know. It's a design compromise.

Speaker 2

I tell people to. Lose £5.

Speaker 3

Even if yeah, I.

Speaker 2

Mean or don't worry about it if you know exactly, yeah.

Speaker 3

Don't worry about it if you're.

Speaker

What are you doing?

Speaker 2

For drive trains these days, what are you recommending?

Speaker 3

Kind of all sorts of stuff I gotten into. You know I'm. Kind of all over the board, but. Still kind of old school. I on a couple of my show bikes I have the. The Sun X CD's, which were a neat little phase that they read, reissued those. Ohh, so drivetrains like between 9:00 and 10:00 and 12:00 speed chain ring in the front, so low gearing for mix or I'm sorry for rounded nearing frames. The larger ring being your your ring, that you would stay in most of the time and you drop down to. The smaller ring if. You need an uphill, so not racing. Not 1970s battalion racing bikes at all.

Speaker

Right, you know. No, right?

Speaker 3

So I think that. That idea of this what is sub compact cranks is maybe? It's starting to bleed into all sorts of things for engineering, and then even other kinds of bikes, and it's becoming. More popular. But useful. That's what these guys were writing at PvP.

Speaker 2

With what? With what like? You're not using disc and hydraulic brakes are. You where are you, hydraulic?

Speaker 3

I don't and I'm not a I think they work great. I just don't like. The reason these bikes don't have disc brakes is because when you're a builder, if you make a bike with disc brakes and you can't, no one can refute this you. You'd have to use frame parts, frame components like chain stays and. Seat stays and. Fork blades that are engineered for disc brakes, right?

Speaker 2

Right.

Speaker 3

So to do that, they make them way thicker and more stiff, right? Because there's so much forces down low instead of at the break up top that the frame would literally eat itself apart, break itself apart. If you use lightweight flexible.

Speaker 1

Yes they did.

Speaker 3

Table chain stays lightweight, flexible fork blade, so if you're if you're if you had a scale from stiff to to compliant and you're moving towards the compliant range for Rider Comfort. And this idea, that thing the frame flexes and returns flexes and returns. Which is the. Beauty of steel is that it will. End and give back over and over. I think John Hein coined that phrase, planning that was a term taken from the nautical engineering boating basically. And applied it to. The I think he sort of. Meant it. It feels like you're planning so the frame floats. So if you want like flexible frame, you wouldn't use stiff components, right? You'd use thinner wall or thinner diameter. One of the two, or both.

Speaker 2

Right.

Speaker 3

So if I'm doing this thing around. Pushing A-frame towards flex and then rebounding with. Stiffer chain stays, seat stays. You're bouncing around for a break and I'm thinking, well, both brakes work, so let's just use. The one that I can. Have flex with. Now if I was going to. Make a gravel. Bike or a mountain? Bike or a? You know something that wanted some real stiffness that would say, well, this is that's a fine choice. But these PPP bikes have Canty brakes on them.

Speaker 2

Use pause.

Speaker 3

One of the writers does use pause. I can. Make. Yeah. Yeah, they're great.

Speaker 2

Yeah, they are.

Speaker 3

They are also use a lot of Renee. Her stuff, they've reissued a lot of really neat stuff, and those brakes actually are way beefier than the old school versions of myfax. They're similar to. You. But they are. They are very well made. So I use a lot of that. Stuff too. So what do you?

Speaker 2

Think the future of the custom bicycle business is as the as the population ages. I mean, our customers are kind of aging out and and it doesn't seem like there are a lot of new young people. Although when you hear 8000 people at PvP, but I'll bet the average age of the people of PvP was 50 at least maybe 6. What do you think?

Speaker 3

I haven't. I don't know the average age. You'd have to look that stat up. I'm not sure. I'm. Were they older generation? I don't really know. I saw a lot of young people there. You know, my, my view of reality was just my own standing in one place view. You remember I wasn't writing it. I did see a lot of people.

Speaker

Wait, wait, wait, wait, wait, it's.

Speaker 3

I saw a lot of you. I wasn't. I don't know if I was approaching it that way. That's interesting. I hadn't taken a tally in my. Own mind of of age. I don't know if that's. Good, but anyway.

Speaker

What? What's the future?

Speaker 3

I don't know what the future is. I know that. The past one thing. You can get. You can kind of count on. Is trends change and people evolve, and sometimes they revive old ideas and sometimes they come up with new ideas. Where is the bike industry heading? You'd probably have to ask somebody like again. My view of this is myopic. I get people who already know what they want. They come to me specifically for Rhonda Neering bikes. So I get a slice that is just a sliver of reality. I bet you a bike shop could answer that question better than I could, so if I look at the past, it's gotta be the next thing is like we're past gravel, right? We've got top mount brakes now we got some new thing called, I guess gravel. Like it's still being defined if I read the magazines, they tell me. Well, it's this new sport. Got some gravel bikes lined up in my queue so team Co cycles is going to do gravel so I.

