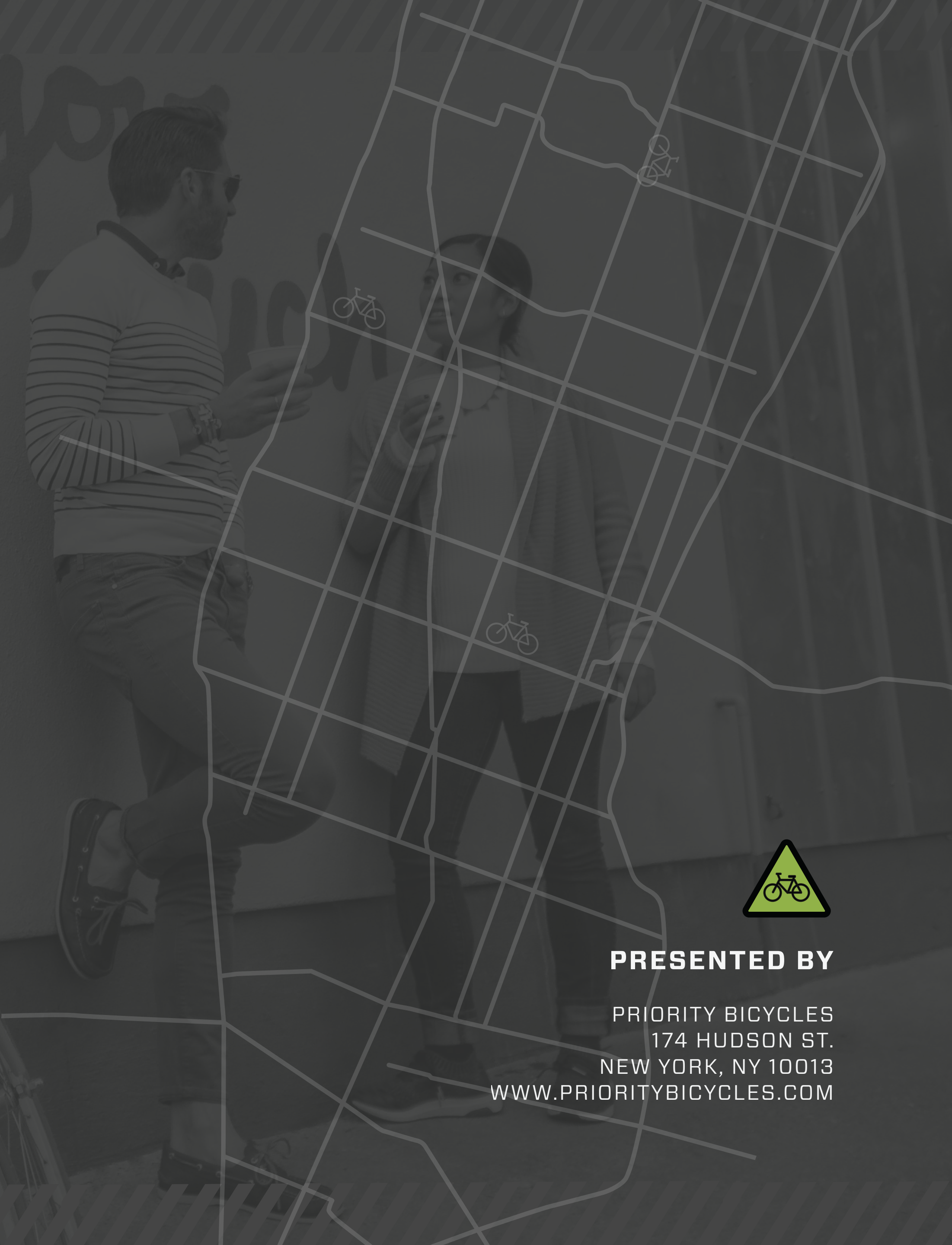


 PRIORITY BICYCLES

# NATIONAL BIKE MONTH

## TIPS & TRICKS

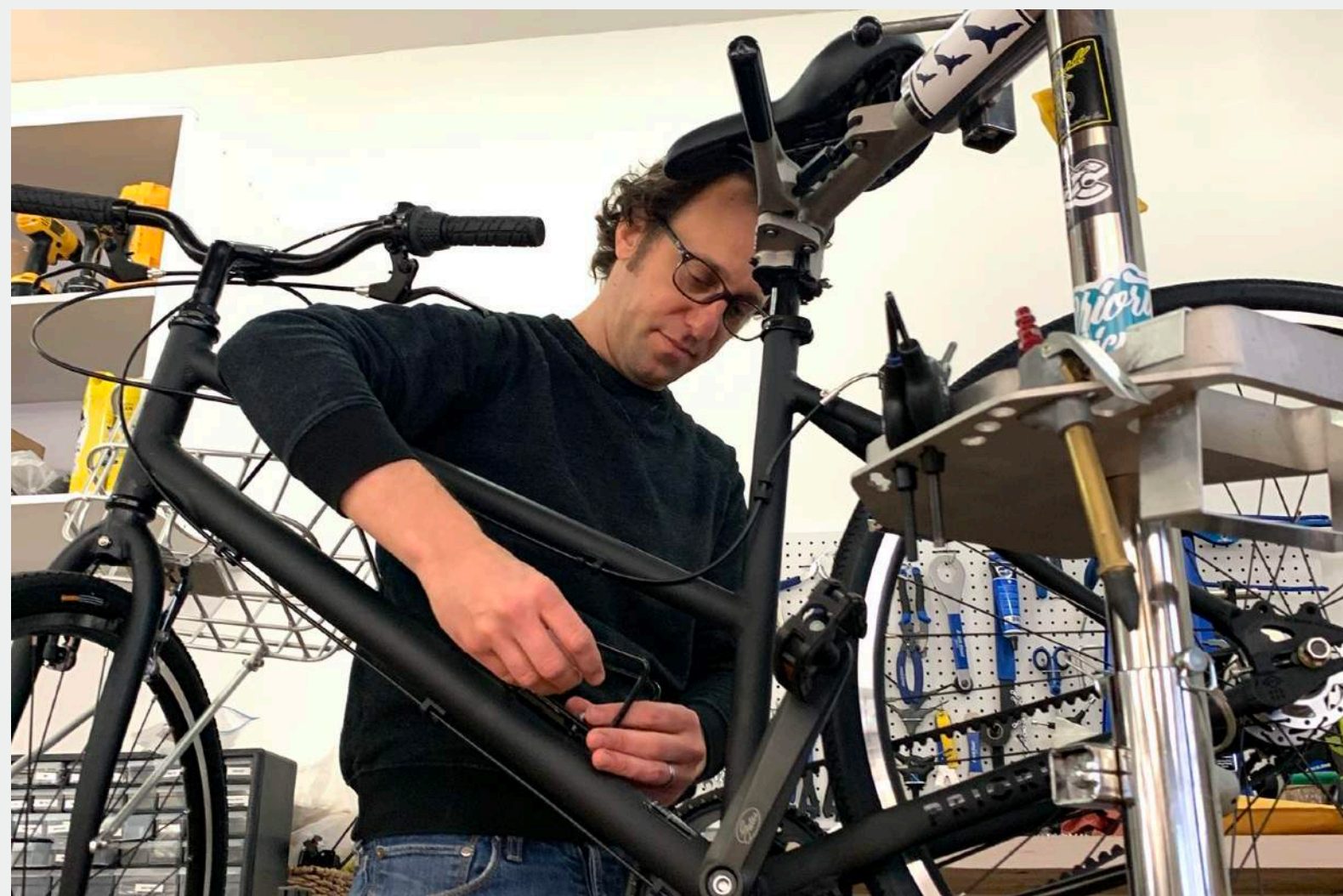
2020



**PRESENTED BY**

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## GETTING YOUR BIKE ROLLING

Has it been since last September that your wheels have hit the ground? Looking to kickstart some lifestyle fitness? Or maybe you have loaded the Thanksgiving and Holiday decorations on top of your bike - a couple years ago - and haven't taken the time to get it out.

Whatever it may be, National Bike Month is a great time to get back on your wheels, so to get going- mind your ABC's!

As a note: if your bicycle is unsafe, or has been damaged, make sure to take it to a local bike shop or a professional before riding.

**A**

### AIR!

Inflate your tires. An under inflated tire makes for a difficult ride. If you have flats, fixing them is easy, and YouTube is your friend.



