

## Audio file

[wjcu-the\\_outspoken\\_cyclist\\_2025-04-21.mp3](#)

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

Speaker 2

Hello and welcome to the outspoken cyclist. I'm your host, Diane Jenks. Thanks for tuning in today. How's your heart? Do you regularly keep tabs on the highs and lows of your heart rate? Have you noticed any irregularities? Do you wear a sports watch that tracks your heart rate? Rate. My guest today is Doctor Tamanna Singh. She's a sports cardiologist at the Cleveland Clinic and in her words, an advocate for athletes. Doctor Singh reviewed an article in *Bicycling* magazine on March 12th titled 6 Myths about Max Heart rate. Cyclists need to stop believing and at the top of the list was this statement #1. If you exceed your Max heart rate, your heart explodes. It seemed ridiculous, of course, but I decided to get in touch with her and tease out questions. I think we all might have that aren't quite as outrageous, including how to determine Max heart rate so your heart won't explode. And what is normal heart rate? What about a FIB and why has it become such a widespread topic then in the second-half of the show, my guest is Dean Gore, Vice president at Trek Bicycle. In an effort to make cycling more appealing and less scary to those who might not feel 100% safe, trek has developed an app for both Android and iOS called Ride Club, one of the first things Dean told me as we began our conversation was that fully 1/3 of the bikes that leave bike shops never get. Hidden. And that is a shame. You don't have to ride a trek and the app is free. Features include route building, a call trek button, and has a library of videos to refer to if you need any kind of help on the road or at home. It rolled out a few weeks ago and the reviews coming in seemed to be very positive. So Doctor Tamanna Singh is a board certified adult clinical and sports cardiologist and RCA certified run coach. She earned her medical degree from Boston University School of Medicine and completed her Internal medicine residency at Boston Medical Center. She completed her Cardiovascular Medicine Fellowship at the Icahn School of Medicine at Mount Sinai, New York, NY, and her specialty training in sports cardiology at Massachusetts General Hospital. Capital, she is currently the Co director of the Sports Cardiology Center at Cleveland Clinic in Cleveland, Right here, and Assistant Professor of Medicine at the Cleveland Clinic Lerner School of Medicine at Case Western Reserve University. Our

conversation is especially informative as we head into the spring and summer months and our extended mileage days. Hello, Doctor Singh. Welcome to the outspoken cyclist. Thanks for being my guest today. How are you?

Speaker 3

I'm good. Thank you so much for having me. It's a pleasure.

Speaker 2

It's my pleasure and we're both stuck here in cold Cleveland today. Doesn't it?

Speaker 3

You can say that again.

Speaker 2

Yeah, it doesn't feel like it's ever going to be spring, but maybe it will. I saw this article in bicycling about heart rate, and I know it's a really important topic for. My customers, I wear one of those watches that gives me my heart rate resting and and current and I think that people want to know what the right way to monitor their heart rate is. So give us a little bit about about your background and the work you do as a sports cardiologist because that's kind of like. How? Network.

Speaker 3

Yeah. So in terms of training, so basically I'm a general cardiologist and I have special training in taking care of athletes or sports cardiology. So I did my training in, in Boston, then in New York and then went back to Boston for my spirituality specific training. So what we basically do is several different things. And at the core of our. Our construct is really trying to minimize sudden cardiac arrest and death, so that includes doing pre participation evaluations when you're thinking about athletes, whether they're high school, collegiate, pro, highly recreational. And then we also take care of individuals who might have already diagnosed cardiovascular abnormalities, and they're coming to us for exercise recommendations and maybe some secondary diagnostics and management. And then we also take care of individuals who might be symptomatic without any such diagnosis. And then, of course, we're always thinking about education emergency action plans. Particularly when we're thinking about competition. Sports access out on the fields and really minimizing the time of of impact or arrest to treatment. So we kind of go full circle from really kind of the younger individual to an older individual who still wants to participate in sport. And I think my role is really being an advocate of the athlete patient. And what I mean by that is there's really very few things where we. Recommend perhaps some limitation in? In exercise intensity or volume, I hate to use that word limitation because we really at the cornerstone of what we do, we really focus on shared decision making. And so that allows for us to provide our guidance and our recommendations and the construct of empowering the ask the patient to really make the right decision and hopefully the safest decision.

## Speaker 2

Something I didn't put in my notes to ask you, but came up during what you were just saying. Is this thing about we're going to talk about maximum heart rate and how to determine that and all of that, but Afib seems to suddenly be this enormous topic. You see ads for all kinds of pharmaceutical products on television. And I know a lot of athletes who have experienced Afib, who have had ablations and different things. Going on is this new or is it something that is suddenly being put into the public's mind?