Speaker 2

Got and do those? Are those bikes gonna have disc brakes and through axles and all of that? You are OK, so you are building that stuff.

Speaker 3

Yeah, it's just like purposefully right. Like I don't choose disc brakes if I want a flexible frame or if I want a nice softer. If I want a compliant ride on someone who's gonna sit for 1200 Ki. Want something that's a little bit. Easier on the rider and I think stiffer bikes are appropriate for probably rough terrain. PVP's all pavement there's not, and the roads over there are awesome. You know, that was also weirdly notable. The roads were awesome. I saw like 5 traffic lights in 1200 K. That was it. It was all round about traffic's very efficient. That's awesome. You know, it's beautiful countryside. Loved it.

Speaker 2

Yeah. So last week was the maid show out in Portland. I guess it was just a smashing success. And Nebs is gone. I know Philly. I look at Philly Bike Expo as being more than than what May did or what NABS did. I I look at them as being so much more inclusive of a of all kinds of things. Do you think we need another East Coast show like made?

Speaker 3

Can I ask you what? Makes mate, so I was invited to go and it was during PVP, right? So I I declined going and I missed out. I know I did. Can you describe what's different between made and? Do we need another one out? Here. Leah. What's I mean? Yes, the answer is like, yes, of course. The more the merrier. What? Am I crazy? Yeah, I want made here.

Speaker 2

Yeah. And I'm not sure.

Speaker

I'm not sure.

Speaker 2

I'm not sure that made was so different. I think that because Nebs is gone. And because people are hungry for the whatever's happening in the custom bike world. It was a real success, I guess Chris King did some amazing stuff. He he threw some big party and had people go through the factory. I. Mean it just. It sort of reignited, at least on the West Coast, this desire for NABS, to me, you know, like what?

Speaker 3

I see. Yeah, absolutely. So, yeah, there's there's room, I think for both. Why not, you know?

Speaker 2

Well, because Nabs isn't coming back as far as I can tell. I don't think Don is in any position to. He's probably like I'm living my life. Leave me alone.

Speaker 3

You know what was? Genius about naps is that it changed venues every.

Speaker

Right.

Speaker 3

I thought that was. Kind of cool. Because it gave every town, it was in a chance. And maybe made. It was so awesome because of where it was. There's a huge. Bite culture out there and it's got its own. Flavor and its own. Particular style even.

Speaker 2

And Nabs nabs was in Portland. I was at that. They were there for two years. I was in Portland. For a couple of. Years for naps.

Speaker 3

It was also in, it was in. Northern California one time and I went.

Speaker 2

Sacramento. It was in Denver.

Speaker 3

To that one. Yeah. And that got a lot of people down, a lot of.

Speaker 2

It was in Louisa. Yeah. Yeah, I yeah, I agree. Nabs was awesome because of the way it traveled around. But I don't know. I just think that. People are forgetting maybe they're not forgetting. Maybe they just don't know. What the custom bicycle business is, what they know is carbon fiber, trek and specialized. And and I I would like them.

Speaker 3

Right.

Speaker 2

To know that that there's a lot more. To it than that.

Speaker 3

You know it, it might. Be up to the builders. A little bit. Too, and I hate to say this. Kind of thing, but maybe we. Need to have our ear closer to the. Ground and see what's fresh

and new. And maybe that's. What made was able to do is. They're like, hey. Like I only saw experienced it through Instagram to be honest. Yeah, I read some stories. I thought that was cool. They. Had this really neat. At first I thought it was going to be outdoors and I. Guess they moved into. This cool old industrial weird indoor outdoor. Building kind of thing.

Speaker 2

Yeah, I thought it was gonna be outdoors, too.

Speaker 1

That looks.

Speaker

That looks so.

Speaker 3

Cool. You know, I was like, that's. Neat. I wanna be in that place, so I definitely had the FOMO. Fear of missing out. Yeah, FOMO. But damn. And had I had I planned on it, I I would have had to have, like, cut my trip short to PvP and it was just like we've been working for years to get there. You know no. Where could I go?

Speaker 2

Nobody would ask you to do. That you know you.

Speaker 3

Would I go next year? Probably, you know, yeah. I mean.

Speaker 2

I want. If we would move it next year. Probably not. Probably not. Do you know about the the little show that's going to be going? On in Bentonville. Next weekend, the it's called. I don't love the name of the show, but I do like his idea. The master bike builders show, and he's invited to come down and it it's it's a guy named Sergio Bravo is putting. John and he's trying to build. He's trying to build a custom bike show like NABS was and like, made his and.

Speaker 3

Follow them on Instagram.

Speaker 2

I don't know if. He's gonna get there or not. But at least he's trying. You know, I have to. Give him credit. For that while.

Speaker 3

We're pointing out small custom bike shows. Do you know about? The class the. Long Island classic rendez. No. Jamie swan. You know this guy?

Speaker 2

Oh, very well.

Speaker 3

Him and a bunch of buddies are. Putting on a little bike.

