

## sportworks® | Story of Sportworks

Sportworks has been building high-quality bike racks and bike equipment for more than two decades. Founded in 1990 in a space not much bigger than a two-car garage near Woodinville, Washington, the company began as a manufacturer of handlebars, bar-ends and mountain bike shocks.

In 1993, Sportworks president Mike Reeves was reading a Seattle area newspaper when he came across an article about King County Metro. Metro had won a \$1 million federal grant to put bike racks on buses and was sponsoring a design competition to find a company to build them.

Putting pencil to graph paper, Mike spent the weekend sketching a design for a transit rack. Following customer evaluation and testing, this design was declared the winner and Sportworks was awarded the contract to equip the entire Metro fleet with bike racks. That original design — with a few slight modifications — has held true and is still being used today.

In just a short time, the Sportworks team found themselves manufacturing transit bike racks for a wide range of organizations. The racks were a huge hit with both cyclists and transit agencies, since they were easy to use and featured wheels only contact. In addition to building the racks, Sportworks worked closely with the bicycle advocacy community to help change the way bikes and buses work together. Today, the company is the market leader in transit racks, which are used in 500 municipalities throughout North America.

Using the transit racks as inspiration, Sportworks entered the consumer bike rack market in 1997, with a trailer hitch mounted rack marketed under the name TranSport. The rack was successful as one of the first to offer an easy-loading system, as well as heightened retention and no-scratch features not available in other racks. In 2005, the TranSport line of products was sold to Thule of Sweden, and is part of Thule's product line to this day.

In 2011, Sportworks began designing a new line of stationary bike racks. As avid cyclists themselves, they saw an opportunity to improve upon the commoditized products that existed in the market by offering a line of cost-effective, highly functional and aesthetically pleasing bike racks.

In 2012, Sportworks unveiled its innovative No Scratch Bike Rack™, featuring a durable, non-abrasive integrated bumper to protect bikes from scratches, dings and other abuse.

From the beginning, Sportworks has been committed to responsible manufacturing. Its racks, including the No Scratch Bike Rack™, are made with U.S. sourced materials and post-industrial recycled steel. To this day, Sportworks designs and fabricates all of its products in-house — in the same city where it all began.