



Cyclefit Principles of bikefitting

Level 1 – course introduction



CONTENT

Introduction Cyclefit.com

What is Bikefitting?

How does it fit in retail and service?

Typical Bikefit protocol / process

Key skills of a fitter

Explanation further learning





CYCLEFIT.COM

- Bikefitting since 1992
- Knowledge + technology + product supplier
- Online + in person education
- Educated over 200 Bikefitters to last 5 year
- Connections throughtout the industry

THE INSTRUCTOR

- Niels Heuvelman
- Master in Material Science and Engineering
- 30 years experience as (competitive) cyclist
- 30 years experience in cycling industry
- Well connected in cycling industry
- Always open to learn and experience more



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What is Bikefitting

Consciously adapting / changing the bike, bike components or related equipment (shoes, saddles) in order to minimize unnecessary stress on the individual cyclist

Bikefitting

- Consciously adapting – adaptations are made with a goal in mind
- Adapting the bike – not the cyclist
- Bike and or components – there is a lot that can be adjusted
- Individual cyclist – its all about that one cyclist
- Minimize stress

What is Bikefitting

A bicycle forces (manipulates) a human body into a certain position, during a bikefit this necessary status (in order to ride a bike you need to get in touch with pedals, handlebar and saddle) is achieved being aware of what is going to happen

Bikefitting

- Every bike in whatever setting forces its rider in a certain position
- Every piece of attention given to this is an improvement over leaving the bike in the settings in came in
- The level of attention to details can hugely vary per bikefit
- Bikefitting is hugely rewarding since at almost every level improvement of ride quality for the cyclist can be achieved
- Basic knowledge of bikefitting is a huge plus for everybody in the cycling industry

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How does it fit into retail and service?

Since bikefitting is one of the best ways to increase the joy of riding for cyclists, increasing bikefitting knowledge immediately lead to more satisfied customers who will value your service more, ride more / longer and are better engaged to the store

Areas of application

- **Bike sales –**
 - selling the bike in the size + right components creates more satisfied customers and saves time in after sales service
- **Component sales**
 - Being able to recommend the right components to your customers. An increased understanding of difference will also allow you to become less dependent of individual suppliers (you are able to actually judge the product, not only the marketing)
- **Added value to for the store**
 - Bikefitting is an in person interaction, this in person interaction is the key value for a store and can not be offered somewhere else, spending some time with you customer during a bikefit also creates a stronger connection
- **Physio therapist / podiatrist**
 - Solving the cause of some issues
 - Make sure the effect of some treatments / manipulations is permanent
 - Finding the balance between adjusting the bike and changing / training the body

How does it fit into retail and service?

Everybody in a store should have some knowledge on bikefitting

Examples

- **Salesforce**
 - Necessary to recommend right frame size / type of bike and help out with component changes when there are certain needs / complaints
 - Often the person who also performs a bikefit
- **Mechanic**
 - Should be aware of the influences of different components and set ups on the bikefit so the set up is respected if a bike comes in for maintenance / service. This brings more added value to for the store
- **Other staff**
 - Awareness and / or experience in bikefitting will help them to understand customer needs better and will lead to more bikefit sales, which as a result will lead to more satisfied customers.

How does it fit into retail and service?

A store without a good bikefitting service is more or less the same as a store without a decent mechanic / service department

How does it fit into retail and service?

A physio with cyclist in his / her client base will benefit from knowledge on bikefitting

Examples

- Physio
 - With customers coming back regularly for the same treatments / injury and are cyclist the cause of the injury can be the position on the bike
 - An extra tool for a physio is their ability to help the rider in changing its body (through exercises, treatments)

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Typical bikefit protocol / process

What does bikefitting really mean?

Kind of bikefitting

- **Static bikefit**
 - Based on body dimensions
 - Knowledge in an algorithm
 - Not highly individual
 - Fast and easy to do in larger volumes
 - First step in bikefitting
 - Can be used as a starting point for a dynamic bikefit
 - Not part of this course
- **Dynamic bikefit**
 - Based on analysis of movement forces
 - Rider on a trainer / size cycle
 - Human interactions based
 - Topic of this course

Typical bikefit protocol / process

Dynamic Bikefit

Most used / recommended protocol

- Interview
 - Since we work highly individual we need some information from the rider
 - 5 – 10 minutes is usually enough to get a good feeling of the goals of the rider
 - Also important to get connected to the rider
- Pre fit screening
 - Level of attention should be adapted to your background and goals
 - We adapt the bike, not the body (unless you have specific medical background)
 - Easy to perform and reproduceable test in order to give an indication of possible limitations of the rider
 - Only qualified info – does not give use quantified info (numbers) for the adjustment
 - Also meaningful to become aware of the huge difference there exist between individuals
- On-bike assessment
 - Most important part of the bikefit
 - This is were we really see what happens
 - Simulate real world riding as good as possible (resistance, components, etc,...)
 - Comparative testing is the key to a good result so the option the adapt or change components is desired

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Key skill of a fitter

Human interaction combined with some specific skills

Most Key skills

- **Good communicational skills**
 - Since bikefitting is an interpersonal process this is an absolute must
- **Anatomy**
 - Basic knowledge of anatomy is needed
 - Not to diagnose or treat but to explain and understand the cycling movement in general
- **Biomechanics**
 - Basic knowledge of biomechanics is needed
 - Not to diagnose or treat but to explain and understand the cycling movement in general
- **Problem solving**
 - All bikefits are different
 - A protocol is a good guidance, but to optimize results a bikefitter needs to be able to solve problems arising during the process
- **Mechanical skills**
 - Most likely the fit will be performed on a bike with components that might need to be exchanged / adjusted
 - Changing stems, saddles, handlebars...
 - Setting saddle height
 - Mounting cleats,
 - Etc.....
- **Knowledge of available parts and products**
 - Knowledge of items that can be changed on a bike are huge plus since it offers extra option to achieve a certain position
 - Different shapes of shoes, handlebars, types of pedals, saddle options, etc...

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Explanation further learning

Now you know about bikefitting, get educated and start

Further learning

- Thanks for watching the introduction
- Both online and in person education available
- 4 Different levels
- Each level is part online + part in person
- Online = understanding principles
- In person = getting skilled

Resources for more information

- www.Cyclefit.com
- Register as a professional user to get access to over 20 hours of webinars on both knowledge and technology
- Get in touch info@cyclefit.com
- Follow us
 - <https://www.facebook.com/cyclefit>
 - <https://vimeo.com/cyclefit>
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