

A look at our Redwood City store remodeling project

We're about halfway through; in theory, by the end of next week the shop will have a whole new look. The idea is to bring our Redwood City store up from 1980 retail standards to something around 1997. Anything beyond that would risk way too much culture shock!

Thankfully we're receiving great help with the layout and execution from Trek's retail store services division. This is way outside my area of comfort. I can diagnose some of the toughest problems on a bicycle with ease, but hanging a picture frame is about the extent of my home/shop-improvement capabilities! --Mike--