Speaker 2

Show when.

Speaker 3

I'm gonna have to. I don't have the information in. Front of me. I'm so bad, can I? Share that with you.

Speaker 2

I'll send Jamie a message and. Go. What the hell, dude? Why?

Speaker 3

Yes, hey, Johnny said to ask you about the bike.

Speaker 2

Do I not know about you?

Speaker 3

Show. But people should go to it. I'm gonna.

Speaker 2

I will.

Speaker 3

Go to it. You know, I think he does it. You know.

Speaker 2

But Jamie is such an interesting guy.

Speaker 3

Jeannie is a really great human being actual.

Speaker 2

Yeah. And it's a gym.

Speaker 3

And he's a freaking genius. And it's it's I always marvel at the way. He interviews and speaks and talks to other people. He really kind of gives a crap about other humans and he's genuinely interested in the world itself. And can't speak higher than that guy.

Speaker 2

And what's really cool is what he does. In his professional life isn't frame build. Yeah, he's with the that naval company. You know that that school.

Speaker 3

The web? Yeah. The Web Institute, which is nautical engineering school and he's a teacher. So this makes perfect sense to me actually. So I'm not shocked that his place is relating to other people and conveying messages and information. And sharing in that way because. That's in my life. That's his role for me as somebody who can. I can watch do that to for other people you know. And and he definitely does that for me. I consider him one of my counsel.

Speaker 2

Right. And and by the way, I think. Brian does too. He's had conversations with Jamie along those same lines. You know that that when yeah and he is and he's so free with the information. You know, it's not like he's not hoarding anything. It's like, yeah. You know, here's what I think.

Speaker 3

Janie once told me ideas are things that you can give away. And also keep. That's sweet, right? Yeah.

Speaker 2

I like that. Maybe on that note you and I will end our conversation today, but I hope I get to talk to you again. Tell our listeners how to find out more about. You and your work.

Speaker 3

My it's coast cycles dot NYC. And Instagram is Co cycles NYC. And my name is Johnny Coast and you can find me on Instagram and the Internet.

Speaker 2

And there we have it, Johnny. It's been wonderful to talk with you. I can't believe it's been like, four years or five years. Since we talked and. I hope we get to talk again. And congratulations on having so much fun in. PvP I'm definitely envious of that.

Speaker 3

Ohh also we are going to get together on the 24th at my shop to do a little post. If you've been to PDP or went to this one feel free to come by. We're gonna. Have a I'll, I'll I'll announce it on my Instagram more detail September. Yeah.

Speaker 2

The 24th. Of of what? This month coming right up.

Speaker 3

Yeah, that's the Sunday. That is. Does that Sunday.

Speaker

OK.

Speaker 3

Ohh yeah, the 24th. So that's gonna be just like a slideshow, and we're all hanging out talking about TPP and how.

Speaker 2

OK.

Speaker 3

Fun it was.

Speaker 2

Ohh that would be wonderful. So anybody who's in the area and you're in Brooklyn, NY. Yeah. OK. Well, have a wonderful week. And thanks so much for talking with me. And I hope to talk to you again soon.

Speaker 3

Yeah. Thank you so much. Alright, talk to you soon. Bye. Take care. Bye.

Speaker 2

My thanks to Johnny Coast for joining me on the. Show what a. Cool guy. The PBP recap event is this coming Sunday, October 1st at 2:00 PM. The location is cost cycles 50 Troutman St. in Brooklyn, NY, bring your stories about PBP if you have them. You can also find Johnny at coast cycles. Dot NYC and on Instagram at cost cycles NYC. Next time on the outspoken cyclists, my guests are groundbreaking engineer Georgina Terry, whose women specific bikes paved the way for more women on bikes and more companies to follow in her footsteps. And Veronica Davis, whose work in transportation started when she was. Just a little. Girl, in her own words, she said, quote at the age of 22. I wrote a strategic plan. The career objective was to be a world renowned expert in transportation, and so she is, and her new book, inclusive transportation, is her

manifesto for repairing divided communities. Many thanks to you for tuning in today. Remember to subscribe to the podcast on your favorite app so you never miss an episode. You can follow the outspoken cyclist on Facebook, Twitter and Instagram, and each episode of the show can be found for downloaded [outspokencyclist.com](http://outspokencyclist.com) along with a transcript. Photos, links and show notes. Please stay safe. Stay well and remember there is always time for a ride. Bye bye.

Speaker 1

Thanks for joining us today on the outspoken cyclist with Diane Jenks. We welcome your thoughts and contributions on our Facebook page or visit [outspokencyclist.com](http://outspokencyclist.com) to leave a comment on any episode. We'll be back next week with new guests, topics, conversations and news in the world of cycling. Subscribe to the show on your favorite podcast app and you'll never miss an episode. The outspoken cyclist is a copyrighted production of DBL promotions with the assistance of WJCU FM Cleveland, a service of John Carroll University. Thanks again for listening. Ride safely and we'll see you next week.