

Guru Bike Discovery: \$75.00

Many riders have achieved the optimum fit over the years, but their beloved bike is ready for replacement. The primary concern is that the new bike provides the same fit as the one being replaced. Guru has developed software that makes the transition to a new bike very simple. Using a laser cross hair to set stable reference points, the system prompts us through a series of precise measurements of your existing bike. Once these measurements are completed and entered into the Bike Discovery Software, the system provides a list of bikes that will achieve the identical fit. The report lists a summary of the key measurements along with details that include stem length and angles, head tube spacers and, seat post set-back. The result is a no compromise fit on a new bike that feels like an old friend.

Basic Static Fit: \$95.00

*Tri-Bike/Aero Bar Surcharge to above Fit Session: \$150**
Quite often we work with riders who want to get the best possible fit out of a bike they have just bought, or may already own. In this case, we will conduct a basic static fit based on the SIC1 protocol. With the bike mounted on an indoor trainer, we will work with the rider to determine the best possible position. This often includes recommendations on equipment changes, such as saddle, stem, seat-post, and handlebars.

- Introduction and explanation of the process.
- Dialogue to determine goals, expectations, fitness level and/or limitations.
- Clea placement and alignment.
- Leg extension.
- Saddle angle and fore/aft adjustment.
- Knee over pedal spindle.
- Orientation to handlebars.
- Post fit experience, including introduction to bicycle options, basic bicycle setup, test ride.

*Tri-Bike/Aero Bar Surcharge to above Fit Sessions: \$150

The equipment and fitting needs of the triathlete add another layer of time and complexity beyond a road bike fitting. This surcharge takes into account the additional steps and processes required.

General Information

- For the purposes of scheduling add 1 hour if the appointment is to include bicycle purchase consultation. All fees are due upon the completion of the fit session.
- Static and Guru Fit recommendations may result in changes to an existing bike. Minor adjustments to existing equipment are included in the fit, however, if components or cables are changed out, cut, modified, or replaced, an hourly charge will be applied based on standard shop rates.
- All Guru based fits provide a detailed printed report.
- New bikes purchased at Genesis following the fit will be built to agreed-upon fit parameters at no additional labor cost; although the cost of component changes or upgrades will be added to the cost of the bike.
- Buying a new bike at Genesis? Up to \$150, not to exceed 10% of the bicycle purchase price, will be credited same day as fit session.

To schedule a fit, contact one of our Certified Fit Specialists at 610-253-1140 or fitguru@genesisbicycles.com.



Where your ride builds a better community.

126 Bushkill Street, Easton, Pa 18042

610-253-1140

www.GenesisBicycles.com



[meetup.com/LehighValleyBikeRides](https://www.meetup.com/LehighValleyBikeRides)



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DYNAMIC FIT PROCESS

In cycling there is no substitute for a bike that has been properly selected and sized to the specific needs and expectations of the rider. Historically, fits have been achieved through a static process based on body measurements that were then translated to the bicycle. Although a good fit could be achieved, the static processes required interruptions for cumbersome part substitutions and mechanical adjustments that did not allow the rider to easily detect the differences between fit options. Therefore the result was sometimes a compromise not fully understood by the rider or fit specialist. The SICI and F.I.S.T fit protocols allow us to apply techniques that get good results from the static approach, but more recently technology has provided a far superior alternative.

Enter the dynamic fit process. Automated equipment and sophisticated software are now available that allow the rider to experience, in real time, changes in the bicycle fit. Rather than being accomplished through tedious mechanical adjustments and part substitutions, these changes are achieved instantaneously with a few clicks on a keyboard. Feedback is profound and immediate in the dynamic fit process.

Guru (www.gurucycling.com) has collaborated with Dan Empfield, founder of slowtwitch.com and creator of the F.I.S.T. fit process, to develop the Guru Experience - an automated dynamic fit unit (DFU) and fit protocol unmatched in the industry.

Guru has been a leading innovator in dynamic fit systems, having had a very good unit on the market for some time. The updated Guru DFU adds a level of control and information feedback that older Guru and competitor's equipment lack, making it the

current industry standard. Starting with a shallow seat tube angle, the rider and fit specialist work together to develop a comfortable position. Based on rider feedback, the seat height, reach to the bars, and height of the bars, are changed as the rider is pedaling the DFU. When the rider is satisfied with the fit, it is saved. A slightly steeper seat tube angle is programmed into the unit, and the rider and fit specialist repeat the process of adjusting the bike to once again achieve a comfortable fit. This is done at least three to five times, with each fit profile based on a steeper seat tube angle. Next the fit specialist toggles through the fit profiles, allowing the rider to make a real-time comparison as the DFU changes to achieve the different configurations. Once the optimal position is selected, the Guru software analyzes the fit parameters and suggests bicycles that fit that configuration with details as to how each bike would be set up. In the hands of our F.I.S.T. and SICI Certified fit specialists, the Guru Experience is a formidable tool to enhance comfort and performance on the bike.

FITTING SERVICES AT GENESIS BICYCLES

Proper fitting by an experienced certified fit technician utilizing a Guru Experience dynamic process offers the most efficient and rewarding approach to proper fit, enhancing your comfort and performance on the bike. However, depending upon the type of bike, the type of riding, and the goals and objectives of the rider, a full range of technical fit services are offered at Genesis Bicycles, performed by highly trained and experienced Fit Specialists.

If you are buying a new bike at Genesis, ask about special offers on our fit services.



Guru Experience Optimization Fit: \$225.00

*Tri-Bike/Aero Bar Surcharge to above Fit Session: \$150**

The Guru Optimization Fit begins with no preconceived ideas of what bike is the best fit for the rider. The fit is designed to translate real-time feedback from the rider into the best possible fit configuration. Once this has been achieved the system develops a list of bike models and sizes that will accommodate the selected position, along with a summary report that details exactly how the bike should be set up.

- Introduction and explanation of the process.
- Dialogue to determine goals, expectations, fitness level and/or limitations.
- Cleft placement and alignment.
- Guru Experience, including a minimum of three fit profiles.
- Review of data and bicycle recommendations.
- Post fit experience, including introduction to bicycle options, basic bicycle setup.
- Specific recommendations regarding equipment modifications based on outcome of fitting session.

Guru Bike Selection: \$150.00

*Tri-Bike/Aero Bar Surcharge to above Fit Session: \$150**

The Guru system also provides an excellent tool to allow the rider to experience a virtual bike or bikes. You may be undecided between a 54 or 56 cm frame, or between two bikes from different manufacturers. Drawing from an extensive database, the fit specialist can select a size and model from the list, and the DFU then recreates a "virtual" bike or bikes, allowing the rider to judge which model and size are most comfortable. Within each bike selection, we can change stem angles and lengths along with saddle height to achieve the correct position. We then toggle back and forth between the selected bikes, allowing the rider to experience a real time comparison. The feedback is immediate and powerful. If you are close to a decision, but still undecided before the Guru Experience, the choice will be clear afterward.