



MERLYN MECHANICS

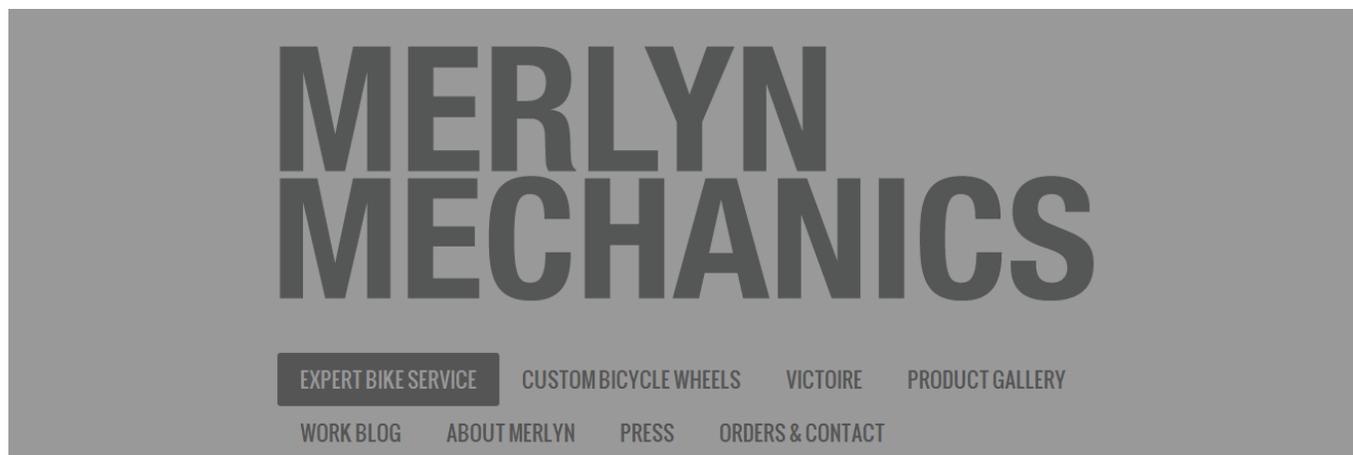
NEWS

FOR IMMEDIATE RELEASE

THE MECHANIC STAYS IN THE PICTURE MERLYN MECHANICS RE-LAUNCHES WITH NEW WEBSITE WWW.MERLYNMECHANICS.COM

Seasoned Pro Race Mechanic Takes the Art of Spinning Wrenches to a Whole New Level

(CHATTANOOGA, TN — MARCH 27, 2012) Merlyn Mechanics, a custom wheel building company and cycling focused based business in Chattanooga, TN, launched two years ago as the brainchild of seasoned 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, 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 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, Townley has represented companies such as Mavic, Shimano, Pedro’s, Campagnolo and SRAM NRS. Merlyn is also the originator of neutral support for Cyclo-cross worldwide according to the Union of Cyclists International (UCI). 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.





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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," 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 Townley. "We are more interested in selling what is right for the customer, over what's trendy."

Buying a bike or fancy wheels from a top-shelf bike line doesn't always help you win the race. A seasoned mechanic can enhance even the most rudimentary bike or wheels. "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 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.

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ABOUT MERLYN TOWNLEY

Merlyn Townley has 30 years experience in the cycling industry and has been a specialist in neutral support for bicycle racing since 1988. Working both as a bicycle mechanic since 1982 and providing neutral support for over 1,000 national and international races, Merlyn has represented companies such as Mavic, Shimano, Pedro's, Campagnolo and SRAM NRS. Merlyn is also the originator of neutral support for Cyclo-cross worldwide according to the Union of Cyclists International (UCI). He has also served as a mechanic/team manager for over 20 teams worldwide, including the Dansko Woman's Pro Team, MG X-Power Cycling Team, Australian, U.S.A., Japanese and the Rwandan National Teams. In addition, Merlyn served as head mechanic for the Odyssey 2000 cycling tour, a one-year, worldwide cycling expedition that encompassed 45 countries on six continents with 250 riders. Additional races include Mountain Bike World Championships, the Tour of Canberra, Paris/Brest/Paris, the Harold Sun Tour and the Cape Epic, among many others. One of only 11, category one licensed bicycle race mechanics worldwide, Townley has also organized and taught the East Coast certification clinic for USA Cycling's Race Mechanics.

ABOUT MERLYN MECHANICS

Merlyn Mechanics is a custom bicycle wheel building company, providing "built-to-order" wheels to cycling fanatics, bike shops, manufacturers, frame building companies and their customers. With 30 years experience in the cycling industry, **Merlyn Mechanics** has constructed wheels for road, track, mountain, Cyclo-cross, round the world touring and has a wide range of experience with highly specialized race wheels. One of only 11, category-one, licensed race mechanics worldwide, **Merlyn Mechanics** has developed a unique wheel building technique that marries old world craftsmanship, with new world technology, crucial to the durability and performance of highly stressed wheels. Based in Chattanooga, TN and established in 2009, **Merlyn Mechanics** also offer an on-line retail shop with unique cycling related products, resources for the professional race mechanic. For more information, visit: merlynmechanics.com.

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