

FOR IMMEDIATE RELEASE

Bucks County Bicycle Company Gains National Recognition

Contact: Scott Wueschinski
Address: 8545 New Falls Road, Levittown, PA 19054
Phone: 215.946.7090
Email: buckscountybicyclecompany@gmail.com
URL: www.buckscountybikes.com

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Levittown, PA – Bucks County Bicycle Company has been recognized as one of the Top 100 Bicycle Retailers in the country by a panel of leading manufacturers' sales representatives.

Boulder Sports Research, LLC, a leading bicycle industry research company, conducted the Top 100 Retailer survey. Working with 15 major suppliers in the industry and the industry's leading trade publication *Bicycle Retailer and Industry News*, criteria used to pick the winners included market share, community outreach and store appearance.

"There are more than 5,000 bicycle retailers in the United States," said Thomas Prehn, president of Boulder Sports Research. "For Bucks County Bicycle Company to achieve the status of one of the Top 100 Bicycle Retailers in the nation is no small feat. This bike shop stands as the best of the best," he said.

Marc Sani, the magazine's publisher, said choosing the nation's best stores is a tremendous challenge. "There are so many excellent shops—in hundreds of communities throughout the U.S.—that picking the Top 100 only begins to reflect the overall high quality of bicycle retailing," he said.

Bucks County Bicycle Company has been owned by Wueschinski for 3 years and specializes in meeting all cyclists needs by carrying road, mountain, kids, BMX, Women's Specific, hybrid and cruiser bikes.

Bucks County Bicycle Company believes that cycling is not just about the bike or the accessory. Wueschinski says, "Cycling is a community no matter what bike you ride. We are trying to create a store atmosphere that supports that community." The store serves customers with a professional shop staff for repairs and maintenance, ongoing classes and clinics, weekly rides for all ability levels, community advocacy and support of cycling events like the MS 150 ride and PMBA's Rally in the Valley, as well as, being a host and organizing a Trek Breast Cancer Awareness Ride. Additionally, the store features events tailored to network cyclists together and utilizes e-communication to keep customers informed about products, services, rides, clinics, advocacy and events. Wueschinski believes "the future of cycling is in the community it creates and the best way to do that is to meet customers' needs well beyond any sale at the cash register." For more information about cycling or Bucks County Bicycle visit their store located at 8545 New Falls Road in Levittown. Store hours are M-F 10-8, Sat 10-6 and Sun 12-5 or visit www.buckscountybikes.com

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