

# SHIMANO WORLD

A male cyclist is shown in a dynamic, leaning position on a road bike, navigating a turn. He is wearing a white short-sleeved cycling jersey with 'SHIMANO' printed on the sleeves, black cycling shorts, a white helmet with colorful graphics, and blue cycling gloves. The background is a blurred outdoor setting with a concrete curb and a large hay bale in the foreground on the right. The overall scene conveys a sense of speed and professional cycling.

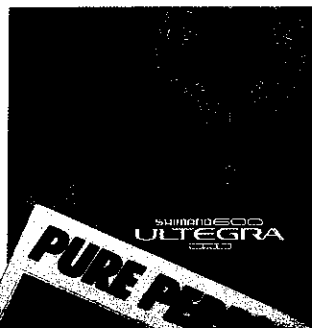
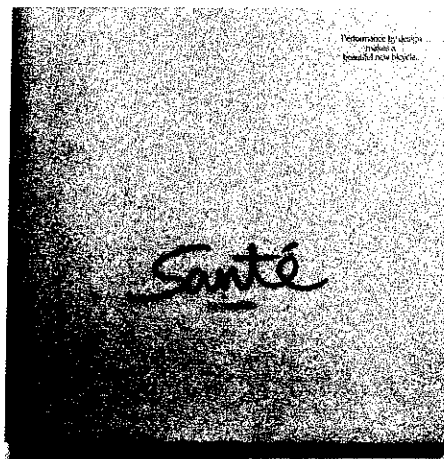
**HERE COME THE  
F-T RACERS.**

**HOW TO SELL.**

**ORDER SERVICE  
PARTS BY MAIL.**

Spring 1988  
Volume 14, Number 2

# NEW BROCHURES AND P.O.P. MATERIALS AVAILABLE. FREE.



New brochures for Sante, Shimano complete line and 600 Ultegra are now available. Free.

## New brochures

New Shimano brochures are now available for the complete Shimano line, Sante, and 600 Ultegra.

When displayed on your sales counters, these fact-filled brochures become your "silent sales force," providing your customers with photos and vital information on product features, product benefits, and product specifications.

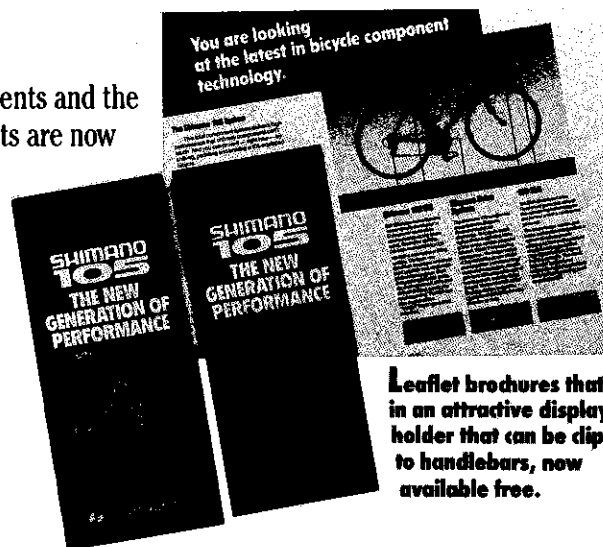
Shimano's brochures also detail the advantages of SIS, SLR, Biopace and other exclusive Shimano advances, plus they explain why Shimano components offer the best value/performance ratio in the industry.

## New P.O.P. materials

New Shimano point-of-purchase displays for the 105 components and the exciting new EXAGE Mountain/Trail and EXAGE Sport components are now available. They fit our point-of-sale clips and can be mounted on handlebars, top tube or stem to attract and presell customers on the latest bicycle component features.

These P.O.P. materials are free.

To order, simply fill out the convenient order form.



Leaflet brochures that come in an attractive display holder that can be clipped to handlebars, now available free.

 **SHIMANO®**

# SHIMANO WORLD

## C O N T E N T S

*COVER: Racing F-Is in  
Phoenix, Arizona.*

## F E A T U R E S

**Here come the F-1 racers.**  
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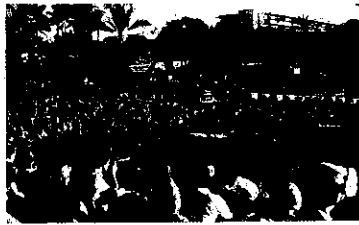
**Winners choose Shimano for 1988.**  
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**How to sell.**  
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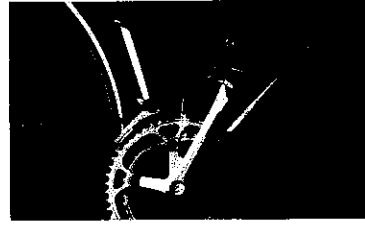
**How to sell Front SIS.**  
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Cover Photo: John Ker, *BMX Plus!*

# HERE COME THE F-1 RACERS

A new bicycle has hit America. It's comfortable, it's fast and it's fun. It's called F-1, and it's designed to capture the youth market looking for a bike beyond BMX and freestyle.

The F-1 provides kids with a fast, lightweight on-road bike they can ride comfortably for longer distances. The F-1 bike is the first 20-inch bike that offers kids six-speed SIS gearing for fast, precise index shifting, and a Biopace chainring that creates a cadence that closely matches the natural speed changes in the leg when pedaling. Shimano has also developed a new Hub Roller Brake in the rear that stabilizes braking power even during rainy weather.

All of these features make the F-1 bike an exciting alternative to BMX or freestyle and gives you renewed sales opportunities.

Not surprisingly, a new racing circuit has arisen to accommodate F-1 racers on national, regional and local levels. And since local race courses can easily be created in almost any parking lot, F-1 racing has even greater appeal and growth potential.

## F-1 courses

Unlike BMX courses, F-1 courses are extremely simple to set up. Usually run in a parking lot, these courses typically feature straightaways, sweeping curves and tight hairpin turns. The course can be marked with hay bales, banner walls and cones or painted directly on the asphalt.

This low-cost simplicity means F-1 courses can be built almost anywhere, making F-1 much more accessible than special dirt BMX courses.

F-1 racing is also an excellent way for dealers to dramatize the sport, the bicycle and their stores. Since most bicycle shops have a parking lot, dealers can stage F-1 races in front of their stores. Or they can use the course for demonstrations, inviting potential customers to test ride the new F-1 bicycles for a lap or two.

