

# Swapping The Road For The Carpet!



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Fair weather cyclists have been spear-heading the latest fitness craze of "stationary biking" in the privacy of their own homes.

High Street store Halfords has discovered a startling rise in sales of Turbo Trainers as more and more people discover the benefits of the clever device that turns an everyday [bike](#) into a fitness machine.

Cheaper than gym membership, far less intrusive than a cross-trainer, treadmill or conventional exercise bike; latest figures from the cycle, leisure and [car parts](#) retailer show sales of the machines more than doubled when the cold, wet, weather pushed all but the most committed cyclists indoors.

Asked where the preferred home for the turbo trainer was, 80 per cent said the garage, 10 per cent a spare room, 5 per cent the kitchen or dining room while 5 per cent admitted to using the main living room and exercised while watching TV.

Halfords cycle expert Justin Stevenson said: "It is no secret that the number of people cycling goes up as the weather gets warmer and down as it gets chillier, but the new generation of excellent cycle trainers, with great stability and different levels of magnetic resistance to mimic harder rides, have been keeping people occupied.

"In these uncertain economic times people are looking to get the best use possible out of the equipment they have and turbo trainers are a great way of ensuring you can keep your fitness levels up by cycling even when you don't feel like going out in the cold and wet. An added bonus is that they take up little space when not in use."

Notes to Editors:

The Elite Magnetic Cycle Trainer from Halfords priced at £119.99 online, features five levels of magnetic resistance and can be used on any bike to

allow you to train on your bike indoors. It is ideal for performance tuning and personal fitness.

-ENDS-

**About Halfords:**

The Group is the UK's leading retailer of automotive, leisure and cycling products and through Halfords Autocentres is also the UK's leading independent car servicing and repair operator.

Halfords employs approximately 11,000 staff and sells over 12,000 different product lines, with significant ranges in car parts, cycles, in-car technology, child seats, roof boxes, outdoor leisure and camping equipment. Halfords' own brands include the in-store Bikehut department, for cycles and cycling accessories, Apollo and Carrera cycles, and exclusive UK distribution rights of the premium ranged Boardman cycles and accessories.

In outdoor leisure, Halfords sells a premium range of camping equipment, branded URBAN Escape. Halfords offers customers expert advice and a fitting service called "wefit" for car parts, child seats, satellite navigation and in-car entertainment systems, and a "werepair" service for cycles.

Halfords customers shop at 466 stores in the UK and ROI and at Halfords.com for direct home delivery or pick-up at their local store. Halfords Autocentres operate from 227 sites nationally and offers motorists dealership quality MOTs, repairs and car servicing at more affordable prices.

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