## Speaker 3

Yeah, that's a great question. You know, Ethan really isn't new, but I think the way that we can manage and educate about it is definitely increased. And when we think about the athlete, you know, Afib in itself is essentially more of a disease of the older individual, meaning that the number one risk factor truly is age when it comes to the. Relationship between exercise and atrial fibrillation we typically see if we go from a sedentary individual to someone who starts to exercise, we typically see the risk of a FIB and the intensity and frequency go down. But there is some evidence to suggest that there might be some Nader beyond which we have a little bit of a J curve and an uptick in the instance of a FIB as the volume of exercise increases, that volume is typically predicated upon decades and decades of endurance sport, which leads to exercise induced cardiac remodeling. So what I mean by that is typically with endurance. That we see kind of this proportional increase in all four chambers of the heart and because of that little bit of an increase, you know the way a Fed works particularly impacts wind Chamber of the heart and due to just a little bit of stretch of that chamber, you can really kind of create these little electrical hotspots that are triggers or kind of the origins of. And so from a sport perspective, you know that risk of Afib is a little bit higher for people who have this history of decades of endurance sport, heavy exercise volume, again related to cardiac remodeling. But I think the biggest thing to remember is that Afib is is not something that's going to quote UN quote kill you. You know, when we think about setting. Break or rest and death. We're talking about abnormal heart rhythms originate. From the bottom chambers of the heart, not really the top chambers of the heart. It can certainly in some individuals cause symptoms. Like sometimes athletes will say they feel. Short of breath. Maybe they're having a little chest pain. Maybe they feel like they're hitting a wall during a workout. Maybe feeling a little lightheaded or dizzy, typically correlating to really rapid, high heart rates. But outside of controlling the rate and the rhythm, you know, it's really not necessarily going to harm or impact one's ability to continue to participate in for however competitive they want to be. And when it comes to deciding how we manage it, it also depends upon athlete goals. You know, for our highly competitive individuals who may have one or two bouts of a FIB, we may say, hey, this is clearly interrupting your sport. Let's go ahead and ablate that rhythm, meaning that we go in, we do an electrophysiological study, find the areas that are treating the Afib and essentially disrupt the circuit. Versus maybe someone who's a bit more sedentary, a little less active and has a couple of episodes a year, but

they really don't bother bother them and you know, we can hold off in terms of an actual invasive procedure and and utilize either surveillance or medication for management. So there's a different scenarios that will work for different individuals. But at the end of the day, I think. It's good to be educated about it, but it's not something to worry about when we're thinking about longevity. Of sports participation.

Speaker 2

Let me reintroduce you and then we're going to talk about maximum heart rate, how to calculate it. All of that. We're speaking with Doctor Tamanna Singh. She is at the Cleveland Clinic, which is in our my backyard. And she is a sports cardiologist. She is a cardiologist, but she specializes in athletes, which is awesome because that's who we're talking with. OK. So we've all been told we should, especially as we age to monitor our heart rate. I want to know why is your maximum heart rate important and how should you figure out what that is. I mean, there have been formulas that have been put out for years and I think everybody has a different idea of what's my maximum heart rate.

Speaker 3

Yeah, I think from a training context, it's important to know what your Max or what your CAP is because you're going to be using that number to kind of define what your training regimen is going to be. So we're talking about things like perhaps heart rate zones or intensity. Zones when you're trying to do different workouts, whether they be kind of steady state, easy peasy, conversational threshold, VO2 Max style workouts. If you don't really know what your Max is, you might either be training too hard or training not aggressively enough to actually get the metabolic changes you need to improve your fitness. That's way to really measure your Max heart rate. To actually do a cardio pulmonary exercise test. And so that's going to be a test that you do in a dedicated lab where we measure your oxygen consumption. And from there we can actually do a graded protocol exercise protocol where we can increase the intensity of your exercise, hopefully within an 8 to 12 minute for the test and we can see where you kind of Peter out at so where you're like man, this is you know 20 out of 20 super hard. I can't keep going. I'm at my limit I. Need to stop. So that's going to be the best scientific, most accurate way to get that. Maximum heart rate. Like you mentioned, there's certainly tools out there that have been utilized. I think they're most popular and most common, though unfortunately I think probably the most inaccurate 1 is the 220 minus your age just because of how it was developed and how it's really not applicable to the masses and can lead to over and underestimation depending upon age. There's other formulas out there where they try to account for this. Discrepancy. But I think if you're really trying to be scientific about it, the best way to do it is in. Laugh if you don't have access to a lab, you can certainly do certain tests, so if you want, if you cycle you can do tests based upon maybe like a 5K all out effort or a mile effort or something more based upon power. If you're cycling and utilize that to get up to. Your Max intensity and truly be honest about are you huffing and puffing? Is this everything that you can give, and from

there you can probably start to see trends of Max heart rates. If you repeat that test. And then you can utilize that or give yourself a little bit of a range. Some fluctuation because ultimately the goal is not necessarily to always hit that number. We're really just utilize it as a soft measure for how you're defining your training.

Speaker 2

So what are some of the variables? When you determine a Max heart rate, so if you get into a lab, what are some of the things you take into consideration like age or sex? Obviously VO2 Max is one of the tools that you use, but are you specifically looking at certain people and their Physiology? G is there a way to actually use that to find out Max heart rate?