## ABA-sanctioned races

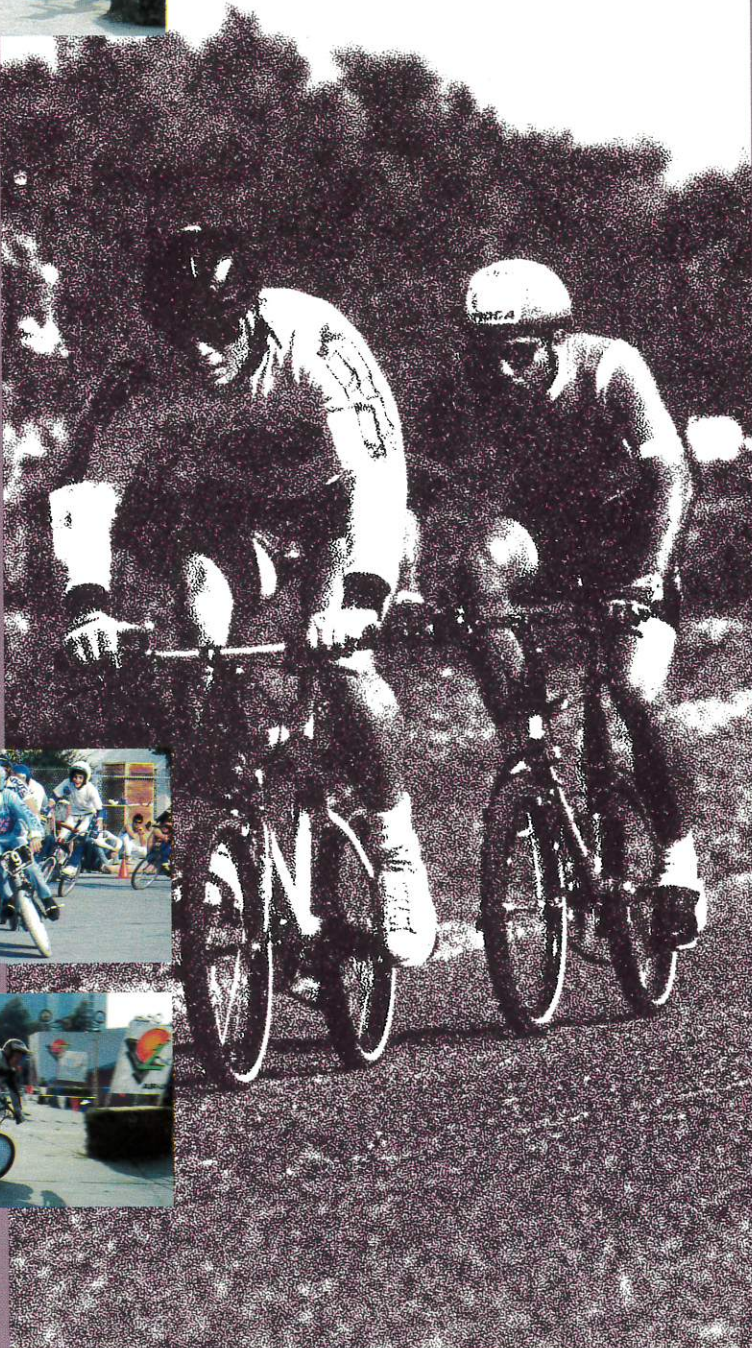
According to Denney Griffiths, vice president of the American Bicycle Association (ABA), tentative plans call for courses a quarter- to a half-mile in length, with the main event race running about four miles. This may change as the races evolve.

The ABA will also sanction regional races for promoters, dealers and other interested individuals.

Age Groups:	
9 and under	16-19
10-12	20-24
13-15	25 and over
Pros	



F-1 bicycles bring speed and excitement to the 20-inch bicycle.



Above photo by Jon Ker, *BMX Plus!*

### ABA 1988 National F-1 Race Schedule:

April 24: Dallas, Texas  
May 15: Orlando, Florida  
June 12: New York, New York  
September (date not set): Chicago, Illinois  
October 16: Los Angeles, California

### NBL-sanctioned races

J.J. Blum, marketing director of the National Bicycle League (NBL), commented that tentative plans are for F-1 courses of about 3,000 feet. This may be extended to 5,000 feet later. Courses will have a start/finish line, sweeping hairpin turns and straightaways requiring lots of shifting.

The NBL will sanction local races for promoters, dealers and interested parties.

### Age Groups:

Girls:		
13 and under		14 and over
Boys:		
10 and under		15-16
11-12		17-23
13-14		24-29
		30 and over
	Pros	

### NBL 1988 Grand Prix Racing Series Schedule:

March 25: Memphis, Tennessee  
April 2: Orlando, Florida  
June 17: California (site not yet set)  
June 24: South Park, Pennsylvania  
July 4: Akron, Ohio  
July 8: Pontiac, Michigan  
September 2: Louisville, Kentucky  
Grand National  
September 2: (location to be announced)

### For more information

To find out more about rules, courses, racing dates, qualifying, scoring, prizes and how to sanction a local race, contact:

Denney Griffiths  
Vice President  
American Bicycle Association (ABA)  
P.O. Box 718  
Chandler, AZ 85224  
(602) 961-1903

J.J. Blum  
Marketing Director  
National Bicycle League (NBL)  
555 Metro Place North, Suite 524  
P.O. Box 729  
Dublin, Ohio 43017  
(614) 766-1625

# WINNERS CHOOSE SHIMANO FOR 1988.

As the 1988 bicycle racing season approaches, more top road, triathlon and mountain bike racers have chosen to ride Shimano equipment because they believe it gives them an edge. The fact that these racers are competing on Shimano equipment can directly benefit your business.

Mentioning to your customers that racers like Andy Hampsten and Dave Scott use SIS can help to sell more Shimano-equipped bicycles and components. Tell them, too, that Shimano utilizes feedback from these racers to improve and develop new Shimano products.

### Road racing teams

Shimano is proud to announce that many professional and amateur road racing teams have chosen to ride Shimano components in 1988. Some of the top teams include:

#### 7-Eleven

Joining the powerful 7-Eleven Pro team this year will be Roy Knickman, previously with Toshiba/La Vie Clair. Knickman had this to say about his move: "I am very pleased that I was able to come to the 7-Eleven Team because it also means being on superior performing Shimano components — my first and only choice when it comes to equipping my bike."

Joining Harvey Nitz on the 7-Eleven Men's Amateur Team will be Norm Alvis.

Last year, Alvis was National 25-mile champion.

#### Wheaties/Schwinn

The Wheaties/Schwinn Team will expand to 10 riders in 1988 and will compete in Europe for the first time. No more information on the Wheaties/Schwinn team was available at press time.

#### Crest/Lowreys

Len Pettyjohn will continue to manage both a men's and a women's team. The 12-member men's team sponsored by Crest toothpaste includes half of the U.S. Pan Am and one-third of the 1987 U.S. World's Road Team. The Lowrey's Women's Team features five of the seven riders from the 1987 U.S. World Road Team, including U.S. National Road Champion Janelle Parks.

