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This has been a year of both challenge and opportunity, highlighting the management mantra that "the only constant is change". If you are a bicycle retailer, you have likely increased your product sales, but decreased your face to face services like bike fitting. If you are an independent fitter, you have probably been busy, except for those dealing with local or regional lockdowns. The upside has been the number of people discovering, or re-discovering the joy of cycling. One key to maintaining participation in the sport will be informing people about the benefits of bike fitting, and providing this service to achieve the desired outcomes of comfort, efficiency, performance, and safety. Now would be a good time to increase your education in bike fitting, and invest in relevant equipment and resources to support your customers to "stay in the game".

B2B STORE FRONT

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STORE



For Bicycle Stores and
Bike Fitters **(81)**



For Cyclists **(28)**

The Fit Kit Systems online store offers up a range of products from multiple brands for both cyclists and bicycle retailers/fitters. To improve product relevance and offer trade pricing on select items, we have just launched a B2B platform within the store. Most products will be visible to all site users without logging in, but trade pricing and "fitter only" products will only show up logging in through the B2B portal. This will require account approval at our end to ascertain your credentials. If you encounter any issues with this new platform, please let us know via email to orders@fitkitsystems.com. Oh, new products are coming soon!

Fit Kit Store

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FIT KIT STUDIO

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Cyclist

Name:
 Email:
 Gender:
 DOB:
 Updated: Wed Jan 29 2020

Body Measurements

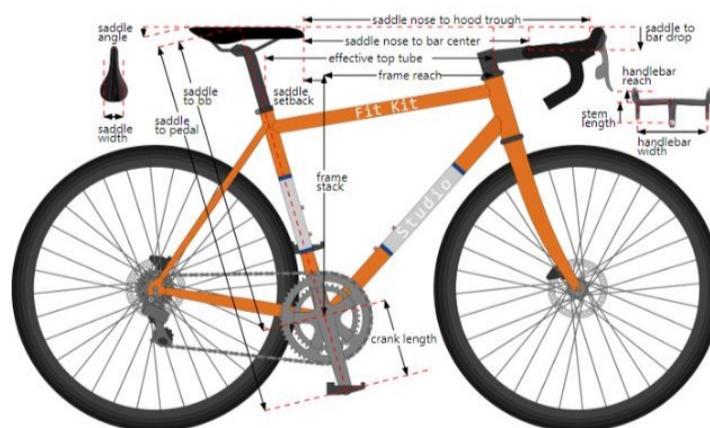
Height:	175.3	cm.
Weight:	62.1	kgs.
Foot Length:	25.3	cm.
Inseam:	82.9	cm.
Torso:	59.8	cm.
Arm:	57.5	cm.
Shoulders:	42	cm.
Sit Bones:	115	mm.

Soft Scores

Age:	43
Flexibility:	Good
Riding Style:	Competitive
Conditions:	None

Equipment

Bike:	Argon 18 Dark Matter
Frame Size:	Med
Frame Stack:	590 mm.
Frame Reach:	387 mm.



Fit Position

Saddle Height (saddle to pedal spindle):	894	mm.
Saddle Height (saddle to bottom bracket):	724	mm.
Saddle Setback (from bottom bracket):	-63	mm.
Saddle Angle:	-0.6	deg.
Saddle Nose to Bar Center:	520	mm.
Saddle Nose to Hood Trough:	675	mm.
Saddle To Bar Drop:	-45	mm.
Handlebar Reach (HX):	455	mm.
Handlebar Stack (HY):	640	mm.
Handlebar Angle:	0	deg.

We launched **Fit Kit Studio** back in April. Probably not good timing, so here is a reminder.... **sign up and use it!** Here is what you get:

1. The ability to generate a professional fit report for your customers.
Cyclists love getting these!
2. Online, digital access to your bike fit customer records, as well as the ability to add bikes, equipment and positional changes without losing the original data.
3. Fit Kit calculations and projections of reach and saddle height

Plus you will be making a contribution to the anthropomorphic data-set to enable future refinement of the Fit Kit numbers. This information is especially needed at the short and tall end of the cyclist spectrum. More users = more data = better quality information.

We've kept the cost as low as possible, AND we offer a **60 day free trial** of the paid version so you can put it to the test. Click on the button below to go directly to the Fit Kit Studio website, or take a guided tour through the web app in a series of short videos on our YouTube channel. Start with an overview [here](#).

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ONLINE LEARNING

A presentation and video demonstration focusing on the small things that bicycle retailers can do that will make a big difference to their customers.

★★★★★

[View Course](#)

A journal of the 2016 education in Chicago in 2016, geared towards bicycle retailers considering introducing a bike fitting service into their business.

★★★★★

[View Course](#)

A presentation on the importance of having a sizing methodology for matching customers to bikes when they are buying a bike, and also prior to fitting.