Speaker 3

Yeah. So we don't actually have to calculate or predict it based upon someone's biological sex or their age. I mean, I think you've mentioned a number of variables that can certainly impact ones. Max heart rate. You know, typically we see that biological males might again might have a higher heart rate than biological females. Older individuals may have. A slightly lower Max heart rate than younger. Schedules, but that's not necessarily always the case. The best thing about the lab is that you're comparing yourself to yourself, and so our goal is to really maximize the effort, the intensity of the test to get a high quality study that pushes you to an intensity where you can go no more. And the way we can also kind of confirm that we've gotten you to your Max is when we measure oxygen consumption. As people exercise their oxygen consumption, or VO2 increases. And there's going to be a point where that VO2 no longer increases and kind of plateaus. That's Max. You know, that's your Max action consumption. And with that, maybe we'll see a little bit of an increase in heart rate. But typically that heart rate. Is going to not necessarily plateau, but there's going to be a number where it probably won't go beyond. So if we combine that peak. The O2 or the Max VO2 achieved alongside the Max heart rate. I think we can be pretty certain that that's your CAP.

Speaker 2

So is there such a thing as a normal?

Speaker 3

Right. So I would say quote UN quote normal as defined by the textbooks or the cardiologist. I guess we could say normal would be anything between 60 to 100 beats per minute, which between you and me, we know very well that that really doesn't apply to athletes, right. Most athletes have heart rates that are going to be in the 50s or the 40s some very, very high volume athletes might even be in the high 30s, so we always have to kind of take that quote UN quote normal with a grain of salt. It's all about Co. Text. So in general speak we usually just by how we define things would say 60 to 100 is a normal range, above 100 is tachycardia. Below 60 is bradycardia, and those terms

really just allude to the fact that it's below 60 and greater than 100. There's so many things that affect heart rate on a day-to-day basis, stress, anxiety, poor sleep. Infection and illness caffeine consumption. Are you over trained? Are you detrained? So so many things impact your resting heart rate on the day-to-day. Best thing to do is really if you're interested in this data is look at the trends. I think that's where things like smartwatches or or rings or however, which way you try to measure your data can be helpful. It's not the isolated number, it's really the trend.

Speaker 2

What about resting heart rate? Is there a reason to want to know what that is?

Speaker 3

I think it's important, particularly again if you're looking to see a couple of things from an athlete perspective. It's very useful for training. You know you can utilize that to help calculate what your heart rate reserve is and that's going to be helpful for defining again your your intensity zones and the heart rates you need to reach or the ranges to to meet specific. Exercise intensities. I think it's also helpful if you're trying to map out, you know, what does your recovery look like? What is your potential for a given day or a given week? Are you falling ill? Are you not getting enough sleep? So I think it's a better caliber for kind of getting a sense of how well your body is feeling and doing outside of what your mind is telling you, how you're feeling. Doing so, for instance, let's say you just. Got home from, you know, traveling halfway across the world. You're dehydrated, you're resting. Heart rate, typically 45. You're hovering in like the high 40s, low 50s, feeling really tired and over caffeinated, you know, you'll probably notice that little bit of a shift. Your device will also probably say to you, hey, you're resting heart rates a little higher than usual. And that'll actually kind of maybe help you become a bit more actionable about the data meaning? OK. Well I just completed really, really long travel. Let's focus on sleep or getting through my job. Glad I'm over caffeinated. Let's focus on hydration and maybe no decrease. Some of the caffeine consumption. Let's focus on some recovery tools. You know, whether that be some mindfulness meditation stuff or just rest and relaxation or massage. And and therapy like that. So I think in that regard, you know outside of just helping with training, you can really utilize your resting heart rate just on a day-to-day to help you maximize your potential.

Speaker 2

Well, you mentioned heart rate reserve. That's a term I had not heard till I read this article. Tell me what that means.

Speaker 3

Well, your heart rate reserve is basically the difference between your Max heart rate and your resting heart rate. And so typically the fitter you are, the lower your resting heart is going to be and and the more range you'll have within your heart rate reserve. So that's kind of the clinical definition for it. I mean you could. Use that there's formulas to help

you figure out what your target heart rate would be if you utilize your heart rate, reserve a specific intensity that you're looking at as well as your resting.

Speaker

Right.

Speaker 3

So in that. Context. You could use heart rate reserve, but if you're kind of trying to track. How fit you're getting over a period of time. It's reasonable to look at your resting heart rate metrics, knowing what your peak heart rate is and just kind of doing a crude calculation of heart rate reserve. And if it's slowly increasing over time and time can be anything from months to years, then you're likely building fitness.

Speaker 2

I have a couple of last questions and 1 is about the necessity for a healthy heart and how to keep it that way and how to maintain fitness. We've had a horrible winter here and I have been very reluctant to go out on icy days and try to do things like walk my dogs or do whatever I would normally do. We're not back on the bike. That. How important is it to keep everything healthy and what are some of the ideas you have to do that when you can't do your Max stuff that you used to do or usually do?