#### FEI Velo

FEI Velo is a new pro team organized by Gene Dixon and led by Thomas Prehn, Dan Franger and Gerry Fornes. The team will compete on Dura-Ace-equipped Kestrels.

Other major teams that will be competing on Shimano components include:

7-Eleven Junior Team  
IME — (Independent Medical Examination)  
Dupont/Lycra — led by Marianne Bergland  
Cannondale/Vortex  
Ernies/Gita/Conejo  
Schwinn/Bikes Etc./Cycles Veloce  
Avocet/Miyata



The tough 7-Eleven Team. Back row: Mike Neel, Roy Knickman, Alex Stieda, Chris Carmichael, Bob Roll, Eric Heiden, Jim Ochowicz. Middle row: Doug Shapiro, Jeff Pierre, Raul Alcalá, Tom Schuler, Davis Phinney. Front row: Andy Hampsten, Ron Kiefel, Jens Veggerby, Dag Otto Lauritzen.

In addition to these top teams, Shimano has also been chosen as the official components supplier of the John Howard School of Champions located in Encinitas, California. The program is designed to challenge cyclists of all levels from novice to experts. John Howard has won 7 USCF National titles and been on three Olympic teams.

### Mountain bike teams

The Norba National Points Series, beginning April 3, 1988, in Auburn, Alabama, will kick off the mountain bike competition for 1988. According to John Tomac, who won 13 out of the 20 events he entered last year: "There will be a lot more entry-level riders this year because more people own mountain bikes and are going to want to race them."

This year, once again, Shimano is being ridden by most of the top mountain bike racers and teams including: John Tomac and the Mongoose Team; Ned Overend, Cindy Whitehead and the Specialized Team; Mike Kloser and the Fisher Team; Tinker Juarez and the General Team; Russel Worley and the Yeti

Team; Casey Kunselman and the Diamond Back Team; Mark Anolik and the Ritchey Team; and Ron Andrews and the Fat Chance Team. Expect to see some exciting mountain bike racing this year.

### Triathletes

On April 10th, St. Croix in the American Virgin Islands will host the America's Paradise Triathlon. This will be the first big triathlon for 1988. Rumor has it that most of the top triathletes will be competing, and most of them will ride on Shimano components. Dave Scott, six time winner of the Ironman; Scott Molina; Kirsten Hanssen, 1987 triathlete of the year and the Puntous sisters will all be continuing to ride Shimano components in 1988. Joining them this year will be Mike Pigg. Mike (age 24) dominated the USTS Triathlon circuit last year, winning 7 out of 11 races he entered, and he has serious plans for next year. "I plan to keep improving my time and to win two of the five big triathlons this year: St. Croix, Bermuda, Ireland, Vancouver, or the Ironman. I'm excited about riding Dura-Ace this year. It's the first time I've ridden

SIS, and it's heaven when you switch gears and it goes right in."

In addition to being the choice of so many top triathletes, Shimano components will be the official components of the National Triathlete Training Camp (NTTC).●



**Ned Overend doing what he does best.**



**Triathletes starting first leg of race.**

Photographer: Richard Graham

# NEW SHIMANO PRODUCTS HELP INCREASE SALES

## Display kits for 600 Ultegra Sante component groups

Handsome display kits for 600 Ultegra and Sante component groups are now available to help you attract customers to these new products and to increase your sales.

600 Ultegra components are available in a high-tech display box. Sante components are available in an attractive three-box display that elegantly promotes over-the-counter sales.

## Five-piece kits

The five-piece Sante kit introduced last year is still available from your distributors.

In addition, a 600 Ultegra five-piece kit is now available. It includes:

- rear derailleur
- front derailleur
- shift levers
- free wheel/cassette
- narrow uniglide chain

These are all the parts you need to convert your customers from friction systems or old equipment to the latest SIS components.

Also, five-piece kits eliminate the hassle of back ordering or substituting parts that your distributors may not have readily available.

## New Dura-Ace crankset specification

Because of heavy demand, the Dura-Ace crankset is now available with a 39/53-tooth chain ring combination.

Racers and high-performance cyclists are now realizing the gearing advantages of using a smaller inner chain ring. A 39-tooth chain ring allows a closer ratio (straight block) freewheel without sacrificing the range from top gear to low gear.

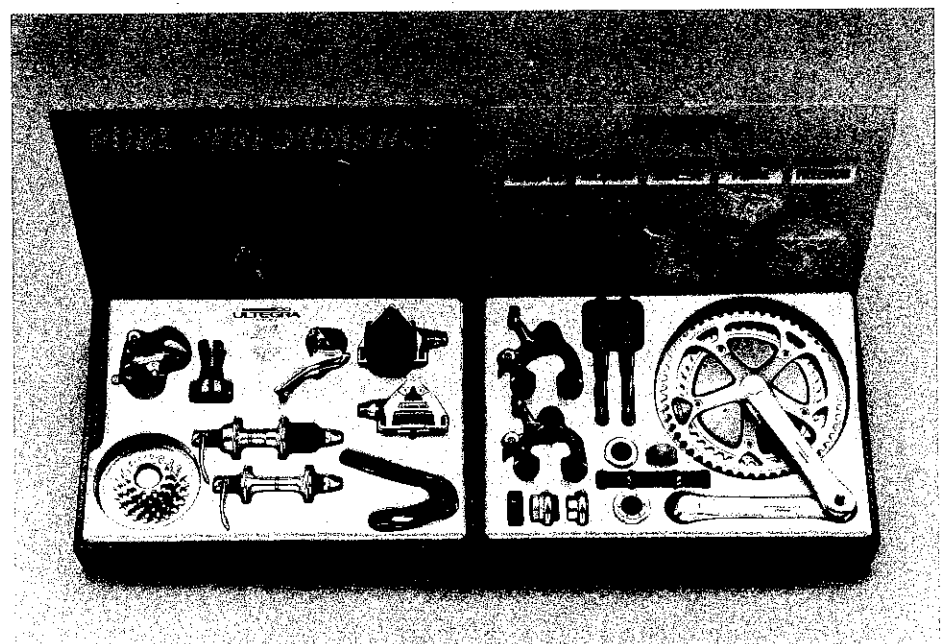
The 39/53-tooth chain ring combination is available on 170mm and 172.5mm Dura-Ace crank arms.

## Less holes in Dura-Ace hubs

The Dura-Ace freehub set now comes with a 28-hole front and 32-hole rear to accommodate those who want lighter, more aerodynamic front wheels.●



Sante display kits are available from distributors.



600 Ultegra 5-piece kits are now available.

H O W T O

# SELL

[This material on "How to Sell" was originally prepared and shown as a skit for dealers in our booth at the BDS trade show in Long Beach in January. As such, it's part of Shimano's ongoing effort to help our dealers become even more successful.]

