All Terrain Cycles

‘Grand Ouvert’ as doors open at £1 million Wetherby cycle megastore

All Terrain Cycles, Yorkshire’s oldest cycle retailer, has opened the region’s largest cycle megastore with help from Councillor Tom Murray, Lord Mayor of Leeds, who mounted a custom-built racing tricycle to mark the launch of the new 9,000 sq ft two storey showroom in Wetherby which stocks over 1,000 mountain, road and BMX bikes as well as clothing and accessories.

Located on Audby Lane on the outskirts of the town, close to the A1, the retail unit has undergone a complete refurbishment to transform it into a modern showroom selling leading brands such as Trek and Cannondale. It also features a workshop staffed by trained technicians able to carry out repairs and servicing.

The business was originally established in 1907 and the success of its thriving retail outlet at Salts Mill, Saltaire in Shipley, as well as a growing online business, have enabled it to open its second store in the region and become one of the largest cycle retailers in the North of England with a turnover of £3m.

“Since gaining planning permission in early April, we have pulled out all the stops to create a state-of-the-art cycling superstore,” said All Terrain Cycles managing director Tony Booth. “We’ve now completed the fit-out of the ground floor and first floor showrooms and workshop and have been welcoming our first customers this week.”
Mr Booth continues: “The timing couldn’t be better given the mounting excitement around the Grand Depart. We’re already seeing increasing numbers of cyclists enjoying the Yorkshire countryside and we anticipate that, much like Wimbledon, interest in the sport will increase after July as it benefits from an enhanced profile. We expect to see a marked uplift in sales in the 18 months after the tour.

“The combination of our Wetherby and Saltaire outlets will put us within reach of a huge number of customers who want to see and even try the bikes before they buy. As well as a massive choice, they will also be able to take advantage of attractive finance options and expert advice from our friendly, trained staff.”

All Terrain Cycles is a family business employing 25 staff. Originally trading as Riley Brothers Cycles, the firm traded from premises in Crosshills until the move to Salts Mill in 2007. The business was acquired from the Riley family by Mr Booth in 1996 and has grown from a turnover of £45,000 in 1995 to over £3m in 2013.

The firm is one of the UK’s largest independent cycle retailers, and as well as the Saltaire showroom, also has a 12,000 sq ft warehouse at Salts Mill that is the base for the firm’s thriving e-commerce business.

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**Picture shows:** Tony Booth (front), managing director of All Terrain Cycles, with two of the team, Steve Howes (left) and Joshua Whiting, at the new Wetherby superstore

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