AIR UP!

**B**

### BOLTS & BRAKES

It's easy for important bolts to come loose in the off-season. Give your bike a light bounce and listen for rattles, then check and tighten your bolts from front to back.

Don't make your first ride your brake check. Give your front and back tires a spin and your brakes a squeeze to check that they are functioning correctly.



CHECK BOLTS!

**C**

### CARBON DRIVE (OR CHAIN)

All of our bicycles have a Gates Carbon Drive over a traditional chain- so no grease or rust. Check that it has the right tension.

If your bicycle has a chain- clean it and lube it up for a smoother ride and more efficient shifting.



GATES CARBON DRIVE  
BELT

**!**

### LOOKING FOR A NEW BIKE?

Maybe your bike has seen its day and it's time for a change? To find the right bike for you, always start with use case - where you will be riding, how often, how far, and how you want it to feel. Talk to a friend or reach out to us - [info@prioritybicycles.com](mailto:info@prioritybicycles.com) and we can make a recommendation.





## TAKING OVER YOUR COMMUTE

Commuting by bike is a win-win. You get the fitness in, save time, avoid mass transit, and help the environment. Our [Continuum Onyx](#) is the perfect out-of-the-box commuter or touring bike. It features hub-powered front and rear lights, composite fenders, and an all-season sealed rear hub.

The key to comfortably taking on your commute is having the right bike, a few small accessories that make a big difference, and finding the best A-B route- hint, it isn't always the shortest.

1

### YOUR COMMUTE BEGINS & ENDS WITH GOOGLE MAPS

It is important to pre-plan your route so you can focus on the path ahead. Google Maps set to "cycling" is a great tool to optimize your route with the most bike-paths and bike-friendly lanes. A [handle-bar mounted phone holder](#) is a hands-free way to follow directions, too!

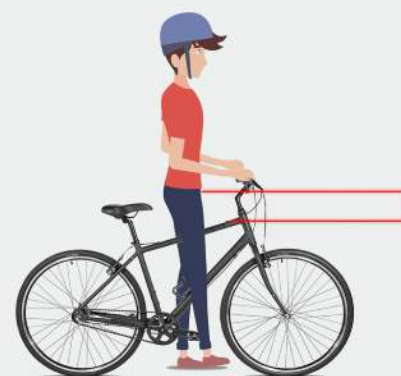


SMART PHONE HOLDER

2

### FINDING THE RIGHT FIT

There are a lot of bicycle solutions for your commute, but none of them will work if your fit is wrong. Inseam is your starting point for a right fit, ensuring you have 1-2" clearance when standing over your bike. When riding you should be able to set a seat height where you can safely extend your leg to nearly straight, with a slight bend. Your knees shouldn't crunch into your body.



STANDOVER HEIGHT

3

### BE SEEN AND HEARD

Which light is best? A bright one! Which horn is best, a LOUD one!

When riding with the flow of traffic, you can quickly feel invisible, so help yourself and others with front and rear lights as well as a bell or horn to let drivers and other riders where you are.



HIGH POWER HORN



HIGH POWER LIGHT SET

4

### GEAR UP RIGHT

You can heat up quickly when riding, or it can cool off fast when leaving work. Jackets or gloves from [Showers Pass](#) are a smart addition because of their venting, pockets, and fabrics. Pants from [Duer](#) are specifically designed for cyclists, without looking techy. Lastly, never forget a [simple patch kit with air](#) that you can get at a local bike shop or online!





## HELP YOUR LITTLE ONE START RIDING

Helping your little one get on a two wheeler opens up a whole new world for them. It's important to remember - safety first! Always wear a helmet and other recommended protection - that includes you parents!

The Priority Start Series is designed to be easy to ride- building confidence while having fun. For parents, the bicycles feature a rust and grease-free Gates belt drive instead of a traditional chain, and a rust-proof aluminum frame - making them lighter and more durable.

Each Start model, as it sizes up from 16, to 20, to 24, has features relevant to the growing rider.

1

### FIRST...BALANCE

For the littlest kids just starting out on two wheels, build confidence with a balance bike. This is the most challenging skill and will get your little one comfortable with moving forward, back, and how they can stay up, while their feet can comfortably touch the ground.



