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FOR IMMEDIATE RELEASE

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Roanoke Bike Mechanic and Instructor Earns 2 Prestigious Certifications in Same Month

Dan Lucas of Cardinal Bicycle is recognized for his bike troubleshooting and repair skills as well as mountain bike instruction.

ROANOKE, VA (May 2, 2023) – With a pair of new certifications, Dan Lucas of Cardinal Bicycle has something that would be hard for you to find at any other bike shop. He's one of a handful of people nationwide with a Master Level Turbo Technician designation from Specialized and a Level 2 BICP Mountain Bike Skills Instructor.

Lucas, who has more than a decade in the cycling business, is the Rider Experience Manager at Cardinal Bicycle. In that role, his sole focus is on finding ways to help more riders have more great experiences on bikes. Lucas underwent plenty of training and testing this winter and spring to earn both certifications, which mean riders in the Roanoke Region have access to a true industry expert. Earning the certifications included more than 50 hours of training with trips to both Georgia and California.

"Dan brings skills and expertise and passion that you won't find anywhere else," said Whit Ellerman, Owner of Cardinal Bicycle. "He'd rather celebrate a great ride than the work he's put in, but his dedication to cycling shows in everything he does."

The Master Level Turbo Technician credential is the highest level of certification from Specialized to work on e-bikes and Lucas is one of only a handful of people in the nation who have completed the 4-level training program.

It means you have local access to the highest trained people that know how to fix your problems right here.

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“It’s more than just training,” Lucas said. “At Cardinal Bicycle, we’ve invested money and time into the right tools as well. This certification helps specifically with Specialized bikes, but is a positive for any e-bike. We can diagnose pretty much anything!”

Just one way those skills translate for riders? You can actually send a report from your e-bike to Lucas from anywhere around the world and he can get a jumpstart on troubleshooting before ever seeing your bike.

If you don’t know Lucas as a bike mechanic, you may recognize his face from a bike skills class. His latest certification makes him just one of three Level 2 BICP Mountain Bike Skills Instructors in the region.

The certification was developed by two-time Downhill Masters World Champion Shaums March to recognize instructors that will create a strong foundation for teaching mountain bike skills clinics including personal riding skills, proper form, systematic methods, and terminology.

“This certification is a benefit for anyone who takes our Mountain Bike Skills Classes because it gives them the confidence to ride our local trails and tackle the features out there,” Lucas said.

The certification included 30 hours of training including on-bike training and an assessment.

Lucas said what he loved about the experience was learning a new way to think about and teach progressions of the skills.

“Mountain bike instruction will break things down into bite-sized pieces,” he said, “and that’s a lot better for the customer because they can learn one piece at a time and then put them all together.”

Lucas said Level 3 – the highest level of BICP certification – is next on his agenda.

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ABOUT CARDINAL BICYCLE

Cardinal Bicycle is Roanoke’s original bike shop and has been in business since 1977. Wherever your ride takes you - whether on the greenway for the first time, or preparing for your next century ride - we are there to support you and your love of cycling. We have a vast selection of some of the best bicycle brands, and a dedicated, knowledgeable staff who can’t wait to share what they know with you. Locations in Grandin Village and on Orange Avenue. www.cardinalbicycle.com