

## CYCLEFIT/SICI EUROPEAN SCHOOL A HIT

London's CycleFit and The USA's SICI (Serotta International Cycling Institute) opened Europe's first independent professional bike-fitting school with delegates drawn from the retailing, scientific and physical therapy communities. The three-day course was held in Covent Garden and was an absorbing immersion into the up-to-date science of perfecting the human-to-bike relationship.

The UK education team comprised: CycleFit Directors Julian Wall and Philip Cavell, Dr David Hulse (Sports Physician to The Tour of Britain ) and Paraic McGlynn from the USA - (SICI's Director of Applied Cycling Science).

The UK school is certified and endorsed by SICI - the cycling industry's influential institute for applied cycling science and also the USA 's principal provider of fitting-related educational courses.

Cycling Biomechanics - The Emerging Science&ldquo;Bike fitting is a relatively new phenomenon in the UK ,&rdquo; commented CycleFit's Julian Wall.

&ldquo;Although worldwide, the UK is among the few markets where public appreciation of the sport of cycling is high, the general understanding of bicycle fitting is underdeveloped, similar to where the US was ten years ago. CycleFit, with the guidance of SICI, is changing that perception and other retailers are striving to follow suit.&rdquo;

Currently in the UK, and throughout Europe, many bike shops, even at the high-end of the market take a somewhat haphazard approach to the vital task of fitting their clients on their bikes. This risks under-performance, lack of comfort or even injury for the cycling public. This can lead to cycling losing valued participants or even worse give a perception that our industry is uncaring or simply lacks professionalism.

&ldquo;SICI education challenges the approach that cyclists are the sum of their body measurements,&rdquo; says Paraic McGlynn, SICI's Director of Applied Cycling Science. &ldquo;SICI upholds and teaches that cyclists have individual flexibility, posture, fitness, injury history and athletic aspirations. Body measurements and anecdotal bike fitting techniques overlook these factors &mdash;SICI is changing this outdated approach to fitting with every class offered, in the US and now in Europe".

### Course Details and Graduation

The intensive three day CycleFit/SICI Personalised Class curriculum was split between hands-on practical fitting experience in CycleFit's industry-leading Studio One. Class-room sessions that covered subjects as diverse as:

functional anatomy, flexibility, cycling biomechanics, cycling injuries and common complaints, cleat-position, foot-structure, frame geometry and fit, triathlon/TT position and theories of aerodynamics and fit business fundamentals.

All delegates sat and passed a thorough examination on the afternoon of the last day.

The graduates have now returned to their businesses and practices to complete the SICI certification process that requires them to have ten well-documented and photographed fits assessed and passed by Julian and Phil from CycleFit.

Each graduate received a coveted SICI diploma and inclusion on the SICI Certified Fitter listing on the SICI website. Among the delegates was '80's Olympian and Tour De France rider Adrian Timmis , now a full-time coach.

Last word from Serotta's eponymous founder Ben Serotta:

&ldquo;Teaching a class in the UK completes a long journey back to the root of my passion for building world class bicycles. CycleFit embodies that passion for excellence that Saville Row tailors have made famous worldwide. Phil and Julian carry on that bold spirit of fashioning a one of a kind creation that expresses the aesthetic and cycling desires of the owner".

Forthcoming Fit School Dates:London - March 6th, 7th and 8th 2009

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