Speaker 3

Yeah, I mean, you're talking to a cardiologist, so obviously the heart is the most. Important. Organ in your body. It's a muscle, right? So we. To think about it in that way, we have to use our muscles in order for them to get strong. And so the best way is to keep your heart healthy. I guess we can go from kind of analyzing risk factors and how we can control them is really to think about exercise as the intention. I would say exercise and nutrition is the intention behind really controlling and reducing the impact of risk factors such as high cholesterol, high blood pressure. Abnormal blood sugar control, weight management or more so body composition management and obviously smoking is a cardio cardiovascular risk factor doesn't really help athletic performance, right and it is a toxin. So I usually love you know smoking and alcohol consumption as one but. If we take those out of the picture, you know, if we focus on really improving our cardiac function, our cardiac fitness, our cardiac efficiency with exercise, which includes both endurance or aerobic activity as well as strength training, we can really control and reduce the impact of those parameters that I mentioned on your heart. And when it comes to. Struggling with. Exercising during cold winters or when you don't have the resources, or if you don't have access to a gym, it's all about getting creative and figuring out how you can be accountable to yourself. Whether that means you, you know, go to the gym or YMCA, or you find a buddy and you're each accountable to each other in terms of getting. Or movement for for the day or however many times during a week. If you're someone who really enjoys nature and during winter get really distraught about not having access to nature, you know, maybe then

we can lean into different products with indoor. Tools like Swift on treads or swift on cycling or even on the peloton. You can kind of pick your scenery and kind of get your nature fixed from there. If you're someone who likes to walk or likes to, you know, do stairs likes to stay moving, then wherever you work or even in your home, you can do those things. You have stairs in your home. Do your stairs a couple of times a day, you realize what you have at home? If you don't have access to weights, you can use soup cans. You could use bands so there's so many things to do, and sometimes it can be a little overwhelming when you have 20 different choices and you're like which one is the best. Just the best is anything that gets you moving and that gets you pushing your body to a point of a little bit of discomfort where you're actually going to be causing a little bit of microscopic muscular damage and then building fitness and repair beyond that. So there's ways to really get around some of these cold winter months. That lean into the things that you know can help keep you consistent. Again, whether that be a buddy finding an indoor space, finding things that bring you joy alongside that movement so that you. Keep coming back to it.

Speaker 2

Well, you just brought up something that I think a lot of people don't think about and that is recovery and how important recovery is the speed at which you recover and rest.

Speaker 3

Yeah. I mean that's incredibly important. I think particularly as we get older, it's increasingly important. I mean, even for me, I think as I age, what I notice is my warmups become a little longer and I'm a little bit more flexible and forgiving. If I want to maybe skip or modify a workout the following day. And the importance behind that, because a number of us, me included, you know we always want to stick to our schedule. We want to check the box of a workout. You know, we want to get that moving in and you may feel like if we don't get it done then for some reason, you know, we don't feel good about ourselves or we let ourselves down. But if you can develop some way to communicate with your body and you actually listen, you might find that listening to your body when it tells you, hey, it's better to get an extra hour of sleep today than wake up for. Or run or hey, maybe skip tomorrow's workout because something feels a little tight and tightness usually means that there might be a little bit of a niggle there that. You need to deal with. If you listen to your body and take that time, or take that day to recover, you will likely be able to have a more successful training cycle where you're not taken out of the game for six or seven weeks because of an injury. The body will continue to give you little signal saying, hey, I'm here. Listen to me. I'm trying to tell you something, and we usually get in trouble when we say, oh, I can run through it. I can cycle through it. I can, you know, afford to lose a couple of hours of sleep. Of course there's things we can do, right? But I always ask myself like. You know, am I capable of doing this or am I getting away with something by doing this? And if you kind of reframe your mind and think about recovery and fitness that way, you're likely going to stay at a healthier athlete in the long run.



Speaker 2

So I guess the last thing I want to ask you is if my listeners are interested how they might follow you in your work.

Speaker 3

Sure. So I'm the director of our Sports Cardiology center over here at Cleveland Clinic. So you can certainly find me through the clinic, Cleveland Clinic website and our contact information is there on the socials. I'm on Instagram as well. It's a bit more of my personal account at TS Run MD. Which is probably more of my personal running testimonials AKA verbal. Yeah, but otherwise I would say professionally use the Google. You can just Google my name and you'll find me on Cleveland Clinic and then just reach out if I can be of any help to you.

Speaker 2

Well, this has been very informative and very interesting and I really appreciate you taking time to talk with me today. I know you have a busy schedule. We've had to reschedule this between you and me and in the last couple of days. So I'm glad I got to talk with you. I hope you have a great athletic season coming up when we finally see Sun and warm weather. I'm really looking forward to it. So I hope we get to talk again. Thank you so much.

Speaker 3

Thanks. Thanks atan. Enjoy your rides.

