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All Terrain Cycles

All Terrain Cycles launches ‘Yorkshire Lass’ cycle shop at Salt’s Mill



Yorkshire’s longest established cycle retailer All Terrain Cycles has launched a dedicated shop for female cyclists within its 9,000sq ft cycle superstore at Salt’s Mill near Shipley.

Branded as ‘Yorkshire Lass’, the new outlet offers extended lines of ladies wear and accessories in response to the increasing number of women in the region who have taken up the sport in the wake of the Grand Depart and amid the continuing enthusiasm for the Tour de Yorkshire.

“We’ve seen more and more female cyclists in our stores in the last few years, bringing a growing demand for a greater range of ladies clothing and accessories,” explains keen cyclist Natasha Booth, purchasing manager at All Terrain Cycles. “We have, therefore, created a ladies specific store within Salt’s Mill which we’ve named after the popular ladies only cycle club which we have supported since it was founded two years ago.

“Yorkshire Lass Cycling Club now has more than 130 members and offers weekly rides from our Wetherby store. One of the All Terrain Cycles race team, Gemma Towell, is planning ride-outs from our Salt’s Mill store too and we hope that this, combined with our expanded range of ladies kit, will encourage even more women to take to two wheels.”

Yorkshire Lass Cycling Club hosted its second annual ladies-only sportive in August which attracted 600 cyclists and was once again sponsored by All Terrain Cycles. The event succeeded in raising over £16,000 for Women v Cancer (comprising Breast Cancer Care, Jo’s Cervical Cancer and Ovarian Cancer



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Action) and for Yorkshire Air Ambulance and Carlton Lodge Activity Centre Bursary Fund which hosted the event.

Selling many of the leading brands including Cannondale, Giant and Trek, All Terrain's Salt's Mill and Wetherby stores stock over 1,000 mountain, road and BMX bikes as well as clothing and accessories. Both locations also feature workshops staffed by trained technicians able to carry out repairs and servicing, and to prep the bikes for the showroom and delivery.

Family owned All Terrain Cycles is one of the UK's largest independent cycle retailers, and employs 24 staff in Yorkshire. Originally established in 1907, the £4m turnover business is based at a 9,000 sq ft Salts Mill store where it also has its 12,000 sq ft warehouse. In 2014, it opened a second megastore showroom at Audby Lane in Wetherby. Originally established as Riley Brothers Cycles 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.