

SHIMANO CELEBRATES OPENING OF 1000TH SERVICE CENTER

Japanese bicycle component brand Shimano reaches milestone for its network of Shimano Service Centers in Europe

With the installation of its latest Shimano Service Center store concepts at Cycle Revolution in Colchester and Ipswich, Shimano has reached a significant landmark in its goal to provide customers with excellent bike care and service support from the people who know your bike best.



With Service Centers across all corners of the globe, Shimano has established a level of trust and reliability in bike maintenance that customers can trust in, wherever in the world they are.

Darren Thomas CEO of Cycle Revolution said: *“We believe in excellent customer service as the best way to boost trade so Shimano’s Service Center concept fully suited our business model.*

“Becoming part of such a large network gives us and the other Service Centers around the world a brand name and a reputation that stands for quality. We recently completed a workshop makeover and we are actively training staff in Shimano’s certified technical training courses [S-T.E.C] on topics such as e-bike systems and Di2 to help us meet the highest quality standards, all of which gives our customers a really positive service experience.”

Shimano Europe Retail Services Manager Martijn Vallen: *“The Shimano Service Centre concept is all about helping customers create the ultimate cycling experience. It's about helping riders to reach their goals and enjoy their rides with a bike that’s performing perfectly. So to reach a milestone like this is significant in terms of the care we are providing to riders.”*



In the coming years we will focus on putting Shimano certified mechanics on the pedestal they deserve. They are the heroes of Shimano Service Centers. They really make the difference because they know everything about all our latest technologies, such as Di2 and e-bikes. They are the best ambassadors we could wish for because they are the first and most important contact for customers in making the choice for products from Shimano."

Any Service Center looking to improve their retail function, or any bicycle retailer interested in applying to become a Shimano Service Center should contact their local Shimano sales office or distributor.

NOTES TO EDITORS

1. **Embargo:** For publication from 11am CET, Thursday, February 13th, 2020
2. **Images:** can be downloaded at the link below:
<https://www.dropbox.com/sh/oza1sk6kgo7cgnj/AACG9PY1zOk1oFYenSPFMxgWa?dl=0>
3. **ABOUT SHIMANO EUROPE:** Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see www.shimano.com.



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