Your store's success depends a great deal upon how well you and your staff sell bicycles. There are literally hundreds of techniques and variations to help you make a sale. Of these, here are five proven ones you can use immediately: qualifying a customer, selling features and benefits, overcoming objections, trial closes and the close.

## Qualifying a customer

One secret of sales success is getting your customers talking. This not only builds rapport, it enables you to find out more about them. And the more you know, the better able you are to select a bicycle that best fits their needs, their lifestyles and their pocketbooks. This in turn increases the chances of making a sale. It's called qualifying a customer, and it works.

When qualifying customers, let them do most of the talking. Ask leading questions that will get them to open up about what they want and need, such as how will they use the bicycle (Exercise? Club racing? Mini-triathlons? Status?), what kind of bicycle they currently own, why do they want to buy a new one, how much do they ride now and similar questions.

You also want to ask questions to find out how much they already know about bicycles so you'll know how much educating (if any) you must do. Don't assume customers know a lot about bicycles until they prove it to you. It's



Actors in Shimano booth at Long Beach BDS show demonstrate sales techniques.

human nature to pretend to understand everything so the salesperson doesn't think they're unintelligent.

Finally, ask some questions about your customers' lifestyles. Someone who drives a Porsche, skis in Switzerland and has a large home will usually want a different bicycle from someone who drives a VW, bowls and lives in an apartment.

## Selling features and benefits

As a general rule, features don't sell bicycles; the benefits of those features do. Therefore, whenever you point out a feature, also explain its benefit(s).

For example, you can explain the technical advantages of the Biopace chainring, including its unique shape. But what sells the customer is that Biopace makes it easier to pedal uphill, to travel longer distances with less fatigue, etc.

You can describe how technically

advanced SIS is. But what sells the customer is the security of always knowing when he or she is in gear — especially during racing conditions when a single misshift can be costly.

Also remember: telling prospects that the component group you're selling features the same technology the pros use adds more credibility to the sale.

## Overcoming objections

Many salespersons hate when customers bring up objections. However, customers usually won't raise objections unless they're interested in what you're selling. And once you overcome all objections, you can often make the sale.

The key to overcoming objections is not arguing with customers. Instead, agree with them if necessary or appropriate and then begin selling features and benefits again.

For example, one of the most common objections is price. Let's say a customer wants to begin club racing, century racing or the like, and you know that a 600 Ultegra-equipped bicycle you carry fits her needs perfectly. If she says the bicycle you're pitching is too expensive, you can agree that it is a lot of money. And if she wants, you can sell her something less expensive. However, if she is really serious about racing, she needs the precision of SIS shifting, the sure control of SLR braking, the efficiency of Biopace chainrings and so on.

Overcoming hidden objections — ones customers don't verbalize — is also important. One technique for discovering hidden objections is to say "oh?" Try it. The next time you ask a customer if he



would like to buy a bicycle and he answers vaguely, "I'm not sure;" look at him and say "oh?" This will often force him to explain what his real objection is (e.g., he doesn't like the color, he wants to haggle about the price, etc.).

### The trial close

Good salespersons look for logical places to make a close. If it works, you write up the sale. If it doesn't, it's called a trial close, and you continue selling features and benefits until there's a logical place to try another close.

Closing lines vary with each transaction, but all have one thing in common: they ask for the sale. For example, if a customer were looking for a bicycle to ride in triathlons, you could ask: "Wouldn't you like to be training on this bicycle tonight?" If a customer complained that the bicycle she liked wasn't in her size, you could explain that you have several sizes in stock and you can fit her right now. If a customer wanted a color you don't have, you could tell him he could pick up a bicycle in that color tomorrow (or Thursday, etc.).

In each of these instances you are directly or indirectly asking the customer to make the "buy" decision. You are overcoming every objection by providing a solution.

### The close

As you know, most people buy with their hearts and not with their heads. They actually want to be sold. They want you to overcome all their objections so they can justify buying the bicycle they really want (or be able to justify it later to a spouse, a parent, etc.). When you finally arrive at the close, stop talking and start writing up the order. Some salespersons actually talk themselves out of sales because they don't know when it's time to stop selling.

### How to implement

These selling techniques work — if you and your staff practice them one at a time. Practice on each other, and practice with your customers. Once you and your staff become comfortable with one technique, practice the next one. Keep encouraging them. And when you've mastered the five techniques here, you might consider buying a good book on selling to learn more solid techniques.

However, to truly be successful you must also have a thorough knowledge of your products and a genuine desire to serve your customers. ●

## FRONT SIS: INCREASED PERFORMANCE. INCREASED SALES.

Front SIS is now offered with two EXAGE component groups — EXAGE Mountain and EXAGE Sport — as part of Shimano's concept of upgrading the overall performance, appearance and sales appeal of the all-terrain bicycle and the 12-speed sport bicycle.

When selling these EXAGE equipped bicycles, explain to your customers that they will get total index shifting, making every shift precise and positive.

### Stress to your customers the benefits of Front SIS

For all-terrain bicycles with EXAGE Mountain components, Front SIS makes triple chainwheel shifting positive and reliable. Front SIS puts an end to readjusting the shift lever to change gears. It gives your customers the same confidence in shifting as they have with Rear SIS. And with Front SIS they don't have to focus on their bicycles, so they can pay closer attention to the trail and terrain.

Front SIS on EXAGE Sport bicycles also offers your customers the convenience of precise SIS when shifting the front chainrings. Because Front SIS takes the guesswork and the hesitation out of front shifting, your customers can concentrate more on the road and less on operating their bicycles.

You can demonstrate how easy Front SIS shifting is by letting your customers test the shift lever. As they do, they'll hear and feel the reassuring SIS "click" that lets them know positively they're in gear.

Front SIS will make both EXAGE Mountain and EXAGE Sport equipped bicycles more enjoyable to ride.

### NEW POP AVAILABLE. FREE.

A new Shimano point-of-purchase display card for EXAGE Mountain and EXAGE Sport components is now available. It fits our point-of-purchase clips that mount on handlebars to attract customers to your Shimano-equipped bicycles.

These POP materials are free.

To get yours, simply fill out the order blank today.



# DIFFERENT BIOPACES FOR DIFFERENT NEEDS

If all bicycle riders rode the same bicycles the same way for the same purpose only one Biopace chainwheel would be needed. But today's chainwheel must meet the needs of off-road riders, triathletes, ultra-distance cyclists, touring cyclists, casual riders and others who all use different pedal rpms and pedaling pressures.