Speaker 2

My thanks to Doctor Singh for joining me today. We have a link to her bio on bicycling magazines website that includes her credentials as well as links to several articles on heart related topics. You can also follow her at TS Run MD. Let's take a break and when we return, we'll find out about Trek's new ride Club app with Trek VP Dean Gore. You're listening to the outspoken cyclist. We are back on the outspoken cyclist. I'm your host, Diane Jenks. As I mentioned at the beginning of the show, fully 1/3 of new bikes that leave the shop are never ridden. Not only is that a really sad statistic, it makes cycling look dangerous and uninviting. To an awful lot of people. Trek is hoping that its new ride Club app will allay some of the apprehension by becoming an easy to access reference companion from accessing their library of local rides to hitting the call check button, where a live person will actually answer the call. It's a fascinating idea. Hello, Dean. Welcome to the outspoken cyclist. Thanks for joining me on the show today. How are you?

Speaker 4

I'm well, Diane, thanks for the invitation.

Speaker 2

It's my pleasure. I when I get the emails directly from trek, I'm like, OK, What's this all about? And this one's kind of interesting because it's a it's really open to anyone and everyone. You do not have to own a track, be interested in track. First thing I want to talk about is getting more people on bikes. For any reason and this, this new app is going to help do that. So what do you think some of the barriers are of getting people to ride when parents aren't teaching kids a lot of Times Now, you know, parents are afraid to let their kids out of their sight. We're not getting a whole new generation of riders. So. What are some of the things that are going to help do that besides this app? And then we're going to delve into that.

Speaker 4

Yeah, I think besides the app one, one thing we're really excited about that gets families. Excited about cycling is the Nike program, because it's not just about that the athletes and the the students themselves, but we're seeing that once the athlete gets into it, this is where helicopter parents actually turn into a good thing. It's that the parents end up buying bikes. They ride with their kids and it becomes a family. Event instead of just something they have to drag their kid to on the weekends. It turns into a camping trip. It turns into spending time together without devices. All the all the good things that you know, just family time can bring and it's family time with bike. So we're really excited about that and that's that's one of the reasons we're we're really invested in, in supporting the Nika program.

Speaker 2

How do you do that? How are you involved in Nika? Because I know it's basically it's a. Is it grade school? Or high school.

Speaker 4

What we're learning is that the younger you can get the kids involved. The the. Higher probability that they're going to do. It. Throughout and it becomes the life sport for them. So it started out as as strictly as a high school program and now it's gone down to middle school and there's there's requests and pressure to to start even early. You know, it's a family event and families often have more than one kid, and they're bringing the young ones. And the more activities we can have for the whole family, the the better off it's going to be.

Speaker 2

Yeah, yeah, yeah. So let's talk about ride Club.

Speaker 4

Yeah.

Speaker 2

Alright, it's a new app and it's for Apple iOS or Android. So tell us what it is and how it works.

Speaker 4

We know the repeat purchase rate of somebody who buys a bike is isn't what we want it. To be we know. That maybe 1/3 of the bikes that leave any store, whether it's a truck, independent retailer, one of the stores that. We own or. Some of that that sells brands beyond. Truck we we. Know the industry average is about a third of those bikes. Never really get ridden. They came into the store with the intent. But they're going to ride this bike. That's why they're spending, you know, an average of \$1000. Or. Up they had every intent to ride that bike. But they didn't, and the data tells us that they didn't. So what? What happened? Like we we want. The relationship to start when they bike by the bike instead of end when they. Buy the bike. So how do we keep the relationship going? And we looked at the obstacles. I don't know where to ride. I don't have anybody to ride with. I haven't been invited to any events that would be fun or, you know, build the community that I understand or friends that that also do the rides. I haven't been challenged to do anything like in the running world. They have, you know, the the traditional entry point is like a 5K run. You sign up for all sudden, you're training and and this becomes a social part of your life. So what's our equivalent to the 5K run? Then there's also the fear of OK, if I know where to go, and I have some people who what happens if something goes wrong? What happens if I get a flat tire? What happens if I'm lost? We know all the things that as cyclists that that can happen on. The. Ride. So how do we take all those fears away? So that's the genesis of the ride Club app. It's your ride companion whenever you're going out, and the idea is that. The local retailer, we think bike shops are really important to the experience and we want to see bike shops be healthy and the center of the community. So how can how can the bike shop use their local expertise to make it? A good experience. So we ask the local bike shops, put your best rides that you would recommend into the app. Instead of giving somebody a map, you could just hey download the app. My favorite 4 rides that I think are perfect for you are already in the app. It'll give you. Audible turn by turn directions. To do that ride and then. How about we set some goals? Do you want to ride 100 miles this month? Is that a goal that you think that you can achieve? Great. Let's go into the app and set a goal that you're going. To ride 100 miles this month. And every month after that or or what whatever you want it to be. There's challenges and goal setting for every level of rider. Whether this is the first bike that you have or. You're a. You're a retired pro. Do you want to ride it 50 miles this month? 2 rides this month? Or you want to ride 1000 miles this month? There's some sort of challenge in the app to get you engaged.

