

Into The Ride Article #112

An Introduction to the "new" RANS Bikes

by Jerrell Nichols



Hello to all the RANS Bikes riders and enthusiasts! It has been a pleasure getting to know you over the past few months and I look forward to the continuation of these acquaintances. I am taking this opportunity to tell you a little about myself and the new RANS Bikes.

My 20-year occupational background has been centered around the service repair industry, namely automotive repair. Now you may be asking yourself what business I have owning a bicycle factory! It's a long story but, in short, bicycling has long been a hobby of mine to the point of me starting a bicycle retail business alongside my automotive repair business. This happened about 8 years ago. Through this I made the acquaintance of Randy Schlitter and started selling RANS bikes! In short order I grew really fond of his bikes and the logic/design that went into their creation. Over the years, Randy has been a close friend and mentor to me. It has been inspiring to see the brilliant solutions he has created which address the varied problems common to cycling, predominantly in the areas of comfort and efficiency.

Owning a general automotive repair business in a small community requires the development of varied skill sets. The success of the business also relies heavily on repeat customers and will fail quickly in the absence of transparency and honesty. And, last but not least, a problem-solving approach is fundamental whether it be a question like "my Service Engine Soon light is on" or questions like "which bike is right for me?" or "which combination of bar/riser would you recommend?" or maybe the bigger question "why do recumbents make up only around 2% of the total bicycle sales?"

The skills to get the job done, personal integrity, and a problem-solving mindset of everyone here seem like good, fundamental ingredients for any business and is indeed what we are building on.

Moving forward will involve a focused attempt at working closely with the cycling world, both current and future, to continue bringing you a route to the goal... what goal? Fast? Comfortable? Fun? All of the above? The answer is yes. It is also yes when considering preserving what cycling is: transportation, utility, entertainment, fitness, and therapy (mental and physical).

Stay tuned as we elaborate more on specific details in the future. Until then stay safe and stay “Into the Ride”!

INTO THE RIDE