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All Terrain Cycles

Cycle retailer shares its expertise via new online video knowledge centre



Well-known cycle retailer All Terrain Cycles, which dates back more than 100 years, is keeping up with the times by launching a knowledge portal on its website offering a range of videos for cycling enthusiasts.

The All Terrain Cycles knowledge centre comprises videos about anything and everything bike-related from specs for the latest models and building a mail order bike to rider diaries, workshop videos and 'how to' guides.

“While we’re one of the oldest cycling businesses in Yorkshire with our original store in Crosshills founded back in 1907, we work hard to keep up with the needs of our today’s customers. We are well aware of the importance for them of being able to access online information about their hobby, whether it’s to research a new bike, learn maintenance techniques or share experiences with fellow cyclists,” explains Tony Booth, managing director of All Terrain Cycles which has superstores in Wetherby and Salts Mill, Shipley, in addition to its online business.

“This new portal provides a wealth of information via a series of short, easy to follow videos. What’s more, we’d like it to be interactive and we’re inviting our customers to share their videos, so please do send them to us or let us know if you have an idea for a topic you’d like us to cover.”



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To find out more, visit www.allterraincycles.co.uk/KnowledgeCentre

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. As well as its online store, the £4m turnover business has two retail outlets including its 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, it moved to Salts Mill in 2007.