



Redefining the cycling experience.

An Extraordinary Alternative to the Traditional Bike Shop Experience

Marin County, California (PR WEB) November 30, 2005 – PK Racing Technologies, a company specializing in cycling consulting, adopts a non-cycling industry business model and delivers a high-quality and educational experience otherwise not found in a traditional bike shop.

PK Racing (www.pkracing.com) exists in a world far from a typical bike shop. With a retail space located just 12 miles north of the Golden Gate Bridge in swanky Marin County, California, PK Racing is at the forefront of the cycling industry and continually works to establish relationships with clients. Filling a need for superior service, greater expertise, and desire for an outstanding buying experience, PK Racing epitomizes what consumers desire by changing how one commissions traditional bike shop goods and services.

Approaching 8 years in business, PK Racing has seen dramatic growth each and every year and enjoys an excellent reputation in the cycling community. Like all great businesses, PK Racing seizes the opportunity to educate clients and consequently earn their trust and loyalty in the future. Success for PK Racing is further fueled by the collaboration of the owners which stems from their varying experiences and underlying areas of expertise. Clients recognize and appreciate this traditional business approach as applied to the cycling industry.

In fact, clients typically wait 2-4 weeks for a 2-3 hour appointment slot for services that include bike fitting solutions, pedal stroke analyses, and assistance with the design, order, and build of a high-end custom bike built specifically for them.

The retail space is open by appointment and is reminiscent of an architectural office with a sleek and modern feel, meticulous cleanliness, hardwood flooring, pleasant aroma, and Wi-Fi enabled waiting area. PK Racing is a pleasant environment designed to make clients feel welcome, appreciated, and at home.

“Our clients crave an alternative to the traditional bike shop—they appreciate excellence and value our quite, clean, professional environment where we work to solve their problems and help make good buying decisions,” states owner Christopher Kautz, M.A. “In fact,” C. Kautz continues, “PK Racing employs a just-in-time business model which ensures all products and services will meet a client’s particular needs—and are never a reflection of what is in stock.”



And the business side of the company is equally as strong as the presentation to clients. “From developing the business plan, projections, and funding, to fine tuning strategies to acquire market share backed by a solid marketing plan, a lot of time has been invested developing the foundation upon which every successful enterprise sits,” states Angie Kautz, M.B.A., PK Racing co-owner. “PK Racing is successful,” A. Kautz continues, “because we understand our clients in addition to their desire for great service and expertise in an uncompromising professional environment. We only offer the best.”

About PK Racing Technologies, LLC

Founded in 1999, PK Racing (www.pkracing.com) is a professional consulting company specializing in providing distinctive cycling solutions. Our professionalism, education, and industry leading protocols give us the expertise to help clients become more efficient, more knowledgeable riders and to provide them with information, products, and services that enhance their cycling experiences.

Media Information

For more information about PK Racing Technologies, LLC, please visit <http://www.pkracing.com>, send an email to pr@pkracing.com, or contact us at (415)-459-3104.

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