



Shopping for a New Bike? Performance Now Ships Fully Assembled Bicycles

Spin Doctor Pro Bike Build offers home delivery of fully assembled adult bikes – professionally built by Spin Doctor technicians and ready to ride

CHAPEL HILL, NC (PRWEB), December 3, 2009 – Performance Bicycle, the nation's largest specialty bike retailer, is now making house calls to anyone [shopping for a new bike](#).

Spin Doctor Pro Bike Build™ is a complete home delivery service that ships bikes direct to the front door, professionally assembled. The new bike build service is available for nearly all of the bikes that Performance sells, and comes with Performance's 100 percent satisfaction guarantee.

Performance created Spin Doctor Pro Bike Build for avid cyclists who prize professional quality, and for busy adults who emphasize value and safety. The new home delivery service is founded on Performance's 27 years of building hundreds of thousands of bikes.

"Pro Bike Build is for anyone who values time and peace of mind. Guests can buy online at PerformanceBike.com and have us build their bike for them, saving them the hassle of putting it together themselves or finding someone who can," said Jim Thompson, CEO of Performance Inc. "We can now deliver bikes to the home assembled with the same care and detail we use in our stores. We anticipate that this service will be a big time saver that offers excellent value to our guests, especially during the holidays."

The cost for the Spin Doctor House Call service is \$99, in addition to the price of the bike. Performance will ship any bike direct to the guest's doorstep. Each bicycle ships in a certified carton designed and engineered exclusively by Performance to keep the bike safe and secure, and to make sure they arrive in pristine condition.

"All guests have to do when they get the bike is put on the front wheel and adjust the saddle height," said Bill Heins, general merchandise manager for Performance. "Most of the bikes have quick release skewers on the front wheel that are easy to take on and off."

Certified Build Process

Spin Doctor Pro Bike Build assures guests of a quality bike build. All assembly is done in the Performance workshop by trained and certified Spin Doctor™ technicians. Performance Spin Doctors receive each bike direct from the manufacturer. They properly assemble it, grease it, test ride it, and re-package the bike for home delivery.

Spin Doctor Pro Bike Build is good for all bikes that Performance sells with three exceptions due to size: 29" mountain bikes; road bikes over 62 centimeters; and triathlon bikes.

Every purchase made through the Spin Doctor Pro Bike Build service is eligible for [Team Performance](#) benefits. Also, under Performance's 100 percent satisfaction guarantee, any guest not completely satisfied can return their bike for a replacement or full refund.

[Performance Bicycle](#) offers three great ways to shop: by store, by catalog and through its website at PerformanceBike.com.

About Performance Bicycle

Performance Bicycle is the number one bike specialty retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a website at www.performancebike.com and 86 nationwide stores that cater to both the avid biking enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, please visit www.performancebike.com.

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