

FEATURED DEALER IN THE SPOTLIGHT



Fit Werx

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The Road Less Taken

How does a specialty road and triathlon cycling company survive in central Vermont and continue to be a perennial top five Serotta dealer? In its simplest form, Fit Werx thrives by being different and offering unique services and products worth traveling for. Fit Werx was the first to actively bridge the benefits of a top notch pro shop with the skills, technology, service and individualized approach that only the best "by appointment" fitting studios can offer. Whether you are looking for a new bike or want to make your existing bike fit as best as possible, everything we do at Fit Werx is about helping you find the best riding position and the best products for your individual needs.

Bike Fitting: It is more than just our name. Fit Werx is nationally recognized as one of the nation's "Best Bike Fitters" and Fit Werx co-founder Ian Buchanan has been a core instructor with the Serotta International Cycling Institute since its inception. All Fit Werx fitters have advanced training and Fit Werx co-owner Sarah Shorett is one of only a few women who are Serotta certified fitters. The Fit Werx approach to fitting has brought people from as far away as Macau and our approach to products, technical skills and service keeps them coming back. Don't just take our word for it, visit www.fitwerx.com/NewFiles/ClientTestimonials.html

Selection and Knowledge: Since 2002, Fit Werx has penned *Triathlete Magazine's* "Tech Support" column six times a year--



offering advice for all levels of riders in a technical, yet easy to understand manner. We take a science based approach to testing, selecting and carrying a wide range of the best products available. We make sure that the bike and component brands we have are the very best available and, while we stock a lot of pro shop products, we do not carry the condescending attitude or exclusivity many pro shops seem to be known for. Regardless of the level of your technical knowledge, Fit Werx speaks your language.



Service: Our goal is to make your interactions with Fit Werx as comfortable as possible; many of the riders we work with have become friends and neighbors. Fit Werx offers the personal attention you deserve, from the first time you walk in the door to years (and bikes...) down the road. Whether you have been riding for decades or are buying your first bike, you deserve to be heard and you deserve accurate information. No one is a number at Fit Werx; we are here to ask you the right questions and then listen to your answers.



Results: While multiple collegiate national champions, Ironman champions and Olympians choose to work with Fit Werx, the most rewarding part of our business is helping people achieve their goals of enjoying cycling more and riding better. Whether you get a stock bike or a full custom ride, every bike from Fit Werx is as unique as its owner. We are proud of the fact that Fit Werx bikes are physically beautiful, but they are not wall ornaments. One thing characterizes almost all of our athletes -- you don't want to just look at bikes, you actually want to ride them.

Destination Locations: Come for a fitting, stay for the riding. Whether it is summer or winter, our Vermont location is in the heart of the Green Mountains and offers some of the best outdoor activities (skiing and great cycling are minutes from our door) anywhere. By car or by plane, it is also easier to get to than you might think and nothing beats some time out of the hustle and bustle of the city. Whether you want to test the latest equipment or just want to enjoy a few days away, Fit Werx in Waitsfield is a great place to start. For those that want to stay closer to the city, Fit Werx² in Massachusetts opened in 2007 at a convenient location just outside of Boston. Fit Werx² offers the Fit Werx proven service, methodology and product selection in a comfortable, respectful atmosphere. At one location or the other, you are guaranteed to have a great experience.

Fit Werx combines the selection of a pro shop, the knowledge and technical skills of one of the nation's most recognized fitting studios, and a friendly and non-exclusive attitude in a relaxed and professional environment. Like the traveler in fellow Vermonter Robert Frost's poem "The Road Less Taken", taking the less traveled path can make "all the difference." If you are interested in finding out how much of a difference we can make, please visit www.fitwerx.com.

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Want your dealership or local dealer to get more exposure on the Serotta website? We would like to put you in the "Spotlight"! If you are interested in being featured, please send us a write-up about what makes your shop special. This can be very general, or very detailedx the choice is yours. Don't be afraid to include any and all information that you think will be of value to a large internet audience. You should also include pictures of your shop and/or fit area and employees -- anything that you think will extol the virtues of your distinctive business. For any questions about what this may entail, or what sort of information we are looking for, please contact your Serotta sales rep or webmaster@serotta.com. We look forward to your response and the opportunity to provide more positive exposure for our dealership network.