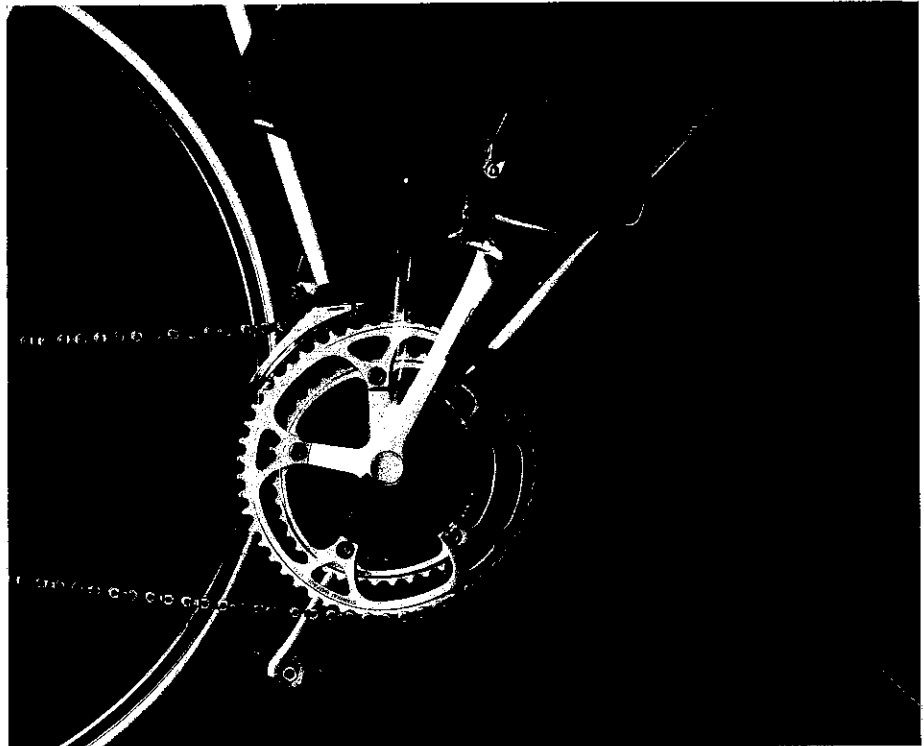
For example, off-road cyclists sometimes use low rpm to make climbing easier, while touring bicyclists use low rpm for maximum efficiency and a nice, steady cadence.

Sport cyclists usually use a medium rpm. And high performance cyclists use higher rpms to achieve maximum power output throughout the pedaling cycle.

That's why Biopace chainwheels come with different shapes, phases and sizes: so you can provide the type that best meets your customers' needs.

You can show your customers that Biopace's shape changes according to use, becoming either more pronounced for the high foot forces of low rpm pedaling or less pronounced for the light foot forces of high rpm pedaling.

You can demonstrate how Biopace's phase (the crankarm's position relative to the elliptical shape) also changes by holding a 42-tooth Dura-Ace and an original 42-tooth 600 Biopace ring together. Changing the chainrings' phase is similar to advancing the timing in a car's ignition system for higher rpm use.



**Different Biopace chainwheels meet riders' specific needs.**

And you can point out that Biopace's separate chainrings come in popular size for all types of cyclists.

As a result, the Biopace chainwheel as well, translate your customer's natural leg cadence into the optimum pedaling motion, so there's less knee strain

and less energy wasted. Instead, their stamina will increase... and so will their riding enjoyment.

For a more detailed description on the different Biopaces available, see the accompanying chart. ●

BIOPACE TRIPLE CHAINRINGS				
POSITION	SIZE	MAX. RPM	USE	MODEL
INNER *(74MM)	26/28T	60	MTB/TOURING	CR-BP10
MIDDLE *(110MM)	36/38T 44T	90 90	MTB/TOURING TOURING	CR-BP10
OUTER *(110MM)	46/48/50T	120	MTB/TOURING	CR-BP10

BIOPACE DOUBLE CHAINRINGS				
POSITION	SIZE	MAX. RPM	USE	MODEL
INNER *(130MM)	42T	100	SPORT	CR-BP20
INNER *(130MM)	42T	140	HIGH PERFORMANCE	CR-BP25/BP70
OUTER *(130MM)	52/53T	140	SPORT/HIGH PERFORMANCE	CR-BP20/BP70
*(FIXING BOLT CIRCLE DIAMETER) CR-BP70 (DURA-ACE)				□ NEW

# CABLE CASINGS

S A L E S

Shimano's system design approach to developing bicycle components has greatly improved overall bicycle performance.

Cable housing is an excellent example of this. Because the cable housing is responsible for efficient cable movement, its composition is critical. Recognizing this, Shimano has developed four different cable housings for maximum component performance.

## SP SIS cable housing

The SP SIS cable housing is designed especially for SIS shifting. Its Duracon liner is wrapped end to end with numerous strands of a special type of piano wire to eliminate casing compression and to allow optimum SIS performance. The SP SIS cable housing is available in 25-foot rolls. Colors include white, red, blue, black, purple, yellow and gray.

## SLR brake cable housing

The SLR brake cable housing incorporates a special low-friction liner sleeve that assures smooth cable movement — even under strong braking pressures. The SLR brake cable housing is available in three variations:

1. SLR brake cable sets, including a front and rear inner cable. Casing colors include silver, white, black, red, yellow and blue.
2. A 25-foot roll. Colors include white, yellow, blue, red and silver.
3. (New! Available this spring.) An economical 30-meter (32-yard) "file" box. Colors include red, blue, yellow, white, black and gray.

