

WHY BUY YOUR NEXT MOUNTAIN BIKE FROM CHAIN REACTION?

QUALITY WITHOUT COMPROMISE. At Chain Reaction Bicycles, we're committed to providing you with the best bikes and equipment, as well as the most comprehensive service available. It's not enough just to have the best gear; without dialing everything in, it will never perform at its full potential. That's why we set the bike up just for



you— showing you how to tune the suspension, helping you choose the best tires and whatever else it takes. It's rare that any bike will fit you perfectly right off the shelf, and that's why we're here!

Every bike includes free lifetime minor adjustments, a lifetime frame warranty, lifetime fit and free water bottles! With high quality machines from TREK, Klein & Gary Fisher, you can be sure that these are the most efficient, cost effective and most importantly fun bikes out on the trail. Hardtails, full suspensions, race bikes and trail bikes – we have them all.

CUSTOMIZED FIT. It's not just about standing over the top tube to check your clearance, it's about setting the bike up to fit you and your riding style. We prefer to set up the bike and actually observe you riding it, making appropriate stem adjustments (swapping for one that's shorter or longer, taller or lower) as necessary.

Of course, sometimes you don't know how it will ride until you've put a few miles on it, so we'll even exchange an undamaged stem a few months down the road. Proper fit is essential to comfort, handling, and fun. Our goal is for your bike to live on the trail, not in your garage!

GREAT PRICING at Chain Reaction, as our buying power lets us give you a better selection, better service and better prices than anywhere else .

SAVE MORE because we spend our time and money making sure your investment pays off! Saving a few dollars on the wrong bike (or from a shop that doesn't go the extra mile that we do) can cost you dearly if it means you don't enjoy riding your bike because it isn't as comfortable as it could be, doesn't run quite right, or simply isn't the right bike for you. The most expensive bike you can buy is the one that sits unused in the garage.

10% OFF ALL ACCESSORIES purchased with the bike, providing they're not already on sale. Helmets, gloves, clothing, pumps, you name it!

WE'LL PAY YOU TO RIDE. We'll pay up to \$25 of the entry fee for your first organized cycling event, whether it's Cross-country, Downhill or Road. Sorry guys, if you've ridden the Downieville Downhill 6 times you are out of luck; this is only if you've never participated in an organized event before.

5% DONATION OF YOUR PURCHASES towards any charity or benefit rides. That's 5% of all your prior-year purchases, including bikes and sale-priced items! We make the check out to the event, which you give to them as part of your ride pledge.

FREE MINOR ADJUSTMENTS FOR LIFE. Part of our commitment to keeping you and your bike on the trail is making sure it's always ready to ride. In addition to the free 30-day check, quick adjustments can help your bike work a whole lot better. Those quick adjustments are free at Chain Reaction, while you wait. Minor brake or gear adjustments, maybe even a touch of wheel truing, and you're on your way. Why? Because we want you to be out riding your bike! Minor adjustments do not replace tune-ups, but...

...we also offer **DISCOUNTED SERVICE** and speedier turnaround times on bikes we've sold, so when you bring it in for a major servicing, you're well taken care of.

BIKES FOR WOMEN. We offer the full range of Women Specific Design bikes by TREK, as well as GS bikes from Gary Fisher, and we also have the expertise to fit you

properly. It's not enough just to buy a bike designed for women; it still needs to be set up correctly. We're committed to making sure you're as comfortable and efficient as possible.



OUR WEBSITE

www.chainreaction.com is full of articles we've written on riding in this area, local issues, how to work on your bike (fixing flat tires etc), ride suggestions,

detailed info, reviews of mountain bikes and rides we've done, including maps & photos!

OUR KNOWLEDGEABLE STAFF... they're great. It's obvious they know their stuff. But what they know most is— **IT'S ALL ABOUT YOU.** It's your dream, it's your bike. They understand that, and whether you ride for 10 minutes or 10 hours, it's important to us that those are the most fun minutes or hours you can imagine.

AND THAT CHAIN REACTION STICKER? As long as it's on your bike, it will always be treated like one of our own. Maybe even better!



CHAIN REACTION BICYCLES

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