



# The Bike Palace Newsletter

South Bay Bicycle News  
January 27, 2011



### This Month's Tip

#### Top Fitness In 7 Hours A Week

"If only I had more time to train, I'd be in super shape." Ever overhear that comment on the club ride? I bet you have. It ranks way ahead of other cycling "if onlys" - wishes for a faster sprint or a lighter bike.

Sorry. More mileage, by itself, is unlikely to make us better riders. And that's good for riders fighting a time crunch.

Let's examine why a modest amount of training time allows you to unlock nearly all of your potential. Then I'll show you how to reach a very high level of fitness by training only 7 hours per week.

#### More Miles Doesn't = More Fitness

When some people start riding, 10 miles is a real demand. But soon they can ride longer and faster. However, after some months they reach a plateau. Speed stagnates and it's harder to tack an additional 15 miles on weekend rides. Even when they increase mileage substantially, performance refuses to budge - and it may even deteriorate if they wind up overtraining.

[Read on...](#)

### About Us

The Bike Palace is a special store, for a special community.

We've been selling bikes from the same location since 1973. Our experienced, dedicated staff is here to help you - regardless of your skill level. We're patient enough to help beginners, and experienced enough to help advanced riders.

We look forward to seeing you soon!

The Bike Palace  
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Home of the Peninsula Cycle Club  
[www.peninsulacc.com](http://www.peninsulacc.com)

[Join Our Mailing List!](#)

### Now on eBay



Visit our [eBay store!](#)

Dear ,

We're thrilled to bring you the latest edition of *The Bike Palace Newsletter*. Please send us an [email](#) and let us know how you like it, and what you'd like to see in future issues. **AND don't forget to scroll down to our \$20 savings coupon!**

### New 2011 Kits Now Available!

Our jerseys feature:

- Integrated front and side panels
- Triple back pocket
- 14" concealed zipper

Our shorts and bibs feature:

- Conformal Pad
- Silicone leg gripper
- Racerback mesh bib upper

The shorts and bibs use spandex for:

- Higher power, lasting fit, and freedom of movement
- Vibrant long-lasting color
- Chlorine resistance
- UPF 50+, UVA and UVB Transmission less than .1%



Customer Brie trying out our latest shorts and jersey.

Jerseys are \$99.99, shorts are only \$109.99, while the bibs are \$124.99.

Get 'em while you can!

### Here's Your Part!

Huge Online Parts Catalog - Over 40,000 Items

The world of bicycle accessories and parts is vast. In fact, it's impossible for any store, even ours, to stock every item for every purpose. Yet, there's almost nothing we can't get for you, and we're happy to help whenever we can. If there's something you haven't found in our store, or in our [online catalog](#), we offer this searchable [Product Finder](#). It contains thousands of items representing many of the commonly available parts and accessories in the bicycle universe. We hope you find it convenient and valuable, and another example of how we go the extra measure to help you. (Some items shown here may require assistance to ensure compatibility with your existing bike. Please call or email us if you have questions.)



[Read on...](#)

We love bicycles and we'd love to share our enthusiasm with you, your family, and friends. Come on down to the store, or check us out [online](#).

Sincerely,



Tony Jabuka  
The Bike Palace

# Save \$20

This coupon good for \$20 off bike repair labor. Beat the rush and get your coupon ready for Spring! If you can't use it, then share this coupon with a friend. Must be printed, then submitted in person. Cannot be combined with any other offer or discount.

Offer Expires: February 28, 2011



Try it FREE today.