## Dura-Ace cable housing

The premium Dura-Ace housing incorporates a low-friction liner sleeve

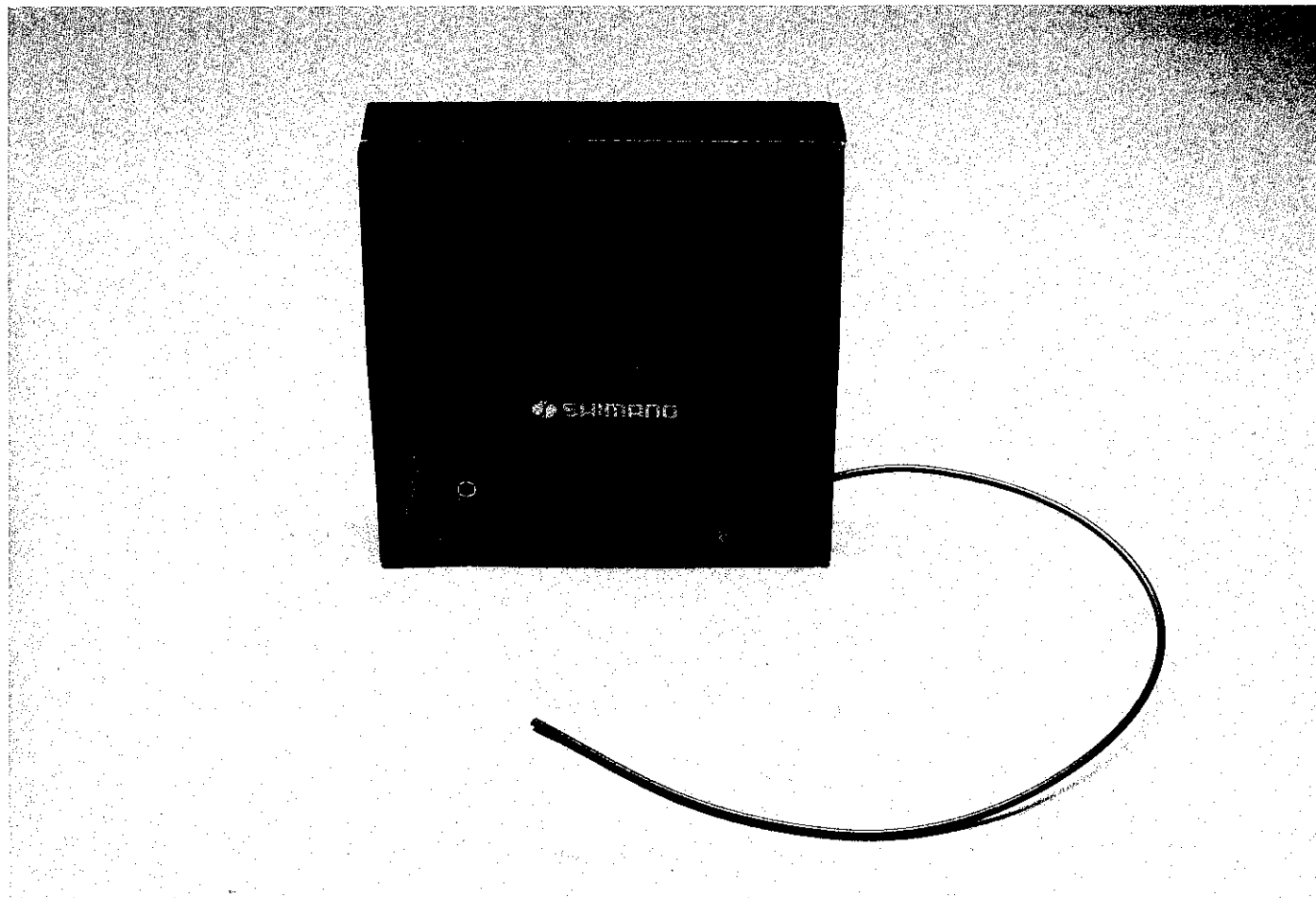
made especially for Dura-Ace. It comes in high-tech gray and is available in two versions:

1. A 270mm precut piece for use between the chainstay and the rear derailleur.
2. Brake cable set including the front and rear inner cables.

## Deore XT cable housing

The Deore XT cable housing is a larger diameter cable housing (6mm) similar to motorcycle types designed for use with larger diameter (2mm) brake inner cables. The larger diameters add the extra strength needed for serious off-road riding. The XT cable housing incorporates the same special low-friction liner sleeve as the SLR brake cable housing. It comes in black and is available as a brake cable set including the front and rear inner wires.

These cable housings are all available through your Shimano distributor. ●



The new SLR cable casing 30 meter file box is convenient to store and use.



# Image in RETAILING

By Clark Richey

Today sophisticated, demanding customers and aggressive competition are pressuring merchants to improve everything in their stores. Therefore, the stores most likely to succeed in today's (and tomorrow's) market are those that offer something different from the rest of the pack.

The important elements of success — having the right merchandise at the right time in the right quantities at the right price — are not enough unless you present the merchandise in the right environment. In short, to be successful you must have “The Look.” You must have “Image.”

To encourage repeat business and to attract new business, your store must provide a shopping experience for your customers. As Walt Disney once said: “You will have unlimited abundance if you do what you do so well that when people see what it is that you do, they'll want to see it again and they will bring others with them.”

How many people do you know that have been to Disneyland or Disney World more than once and want to go back again?

What about your store? Do people think of your store as a place to go back to and bring others to see as well? Is your store exciting, fresh, uncluttered and appealing to the lifestyles of your customers? Does it stand out among all other stores?

Creating a visual image requires many things in order to make a significant impact upon the marketplace.

Bicycle shops are highly specialized stores catering to very specific lifestyles. Whether you cater to the family, the professional, the health and exercise enthusiasts, the outdoor touring advocate or a combination of any of these, your store must reflect the lifestyles of your customers and potential customers.

To create a visual image you should consider the following:

### **Carrying a Full Assortment**

Bicycles and bicycle parts by themselves don't make an interesting store. They also don't provide your customers with enough purchasing decisions to encourage frequent visits. Too many pieces are missing to complete the lifestyle package.

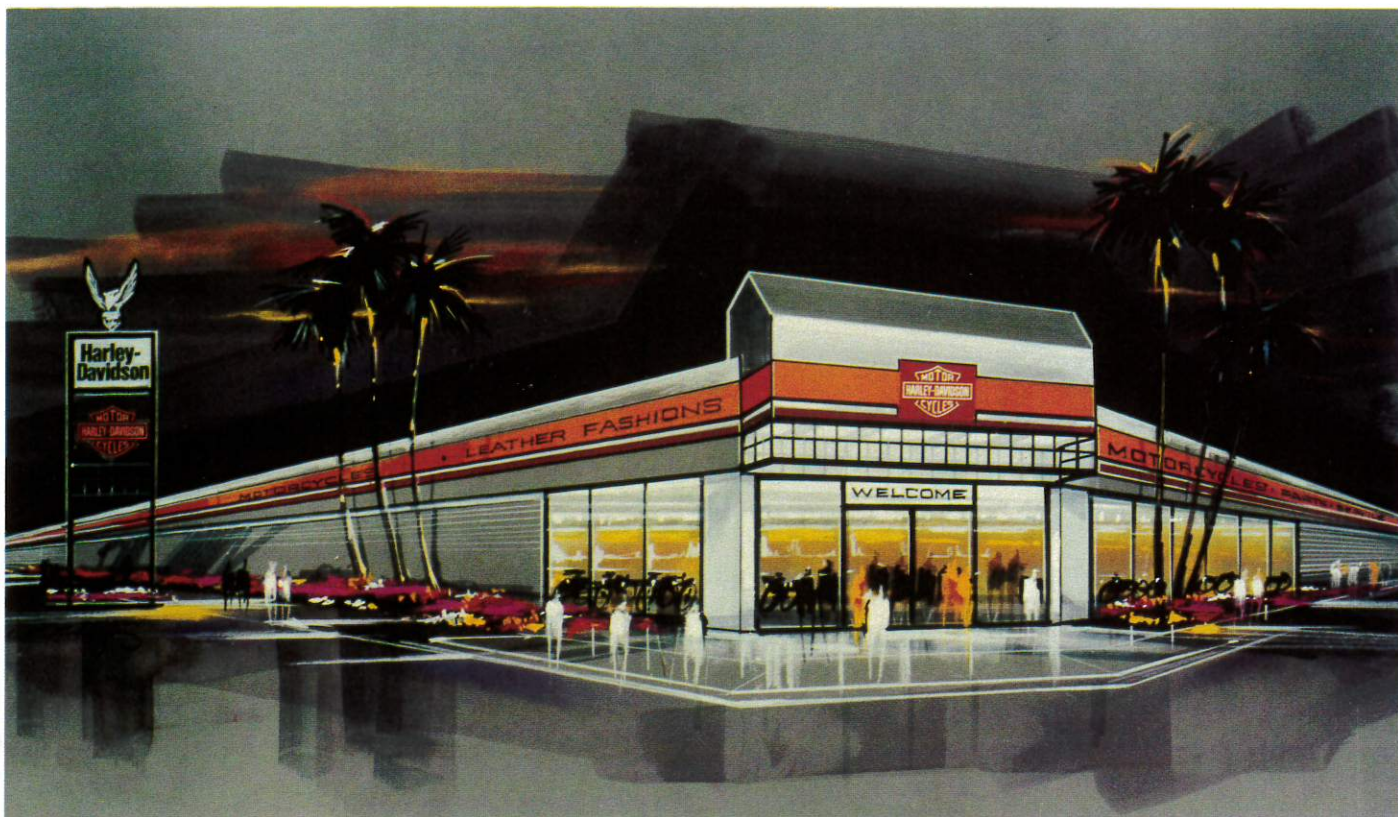
For example, if you sell a bicycle and then send your customer down the street for an outfit or for accessories, you've lost a customer.

