

To celebrate Helen Russell's silver medal at the recent European Duathlon Championships in May, BikeDynamics, is offering Evesham Wheelers members 10% discount on bike fittings.



BikeDynamics, based in nearby Leamington Spa has agreed to sponsor Helen and provide her with bike fittings in the run up to her international competitions this season. To celebrate her recent result in France BikeDynamics is offering a 10% discount to her fellow members of the Evesham Wheelers.

BikeDynamics was established by Leamington resident Mike Veal in 2008 and uses advanced motion capture equipment to ensure all cyclists optimise their posture for comfort, performance and efficiency. In Helen's case this involved the fine tuning of the relative positions of pedals, saddle and bars to minimise aerodynamic drag whilst ensuring efficient power delivery and the ability to then run 10 km. Following the bike fitting Helen went on to record the fastest bike leg in her age group at the European Duathlon Championships.

Cyclists who have never had a bike fitting would benefit. Time trialists would benefit from having a position which combines an aero-dynamic position with optimal power output. Recreational cyclists would benefit from having a comfortable ride position, which would reduce discomfort and pain.

A range of bike fittings is available, the most popular of which is the dynamic plus shoe and cleats fitting. Using primarily the side view camera to capture the cycling motion at a suitable speed and cadence, detailed measurements are taken of key metrics such as knee, ankle, torso, arm and wrist angles. Knee angles are used to define saddle heights and confirm crank length suitability. Knee Over Pedal Spindle (KOPS) and Centre of Gravity criteria are used to establish saddle set back. Rider flexibility will help define suitable torso angles and subsequently the ideal position of the bars or TT/tri bars.

A discount of 10% is available for Evesham Wheelers Members and 20% for couples / pairs fitted together.

For further information on BikeDynamics contact / mike@bikedynamics.co.uk / <http://bikedynamics.co.uk/index.html>