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For Immediate Release:

Free Event for Bicycling Enthusiasts: “Meet the Reps” at Hart’s Cyclery
*Attendees can meet company representatives and test the latest
2014 product releases from top bicycle vendors on March 22nd*

Pennington, NJ – February 21, 2014 - Hart’s Cyclery in Pennington, NJ, will host a free “Meet the Reps” event on March 22nd, 2014 from 12 to 4 pm. Bicyclists can see 2014 releases from top bike vendors, take bicycles for a test rides if weather permits, and speak directly with brand representatives.

Products will feature the latest technology in bicycles, cycling apparel, and wheels. Participating vendors include Giant, the world's largest bicycle manufacturer; Cannondale, an award-winning innovator in the bicycling industry; Garneau, a leading provider of cycling apparel and accessories, and HED, a top manufacturer of aerodynamic bicycle wheels.

“We’re excited to provide this opportunity for local cyclists to experience firsthand cutting-edge technology that can improve their ride,” says Ross Hart, owner of Hart’s Cyclery. “Whether your goal is better comfort or performance, you’ll learn something at this event that can help you get ready for the 2014 riding season.”

Visitors can also see a demonstration of the revolutionary Guru Dynamic Fit system, a computerized robotic assisted bicycle fitting system. The system manipulates the rider's position while he or she is pedaling, adjusting the bike down to the millimeter in order to achieve a perfect fit, optimized for power, cadence, position, and most of all, comfort. Learn more at www.GuruCycling.com.

Free food will be available from the Hart’s Cyclery menu for healthy trail rides, and participants can also pick up free maps for recommended local bike rides and family rides.

About Hart’s Cyclery

Since 1988, Ross Hart has owned and operated Hart’s Cyclery, the closest bike store to the Lawrence-Hopewell Trail, in Pennington, NJ. The shop sells and services the finest brands in the world, including Giant and Cannondale, and is dedicated to providing personalized customer service, taking the time to understand your needs, lifestyle, and athletic style. The focus is ensuring you discover the right bike and the right fit – for the best cycling experience possible. Learn more at www.HartsCyclery.com.

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