### **“The Look,” or “Decor”**

The right colors proportioned in the right amounts will usually describe to your customers what your store represents. Color is paramount in the bicycle industry (notice what the bicycle-related apparel business is doing with bicycle fashions). Bicycles themselves are becoming more colorful along with the publicized events. Your store needs to become a part of that total experience. It must become a mirror reflection of lifestyles that include activity, sport, health, fashion, personal image, ego, competition, adventure, social awareness, fraternity and relaxation.

### **The Fixtures**

Your fixtures should complement and enhance your decor as part of the total look. In addition, fixtures must be flexible, sturdy and functional to house your goods in the most appealing manner and to encourage impulse sales.



Creating a dynamic store "image" can increase business.

## The Drama of Lighting

Decor itself is very flat unless the proper lighting techniques are incorporated to enhance the store's features and merchandise, and to set the mood. Good ambient or overall general lighting is necessary to establish the proper level of light throughout the store with the best available color-enhancing properties. Ambient lighting is usually provided by low-cost, high-efficiency fluorescent tubes, but other sources are available.

Accent lighting provides drama to your store by intensifying light and shadow to designated focal points. This draws customers' attention to whatever store features or merchandising statements that are important to highlight. Without accent lighting the store lacks power and excitement. Usually high-intensity incandescent track or eyeball light fixtures offer the best effect.

## Signage and Graphics

Good signage and graphics provide the finishing touch to a store, but they should be used sparingly to avoid creating visual

cardboard pollution. Interior signage comes in many forms:

**Category identification:** Major categories should be identified by signage to tell a story of what your store represents. Neon, three-dimensional wall lettering, painted graphics and hanging signs are just a few alternatives. Once again, keep it simple and clean so you don't distract from the merchandise or the total look.

Coordinate your signage with your colors, decor, fixtures and lighting to enhance the total store. Keep category signs to a minimum (4-6).

**P.O.P. signs:** Point of purchase signs are necessary to highlight promotions, seasonal statements, price, fashion features or other appropriate reasons. Don't sign too many items. Keep signs to an absolute minimum. If the signs are not absolutely necessary, don't use them. Keep P.O.P. signs uniform in size, color, shape and presentation, and coordinate them with the look of the total store.

**Other signs:** Policy signs, directional signs and the like should be simple, concise

and positive. Don't use negative signs. "Don't do this" and "Don't do that" signs turn off customers almost as fast as a rude employee.

**Exterior signage:** Exterior signage should be dramatic, simple and direct. It should represent what's inside. It is your signature!

Today, image is the most distinguishing feature of you and your store. It separates your store from everyone else's. Customers can purchase the same merchandise in a lot of places, but your environment is your uniqueness, your signature, your statement, your living. So make it good. No — make it fabulous!

Clark Richey's Seminar, "Design: Success Depends On It" can be heard on cassette with a 50 page supporting text and over 30 graphic examples for \$49.95 plus \$5.50 tax/postage/handling. MasterCard or Visa is accepted. This volume is a "must" for every specialty store owner/manager. Write or call Creative Retailing, Inc. at 18022 Cowan, Suite 200D, Irvine, CA 92714, Ph: 714-553-8611. ●

# SET UP AND SERVICE HINTS FOR THE SHIMANO 600 ULTEGRA AND EXAGE SPORT PEDALS

Practice releasing and entering each pedal a few times with the other foot on the ground to check for proper front plate adjustment.

## 600 Ultegra pedal shaft removal

600 Ultegra's pedal shaft design (with the axle and the bearing forming a single unit) makes disassembly, servicing or lubrication after removal much easier. In fact, you can service the pedal while the shaft is still attached to the crank. To remove and replace the shaft unit, remember: the right and left axle assemblies are threaded in the same direction as the respective pedals are threaded into the crank arms.

## EXAGE Sport Pedal

The EXAGE Sport pedal's unique single-bolt toe clip system requires just one bolt to install and adjust the toe clip and reflector.

This single-bolt design can also be adapted for Dura-Ace, 600 and 105 toe clips. Just invert the bolt, plate and nuts; attach them to the pedal; attach the toe clip using its three screws and adjust it. (Refer to diagram.)

The pedal's axle play can be adjusted like a Dura-Ace pedal using a 17mm cone wrench and a one-inch spanner. ●

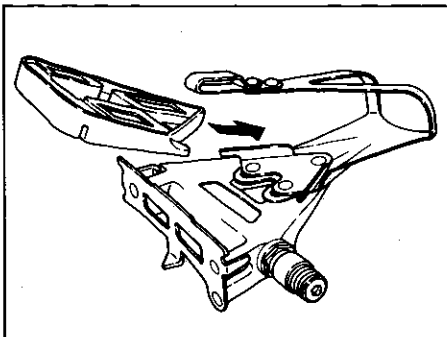
## 600 Ultegra Pedal

The 600 Ultegra pedal features Shimano's Posi-Grip cleat system that makes pedaling more efficient and a removable shaft unit that makes serviceability much easier.