START 16

2

### START PEDALING, WITHOUT PEDALS!

When your child gets on their first pedal bike, start by taking their pedals off, so they can get used to the size and feel of the bike and continue to build balance. Bikes with dual hand brakes are best, as pedal brakes can cause them to stop abruptly when their pedals get put back on.



START 20

3

### MOVING OFF THE TRAINING WHEELS

It's helpful to try to move your little one off of training wheels as quickly as is safe. Start with moving the training wheels up so your child can feel the balance of the bicycle. Let them coast down a slight incline, stopping safely with their brakes. Repeat as you continue to move the training wheels up and off.

4

### KEEP THEM IN THE LOOP

Include your kid in the selection of their bicycle and helmet color, as well as any accessories such as a bell or horn. It will get them excited to ride!



START 24





## RIDING WITH THE FAMILY

As part of social distancing measures, many families are turning to cycling for fresh air, exercise, or alternative transportation.

Bicycles are a vital tool as we tackle the essential tasks in our daily lives, as well as maintain our physical and mental well-being. Whether it is your first time riding as a family, or you ride together so often that you have matching cycling spandex, here are 4 things to keep in mind before any ride to ensure a fun, confident, and safe time.

1

### FIND THE FIT

It is important for you and your child's safety to have a bicycle and helmet that fit now, not one to "grow into." Proper fit is not only important for safety, it also will help young riders gain confidence and comfort on the bicycle.



STANDOVER HEIGHT

2

### MANAGING KID CARGO

You want to make sure you have gears to help with the added weight of a bike seat or trailer – it is nearly impossible to stand and pedal with a kid's seat on a bike. If you need a strong seat to confidently hold your little one, our [Hamax Baby Seat](#) is perfect, and it comes with the rack for mounting the seat.



TURI

3

### FAMILY ROAD RULES

For the safety of your family, other riders, and pedestrians, try to ride in a single-file line and obey all traffic rules. Most importantly, always ride with traffic, not against it, and in a predictable pattern. Teaching your family the standard bicycle hand signals is not only the best way to signal directions if you are leading the ride, but also is helpful for other cyclists and cars on the road.



HAND SIGNALS

4

### LEAD BY EXAMPLE

The best way to help your little ones excel with their riding is by example. Ride your bicycle, wear a helmet, and enjoy being on your bicycle and your kids will follow suit.



HAMAX SEAT





## WHAT BIKE & ACCESSORIES ARE BEST FOR ME?

If you are looking to get on a bike and maybe it's been a few years (once you got your driver's license that old 10-speed got stuffed in the back of the garage), or you've got some little ones who are ready to ride, below are some recommendations.

It's always good to remember that you want to get a bike that fits your needs. If you are talking to a friend, heading to a bike shop, or [looking at our options](#) online, think about how and where you are riding, and what you want it to feel like. If you ride a mountain bike on the street- it will be slow and inefficient. A road bike won't handle gravel no matter where you ride. If your bike doesn't fit, you won't continue to use it. So get the bike that fits your needs and fits YOU.

1

### FOR THE CRUISER

Looking for that catch-all cruiser for getting active, riding to the gym, rolling with friends, or even light commuting? The upright, three-speed, belt drive Classic Plus will get you there, and without the long term hassle of routine maintenance or rust and grease staining your clothes. \$499



CLASSIC PLUS

2

### FOR THE ROAD COMMUTER

You don't need to be an enthusiast or a mechanic to get a cool commuter. The Continuum Onyx is out-of-the-box, low maintenance, daily driver. It has automatic running lights, fenders, hydraulic disc brakes, and an all-season CVT that has a large gear range without pre-defined gears, so you can find the perfect resistance. \$1099



CONTINUUM ONYX

3

### FOR ONE BIKE THAT CAN DO IT ALL

Our automotive inspired all-road model with a Pinion 600% gear range is designed to be a performance daily commuter, road Rambler, and gravel grinder in one precision package. \$2299



THE 600

4

### LITTLE THINGS THAT MAKE A BIG DIFFERENCE

The right accessories help build confidence through safety and convenience.



SAFETY PACK



SMART PHONE HOLDER



CLOSCA PACKABLE HELMET

## Thank you

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