[View Course](#)

HOW TO LEARN BIKE FITTING

By John Higgins | Fit Kit Systems |



John Higgins **Free**

How to Learn Bike Fitting

This is a short introduction on how to set about learning bike fitting skills, including downloadable resource guides. It is not a skills course, but an information piece on where to find learning resources.

[View Course](#)

BIKE SIZING

By John Higgins | Fit Kit Systems |



John Higgins **\$50.00**

Understanding Bike Sizing

An introduction and overview for bicycle retailers on the use of bicycle sizing as a selling tool. Covers common methods and approaches.

[View Course](#)

HOW TO USE THE "FIT KIT"

By John Higgins | Fit Kit Systems |



John Higgins **\$200.00**

How to Use the "Fit Kit"

This is the core course on how to use the Fit Kit body measurement tools and the use of the Fit Kit System for bike sizing and fitting. Intended for new and potential users of the Fit Kit System, it also serves as a refresher for

[View Course](#)

Its been the year for online learning, and personally I have attended courses as well as launched some on our e-learning platform hosted on Thinkific. There has been great interest in these. More content coming soon, starting with basic bike fitting. If you or your staff need either an introduction or refresher on "How to use the Fit Kit", you will find it here, along with older presentations from the era of in-person tradeshow.

Online Learning

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GREAT READS

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ofCycling™

In the interest of learning, I recently "attended" the virtually held Medicine of Cycling conference, run by the University of California. Not near as much fun as the in-person version, but there were some great presentations. Two of particular relevance are available via published papers that I encourage you read:

Bike fitter and coach Rick Shultz has been passionate about the role of crank length in knee pain for years. Together with his PT daughter Amy, they did a great presentation on [Crank Length: A Driver of Knee Pain?](#)

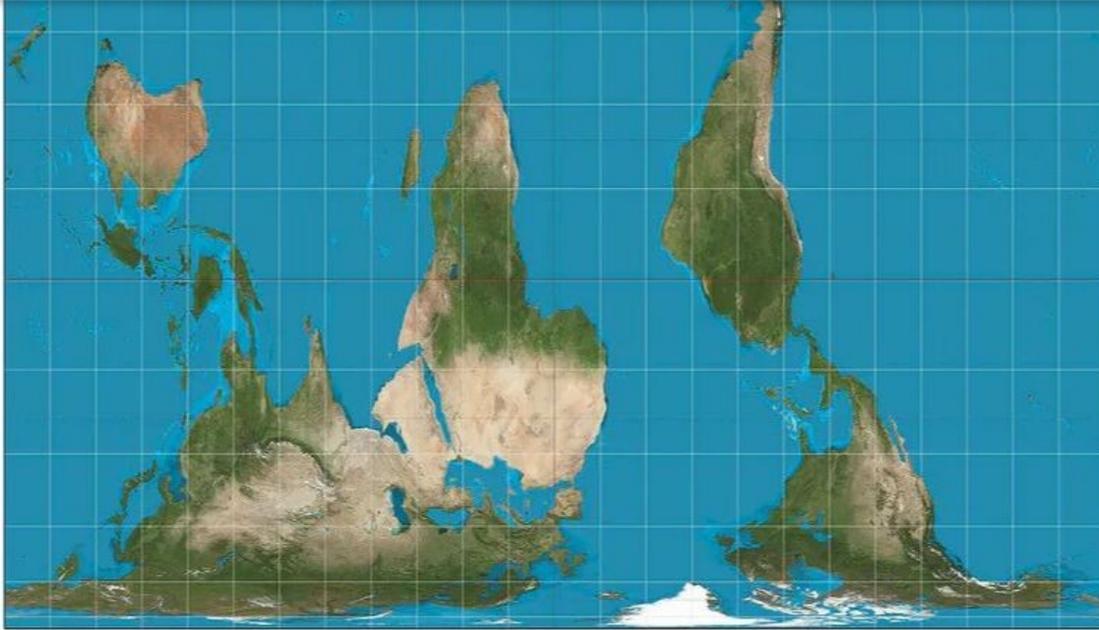
PT and bike fitter Andrea Myers lets us know there is more to bike fitting than looking at numbers in her presentation and paper, [Bike Fitting as a Diagnostic Tool](#).

Andrea's description of bike fitting as a "specialized form of posture and gait analysis" is the most succinct definition you are likely to come across.

Reading and digesting these two papers will take your fitting to a higher level at no cost!

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GLOBAL REACH

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South-up Peters projection, Daniel R. Strebe, CC BY-SA

Did you know Fit Kit Systems sells specialized tools to people involved in bike sizing and fitting around the world? This year we have fulfilled orders to countries including: Canada, Finland, Hong Kong, Italy, Netherlands, South Korea, Switzerland, United Arab Emirates, United Kingdom, and of course the United States, including Puerto Rico.

Thank you all for your support and may 2021 be a year of positive change!

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