The Posi-Grip feature incorporates new designs for both the pedal and the cleat that are easy to set up and adjust.

### Attaching the toe clip

You can attach both the adjustable toe clip and the special front plate to the pedal using a 3mm allen key wrench.



## Shoe cleat assembly

To attach the adjustable shoe cleat to a Look®-compatible shoe, use a 4mm allen key plus the special countersunk screws and washers provided.

(NOTE: This cleat is designed for use with 600 Ultegra pedals only. The special front plate on the pedal must be used to obtain the special Posi-Grip feature.)

### How to use

1. Insert the shoe with the toe down so the cleat "wings" catch the front plate.
2. Press the heel down to secure the shoe cleat in the rear plate.
3. Tighten the toe strap for maximum security. (Refer to diagram.)

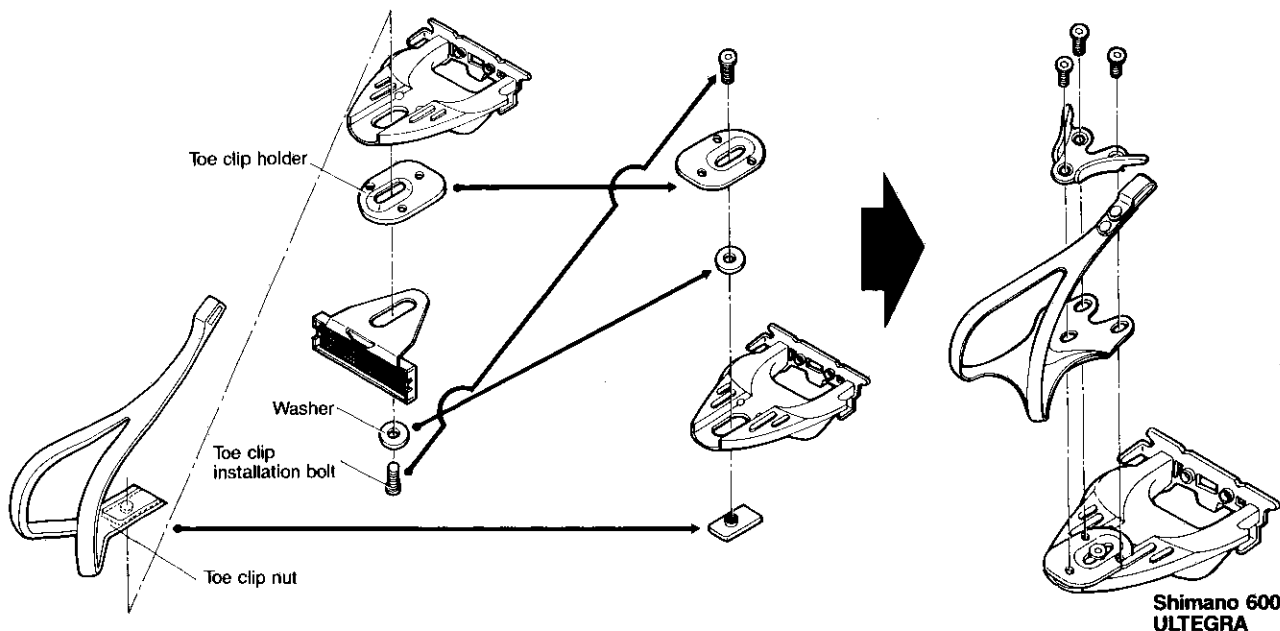
### Cleat retention adjustment

Properly adjusting the front plate is necessary to insure maximum performance. The screw holes in the front plate are slightly oval to make adjustments possible.

- If the cleat is too easy to release, move the special adjustable front plate back.
- If the cleat is too difficult to release, move the front plate forward.

For toe clip of A450

For toe clip of Dura-Ace, Shimano 105 or Shimano 600



# ORDER SERVICE PARTS BY MAIL

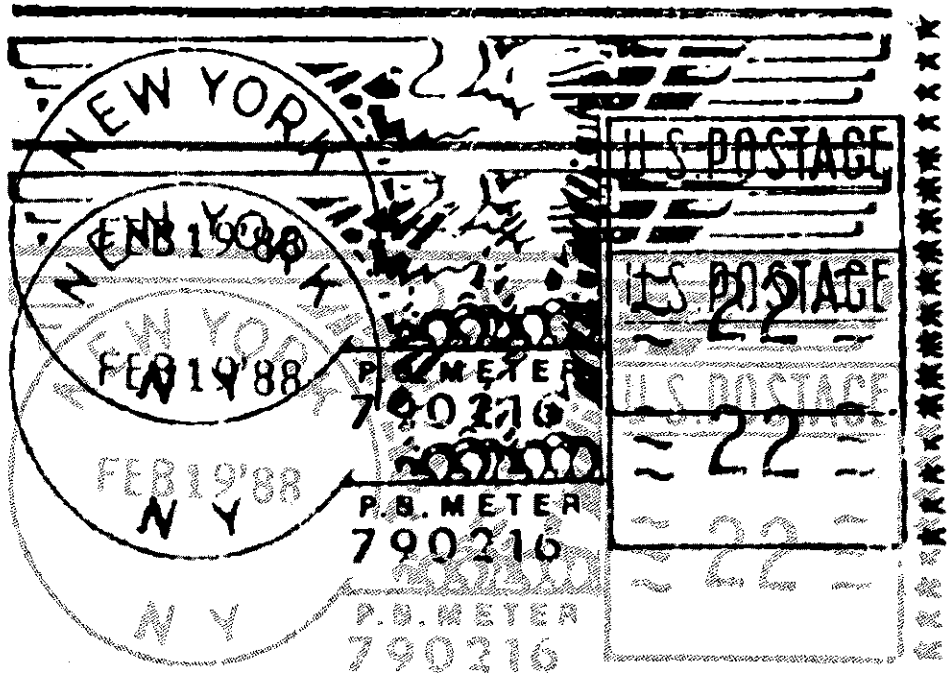
INFORMATION

**In addition to our toll-free service line, you can now order service parts by mail.**

Enclosed in this issue of *Shimano World* is a new form for ordering service parts by mail. Just fill out the form completely and drop it in the mail. Upon receipt, your order will be shipped within one working day. We will bill you for the order through the distributor you have requested, and ship the parts UPS. It's that simple.

Ordering service parts by mail offers you several benefits. It makes ordering easier. There's less chance of a mistake with a written order than with an oral one. And it also frees up your phone for more important calls... from your customers.

Please take advantage of this new program. And if you have any comments, or if you have suggestions for making the program better, we'd love to hear it. Just give us a call. Or better yet, write. ●



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- Your shop's customer number with Distributor

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AND IN CANADA**

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