Speaker 2

So I have a question about the routes themselves, so if I'm in Cleveland, which I'm in Cleveland and I'm gonna upload my four favorite rides as XYZ Bike Shop, how about bike shop? That's who we are. And we say, well, we're going to do a tow path ride and we're going to do a Maple Highlands ride and we're going to do a.

Speaker

Yeah. Yep.

Speaker 2

Downtown ride, whatever. How do how does the shop do that?

Speaker 4

There's a route building portal right on the web version of the website. And. I mean, 4 is probably not a great number. I think for me, I think the number should be somewhere around 30 as a minimum. What a what a shop should put in because you're going to have people that want to do a family ride and it should not be any longer than 5 miles because you're going to have kids in your town or trailer and then you're going to have, you know, the the real Rd. rider that wants to do something. Considerably longer. And everybody in between, including mountain bike trailheads. So we want the local retailer to build that library out and then they can show their expertise on. Recommending the right.

Speaker 2

Route and they upload an event.

Speaker 4

Yes, that's a that's a whole nother category. But we would like them to be the library of doesn't have to be events that they own. It could be just the best charity ride in town that you should know about, because this might be something you put on your summer bucket. Best here's the 10 best charity rides or group rides that are in Cleveland this summer. Wouldn't it be great if we were able to remind everybody who just bought a bike? Here's. Here's that ride or that ride that's coming up, and you should think about joining us.

Speaker 2

And maybe even uploading clubs in the area for people to join. Is that a possibility?

Speaker 4

If if the club is going to have their own rides, we would, we would encourage the shop to put the club rides in the app as an event. So that's how the clubs could be integrated into it.

Speaker 2

Yeah. So for example, ABC Club has. As Wednesday evening rides you could upload that as perfect as. OK, let me.

Speaker 4

Exactly what we'd want them to do.

Speaker 2

Let me reintroduce you and then let's talk about some of the other I I want to know about this human to human tech support. It sounds interesting. We're speaking with Dean Gore. He is vice president at Trek and everybody knows who trek is. We've been talking about this new Trek app called Ride Club. OK, let's talk a little bit about.

Speaker

OK.

Speaker 2

The human to human tech support part of this app and and then at toward the end of our conversation, we'll tell people how they can download the app.

Speaker 4

Great. The human human support is if you're on a ride, if you're getting ready for your ride, you have a question that's stopping you from going on your ride or completing your ride. There's a call Trek button right in the. App. And it will connect you to a human here. Most likely in water though, and it's it's not AI, it is a real tech expert that can walk you through if you need to fix a flat. If you broke a chain on the. Trail we we will. Have a library of videos we can send you like here's step by step how you go about. Repairing or flat or plugging A tubeless tire or what have you. We have like the top 1015 breakdown problems that we have good documented ways to walk somebody through it, but we're we're just kind of a a safety net in case you're not alone. If you wanna just talk to a human and make sure that you keep talking to a human until you feel safe till you've got a way home till you're in a better place where you can find somebody who's who can get you a ride or we can help you get an Uber or whatever, we don't think this is something you're going to use every day. But it is something that's going to give people a level of comfort because they've always got a friend who's a bike expert in the. Pocket.

Speaker 2

That's a really cool idea. So is there any place on the app that has a tool list recommendation? For example, here's what you should take with you. When you go out.

Speaker 4

I like that idea. Yeah, you just gave me a new idea. And I think it's, yeah. It it should be part of the going home process for for new bike buyers we we want our shops to be able to do that, we want it to be to have everything they need to actually really enjoy their bike when when they leave the shop. So it is part of the well, we call it the customization. Process. How do we make the spike?

Speaker 2

Yours. That's one of the questions I have about TREC on the consumer end and trek on the racing end because it has a fabulous racing team right now that is doing extremely well.

Speaker 4

It was a fun weekend to watch. Wasn't it? No kidding? We're coming off the the Rue Bay weekend. I don't know when this is going to air, but man without that was really fun to both the men's and the women's races were fantastic.

Speaker 2

We were glued. Yeah. So bicycle riding is not an inexpensive sport. So the question I have is how do we get people who may be? Talented and interested, I know that you have. I'm sure you have a feeder system that goes into your racing end, but what about getting kids on bikes who maybe can't afford that \$1000 price point? Where do you think that they can start till they get to to a trek?

Speaker 4

There are a lot of. Snakes hanging in garages that are not used. True. So we. Get donations every day at our stores and we try to give those back to the community. But it it really is a community by Community program. We haven't been able to find a national program that will just we could just efficiently send bikes to, but we donate kids bikes every single day to local community centers.

Speaker 2

That sounds like a great program to put together in the nation. Why?

Speaker 4

You know, environmental, you don't want to have to ship. Bikes around we we.

Speaker

Right.

