



**Boulder Cycle Sport and Boulder Nordic Sport Announce Business Merger**  
*Boulder-based Cycling and Nordic Ski Leaders Announce Merger to Provide Expanded Year-Round Service and Product Selections With a Focus on Community*

**Boulder, CO. (September 20, 2018)** -- Boulder Cycle Sport ([www.bouldercyclesport.com](http://www.bouldercyclesport.com)) and Boulder Nordic Sport ([www.bouldernordic.com](http://www.bouldernordic.com)), two Boulder-based retail leaders today announced the merger of their business operations. The exciting merger of these companies means heightened service and an enhanced year-round offering for cyclists and cross-country skiers of all levels in all four of the company locations and online.

Boulder Cycle Sport (BCS) and Boulder Nordic Sport (BNS) are both industry-leading retailers that provide equipment, fitting and service in the cycling and nordic skiing communities. The merger is part of a shared vision to support and promote year-round outdoor activity by providing exceptional service and products for skiers and cyclists at all levels.

Boulder Cycle Sport launched in its current North Boulder location in 2005 and rented space for Boulder Nordic Sport to launch the following year. Both companies experienced rapid growth that required expansion with BNS moving to its own location in 2007, expanding to Portland, Maine in 2009 and Minneapolis, Minnesota in 2014. BCS expanded to a North Boulder Service Center, then added a South Boulder location in 2010 and built out a Central Boulder location in 2015. In 2009, Boulder Nordic Sport became the leading specialty dealer of cross-country racing skis in the US. Since 2005, BCS has won numerous awards including America's Best New Bike Shop, multiple Top 100 Dealer lists, and America's Best Bike Shop.

"Our companies have worked alongside one another for 12 years with parallel goals and challenges. This merger is a powerful way to combine strengths, mitigate seasonality, and focus on what we are all passionate about - helping people have fun with two amazing sports." said Boulder Nordic Sport founder Nathan Schultz. BCS founder, Taro Smith, added "We are overjoyed about the potential this brings to both companies in our mission to promote a healthy and active lifestyle. Joining forces creates new paths to navigate through the evolution of retail while simultaneously supporting our customers, vendors and team."

BCS and BNS will continue to operate as individual entities under a new parent company, Boulder Sports LLC. Nathan Schultz is the CEO and managing partner for the parent company and BNS, with Justin Hoese remaining the GM/partner in the bicycle division. Together, the combination of the two retailers will allow for more growth in a consolidated space while offering exceptional year-round products and service.

“There are a lot of strong reasons for this merger,” Schultz added, “What excites us most is that this opportunity empowers both companies to put more energy into customer service, while improving the products and services we bring to our customers and community. We are looking forward to seeing all that we will create together.”

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### **About Boulder Nordic Sport**

Boulder Nordic Sport (BNS) is a leading resource for world-class advice, equipment, fitting and ski service for everyone from elite racers, to first-time skiers and tourists. With full-service ski shops in Boulder, CO (HQ); Bloomington, MN; Portland, ME, and online at [bouldernordic.com](http://bouldernordic.com), BNS believes in setting the highest possible standard through sharing its knowledge and experience. BNS specializes in professional ski service using Tazzari stone-grinding equipment as well as sales and advanced fit of cross-country skis, equipment, and technical apparel. BNS imports Holmenkol and SkiGo wax lines and carries a full line of wax and professional tuning equipment from over ten wax brands. For more information about Boulder Nordic Sport, please visit [bouldernordic.com](http://bouldernordic.com) or follow them on [Instagram](#), [Facebook](#), and [Twitter](#) using @BoulderNordic.

### **About Boulder Cycle Sport**

Boulder Cycle Sport (BCS) was founded by a small group of University of Colorado Alumni in 2005. Since then, BCS has won numerous awards including America’s Best New Bike Shop, multiple Top 100 Dealer listings, and America’s Best Bike Shop. Its continued mission has been to redefine the community bike shop with the highest level of customer service to all levels of cyclists while igniting change in the world through the power of riding on two wheels. A full-service bicycle retailer with three locations (Boulder Cycle Sport, Boulder Cycle Sport Outlet and Pro Peloton), BCS offers bicycles, accessories, apparel, repair/maintenance services, professional bike fitting, and hosts community events for bicycle enthusiasts of all ages and all abilities. BCS provides a range of road, mountain, comfort, triathlon, commuter and electric bikes from brands including Yeti, Scott, Giant, Liv, Pinarello, Mosaic, BMC, Focus, Linus, Surly and Seven Cycles. For more information about Boulder Cycle Sport, please visit [Bouldercyclesport.com](http://Bouldercyclesport.com) or follow them on [Instagram](#), [Facebook](#), and [Twitter](#).

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### **Media Contact**

Amy Oberbroeckling | [Amy@bouldercyclesport.com](mailto:Amy@bouldercyclesport.com)