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Merlyn Mechanics Re-Launches With New Website

Tuesday, March 27, 2012

Merlyn Mechanics, a custom wheel building company and cycling focused based business in Chattanooga, launched two years ago as the brainchild of pro-race mechanic, Merlyn Townley. With 30 years experience in the cycling industry and one of only 11, category-one, licensed bicycle race mechanics worldwide, Mr. Townley creates artisan custom bicycle wheels, "built-to-order," for cycling fanatics, bike shops, manufacturers, frame building companies and their customers.

With a streamlined new look, new products and an online blog, Merlyn Mechanics now has a new online home at merlynmechanics.

com.

"We wanted a cleaner look for the website that could really showcase the unique builds that we create, as well as a platform for sharing industry news, mechanic tips and other projects that we are working on," said Mr. Townley. "I'm really looking forward to creating unique content and sharing it with bike lovers. We're working on video content, industry commentary and offbeat stories from around the cycling community."

Working both as a bicycle mechanic since 1982 and providing neutral support for over 1,000 national and international races, Mr. Townley has represented companies such as Mavic, Shimano, Pedro's, Campagnolo and SRAM NRS. Mr. Townley is also the originator of neutral support for Cyclo-cross worldwide according to the Union of Cyclists International. He has also served as a mechanic/team manager for over 20 teams worldwide, including the Dansko Woman's Pro Team, the MG X-Power Cycling Team, Australian, U.S.A., Japanese and Rwandan National Teams.

"Over the years we have observed what works for us and what doesn't. We've all heard 'pay no attention to the man behind the curtain,' but often times, that man is the mechanic," Mr. Townley went on to say. "A bicycle race mechanic is the first line of defense on the last frontier ... and often the most underappreciated person in the game. But a racer who wants to win, increase speed and efficiency has everything to gain. A seasoned mechanic has the skills to make the most rudimentary of bikes sing."

And Merlyn Mechanics is working to bring the "Oz" of bicycle maintenance from behind the scenes onto the full stage.

"Maybe the average rider doesn't think about the mechanic. They're focused on what

they can afford. The mid-level rider is thinking 'What's the best product for my budget?' A pro rider, with a sponsor, is thinking 'what's the best strategy to win?' But in all scenarios they're thinking: 'How can I make what I've got better?' We realize the cycling industry wants to sell certain things," said Mr. Townley. "We are more interested in selling what is right for the customer, over what's trendy."

"Walk into any shop and there are some great racing tools available, but a good mechanic can make that frame or wheelset even better. They're going to tweak this and that, until it's the perfect winning machine," said Mr. Townley. "It's a combination of talent and tools. I say the racer with the best mechanic wins."

In addition, to custom wheel builds, Merlyn Mechanics offers bicycle repair and maintenance, custom bike builds, frame alignment, wheel displays for shops, spoke cutting and related bicycle products.

For more information about Merlyn Mechanics or to visit the new website, visit: merlynmechanics.com.

Like

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April 2, 2012

Walker County Chamber Calendar Of Events

Here is the calendar of events from the Walker County Chamber: April 4: Ambassador Committee Meeting April 10: Leadership Walker County April 11: Gala Committee Meeting April 12: ... (click for more)

April 2, 2012

New Hamilton County Business Licenses

Here are the new business licenses from the County Clerk's office: BORDERS ELECTRIC SERVICE INC 1019 STIRLINGSHIRE DR HENDERSONVILLE, TN 37075 BROOKS MARIE PHOTOGRAPHY 3902 ... (click for more)

April 2, 2012

Gas Prices Rise 1.9 Cents In Chattanooga

Average retail gasoline prices in Chattanooga have risen 1.9 cents per gallon in the past week, averaging \$3.71 per gallon on Sunday. This compares with the national average that has increased ... (click for more)

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Gas Prices Rise 1.9 Cents In Chattanooga

Breaking News

Planning Staff Recommends Denial Of Rezoning For Major Hixson Development

The staff of the Regional Planning Agency is recommending denial for rezoning for a major commercial and residential development at Highway 153 and U.S. 27 that would require taking down a scenic hill that is 95 feet tall at one point. The RPA recommendation says the project by developer Duane Horton is not in line with the Hixson Growth Plan. The staff suggested ... (click for more)

Harrison Ford Baseball Movie Is Boon To Historic Engel Stadium

Just in the nick of time for historic Engel Stadium - whose fortunes had sagged to a low ebb - came a movie about Dodger great Jackie Robinson with a cast that includes Harrison Ford. Janna Jahn, who has been waging what had been looking like a losing battle to save the deteriorating stadium, said the movie crew thanked her for letting them use Engel. She said she told them, ... (click for more)

Opinion

Erlanger Has A Well-Qualified Leader In Place

\Stop writing those nasty articles about Erlanger and its CEO. I bet you never even met the lady. It sounds to me that you think only men are qualified to do the job. There is a very qualified leader already at Erlanger. You are trying to convince people Erlanger needs some man. Well, the men have all failed. Give it to a woman and let her ... (click for more)

Roy Exum: Our Soldier Is A Fighter!

Andrew Smith, the Army soldier from Ooltewah whose entire life literally blew up when he stepped on a hidden explosive device on his first-ever patrol in Afghanistan on March 8, is still very much a fighter. Displaying both the courage and the heart of a lion, Andrew came through yet another surgery at Walter Reed National Military Medical Center on Monday morning with flying colors. ... (click for more)