Speaker 4

We want to find. Partners in every community that will take. Bikes, you know? We we have some programs that will refurbish them and for so they're not nationwide at this point. But getting bikes back into people's hands. This is a conversation that I want to talk about as we call it our Red Barn refresh program, that TREC is now in the used bike business. If you want to take that old, unused truck out of your garage and trade it in towards a new bike, the retailer will ship that bike to track, and then we'll refurbish it and we'll sell it online. And it's a it's a way to get into some of our, you know, nicer quality platforms that are reduced price. And it's been really popular.

Speaker 2

So you are the retailers pros closet?

Speaker 4

In in a in a. In a way, yeah, in a sense, yeah.

Speaker 2

In a sense, no. I think it's a great idea. I think it's an awesome idea because people come to us all the time and say I have this used bike. What should I do with it? So I understand Trek wanting treks. Pro's closet takes a huge I mean they buy it for nothing and they sell it for a lot, but this looks like something that, well, it's not my favorite program because of that, but I think that we do have a a, just a plethora of used bikes that need to get back out in the community and not end up in landfills.

Speaker 4

Yeah, it's. We like it exactly. It is. It is a sustainability it it's, it's an environmental play as well. We know the carbon footprint of producing a new bike and this is one that way to avoid that and that might. Lead me back. To the app conversation we we started with. We have a couple of features within the app that I think dovetail well with this as part of every ride that you track because it's a standard ride tracking app in mph distance, average speed, those things. You can toggle. Is this a car replacement trip so you can start tracking how many miles you go that are offsetting a carbon footprint of a car. We know that the average bike average new bike is a bike. You have to ride it about 430 miles where you would not drive a car. To offset. The carbon footprint of creating, shipping, building that bicycle. So we have a we have a a prize and a kudos and a goal set for people to offset their their new bike and we think that's. Environmentally responsible and it's it's kind of a a fun goal for people to think.

Speaker 2

About I think it's a really cool idea. I didn't realize that that was more of the app. How big is this app in terms of download size? Is it like a gazillion gigabytes or?

Speaker 4

I think it's on par with your your standard right apps, there's. Good. You know, ride tracking apps out there, and I think it's comparable in size to driver and ride GPS, where there are really good apps and we wanted to design this to complement those apps. We're never going to be Strava. There is going to be a really good product and if you record your ride on ride. You can set it up so it automatically pushes to your Strava account so you can kind of play both sides here you can count your miles towards your sustainability goals or your challenges within TREC, but it'll still push to Strava and you get all the social benefits of the.

Speaker 2

So whose idea was it to come up with this app and make it available to everybody as opposed to, well, when you buy your track, we're gonna give you this app.

Speaker 4

Well, I think it's, it's part of how. Do we make? The independent and the the trek owned retail stores, the center of the community. And if they're the center of the community? They're they're the bike shop of choice for everybody who ride. And we don't really care what brand of bike it is. If it's a trek store. If it's an independent trek store, they'll service everything. And you know, if we can build a relationship with them, it's just good business. You know, once you get into cycling, they kind of gravitate towards 1 store where they've made connections, where they have friends, where they feel comfortable. So we want that to be the store that carries. Check.

Speaker 2

So this is off topic of what we've been talking about, but I want to know a couple of things. One is tariffs. Yeah. And the other is the demise of or Genesis of new new shops. So talk to me just quickly about how Trek is being affected by tariffs. If you are. I mean, I can't imagine you not.

Speaker 4

It's probably the most popular question we're getting.

Speaker 2

No, but it is.

Speaker 4

From the press and I wish I had a good answer and for a couple of reasons. One, I I'd love to picture and talk with knowledge. Paint. But the reality is we don't know what the tariffs are. Yeah, we all know this is all the news. It's been changing, you know, quite quickly. So we don't know what the tariffs are right now. We don't know what they're going to end up being in 90 days and we can't really plan with it. Our factories with a 90 day lead up to this to the. For the newer new tariffs, see if they come.

Speaker 2

So so then. The question is what the inventories look like right now, because this is the time. Of year things move fast.

Speaker 4

It is and.

Speaker 2

And you'll run out. Of models and and all of that.



Speaker 4

We're we're going about our business as. We run our business, we we can't change that quickly to where we source products from. So it's a really good time to buy a bike because there there is a lot of inventory out there and this is kind of part of that hangover from the the COVID era and. The bike boom. The inventories got a bit out of hand during COVID and we're just getting towards the tail end of those inventories. So there's some. Exceptional deals on on models out there, and once they're gone, they're going to be more expensive because we're going to have new products and who we don't know yet what the tariffs are going. See.

Speaker 2

Such a murky world right now and then. Are you seeing shops closing? In any. Like large numbers, are you seeing shops opening in any numbers? I know that Trek has company stores which you can continue to help support those stores, but independent bike shops, little shops. A lot of them are struggling.

Speaker 4

Yeah. And for for a number of reasons, it's it's been, it's been a rough five years for bike shops, so be be kind to your local bike shop, take as much business as you can to your local bike shop because they they really are important in the cycling community.

