

# Journal One



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## Introducing

Born out of a love of cycling, years of competition and a desire to offer something different, **S2 Cycles** opened at the start of July 2013.

We offer the same high level of service to all and a desire to be a port of call for everyone from 'first time buyer' to top level racing cyclists. With links ranging from local schools to one of the top UK professional cycling teams

in 'Metaltek – Knights of Old' we feel we are qualified to advise and assist all comers.

Being based on **Belor Way** on the Leicester Road Industrial Estate on the edge of **Melton Mowbray** allows us greater parking options for visitors, plus an ideal area for visitors to test any of the bikes we hold in stock!

Having been involved in cycling for many years we have a wide ranging knowledge of the brand and products available, and have

selected only the best products from certain brands with which to stock the shop, delivering on both quality and price. Products from Raleigh, Moda, HaiBike, Kuota, Continental, Schwalbe, RSP, XLC, ITM, USE, Selle Royal, High5 and more can be found in store – call in for a chat and a look at what we have in store, though feel free to ask should you have any questions.



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[www.s2cycles.co.uk](http://www.s2cycles.co.uk)



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## ‘Cross’

Running from late September until late January, the cyclocross season is one that really tests. The cyclocross rider often battles wind, rain, sub zero temperatures, muddy fields and harsh terrain during five to six months of hard racing, meaning that a ‘cross race’ is not just a test of fitness, strength, fortitude and persistence, but also of preparation and of machine – athlete and bike!

The British ‘cross’ scene continues to grow, and although it may not be at a level that could almost be classed as a religion like it is in Belgium, it is on the up with hundreds of competitors weekly at regional events, and a ‘National Trophy’ series with strong competition all the way from youngster to racers aged sixty plus. As well as the National Trophy and National Championships (Derby, 11-12 Jan 2014) the Rapha SuperCross events offer an opportunity to see some of UK’s leading lights at cross competing against each other, giving all they’ve got in an hour of fast, furious, technical and testing racing, all on a circuit of only a few km in length – therefore providing numerous opportunities to see the riders battle it out for honours on the day.

Regional events are held weekly as part of various leagues or series, with the Notts & Derby CX League being one of the ‘leaders’ when it comes to cross competition. Hundreds of riders take part in these leagues each week, resulting in healthy competition plus a vibrant social scene. Similar leagues are the ‘Lincs League’, the ‘West Midlands League’ plus the ‘Yorkshire Points Series’ – all of which offer an opportunity for all; beginners to experts.

The S2 Cycles shop isn’t just bikes on walls and a wooden floor, kit display cabinets, shoes, helmets, and Paddy & Scotts coffee for anyone that pops in, it’s also years of international cycling experience, both on the bike and ‘the tools’, assisting riders in preparation for World Cup events. As such we’re keen to pass on that experience through advice and guidance in the shop and of course to athletes racing for our team as **S2 Cycles - Raleigh!**



**Raleigh RX Elite – rrp £800**

This cross season we have Chris Rathbone from Leicestershire and Jake Poole from Lincolnshire racing for the team and using the products we stake our reputation by by selling them in the store. Armed with Raleigh’s 2014 RX Elite cyclocross bikes and RX Team cyclocross bikes for racing, we believe that we are arming them with the best bikes possible to take on the best races the UK can offer.

For a retro look at Martin from the shop search Martin Seddon cross skills on YouTube for some *exciting* old school tips and skills videos!



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## British Cycling National Trophy round one – Abergavenny, 13 October 2013

Round one of the 2013/14 British Cycling 'National Trophy' cyclocross series saw the first real test of the season as the best of British off road talent convened in Abergavenny - together with a number of riders from mainland Europe - to battle for honours on the day as well as all important UCI world ranking points.

The day saw **S2 Cycles'** team riders **Chris Rathbone** and **Jake Poole** successfully debuting their Raleigh 'RX Team' cyclocross bikes with Rathbone taking sixth place in the veterans race - a result that he can build on as he progresses to his main goal of the season; the National Championships on 11-12 January (Derby).

Bouyed by his team-mates performance and having shown great form in his early season races, Jake Poole started his 2013-14 campaign with great confidence and took the lead early in the race. Riding brilliantly on his **Raleigh 'RX Team'** Jake never looked back, extending his lead to 35 seconds come the closing stages of the race and setting an early benchmark for his rivals to aspire to! Following such an impressive win Jake has been selected to ride for **Team Great Britain** at three upcoming cyclo-cross World Cup races.



**S2 Cycles rider Jake Poole – winner of 2013/14 National Trophy cyclo-cross round one (Abergavenny)**



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