Speaker 2

Thank you.

Speaker 4

You know the start of. COVID. Everybody shut down and they didn't know how to do business. Then all of a sudden, people wanted to be outside where it was safer and they couldn't go to gyms and they couldn't go to work. So everybody wanted to ride, ride a bike and then. All of these bike shops had to figure out protocols to remain open, but remained safe, and then they had employees that were dealing with customers face to face. And that was uncomfortable. And then? But they redeemed essential workers. I mean the the the roller coaster ride that bike shops and bike shop employees had to go through during the COVID period and then product shortages started and they sold everything they had and they they placed a ton of orders to replace all those bikes and lead times got really long. So the. Big demand it was. It was a very. Stressful time for your local bike shops? And now a lot of those orders. That came in. Have been filled, filled. And that's when you know consumer demand has been slowing. So it's economically it's been. Challenging as well because they now they have a good amount of inventory and and there's not as much foot traffic in the last you know year or so.

Speaker

Yeah.

Speaker 2

Yep, it's been a very interesting, I would say, five years. I think you're absolutely right. I've been around since the mid 70s. So I've watched a lot of things come and go, but this has been probably the most challenging I can remember.

Speaker 4

It is. It is. We haven't seen a lot of stores go out of business, but we know that's how a number of the trek owned stores came to be in the last five years, the number of the stores have.

Speaker 2

Right.

Speaker 4

Least the most probable or common scenario is that a good retailer that we've been doing business with for years and years says I'm. I'm done. I'm tired. I would like to sell my business. I'd like to get out. And you've been a great partner and would trek be interested. And yeah, our mission is we want. Local bike shops in every community. That will sell a truck. We should. We just don't want to be an e-commerce brand exclusively. We don't want that because we think bike shops are super important to the community. So if we don't have another resort, we will quite often retain or take ownership of that shop just to. Maintain the market share, maintain the the presence of local bike shops and brick and mortar. We think it's it's the best place to buy a bike. You can test drive it. You can get it serviced, you can. Build the whole community.

Speaker 2

Certainly making my my feel good. I mean it's it's all true. It's all true.

Speaker 4

It's all true. I think that we say that with all confidence and and reality it's it's the best place to buy a bike.

Speaker 2

It is, it is. And we always say support your local independent bike shop and support local retail in general. You know, stay, stay off your computer for a while. How listeners, how they can find and download the app isn't ready?

Speaker 4

It's right, it's it's in the it's both available on Android and it's available in the Apple App Store. And yeah, it's been out for probably four or five weeks now. I think it was the second week and in March that we released it. So it's fun now that you're you're in Cleveland and you're seeing the weather get a little better. We're seeing the rides

starting to tick. Up a little bit. Yeah, we're we're excited to to all the challenges that we have queued up for this summer. We hope that we can get a lot of people excited about riding their bikes.

Speaker 2

All right, so here's what I'm going to do. While I got you on the phone, I'm going to type in ride Club. Is that it?

Speaker 4

Yep, in are you on a?

Speaker 2

I'm on an Android OK Trek ride club came right up.

Speaker 4

Perfect.

Speaker 2

Absolutely. At the top of the. The top of the screen, so there you are. Trek ride club. Thank you so much. We've been speaking with Dean Gore. He's vice president of TREC and we've been talking about their new app ride. The club. Take a look at it. Download it to your phone. Are there ways that people can give you feedback on it if they want to see something different or have a problem?

Speaker 4

Ohh, absolutely they they can either. I don't have the e-mail on top my head, but with in the app stores there's a comment on the radio section that we read every day and we respond to them. We've definitely been. Modifying the app and the and the the products that we're putting out and there's been our, you know with every app launch, there's been a couple of things that we had to. Fix right away, right? But we're really excited about where this is going.

Speaker 2

Well, I appreciate you taking time to talk with me today and I will make sure that ride club is put into our website with the link to download it and thank you so much. Good luck with it. Hope we get to talk again.

Speaker 4

Yeah, I hope so. Anytime. Thanks, Diane.

Speaker 2

Thank you. My thanks to Dean Gore for joining me too. You can download the ride Club app on your Apple or Android phone for access to all the features and encourage your local bike shop to add rides and events too. My thanks to you for tuning in. Remember, you can find links, photos, and a transcript of the show at [outspokencyclist.com](http://outspokencyclist.com). Subscribe to the podcast on your favorite app so you don't miss any episode. Follow us on Facebook, Instagram, LinkedIn and YouTube and check out my sub stack for thoughts and commentary that I share about my guests episodes and more. If you like it, I hope you'll subscribe and maybe even consider a paid subscription to help support my work. I hope you have a great day. Please stay safe. Stay well and remember there is always time for a ride. Bye bye.

Speaker

And.

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 and 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 WJCL FM Cleveland, a service of John Carroll University. Thanks again for listening ride safely, and we'll see you next week.