

# Retail bike sales double this Christmas - BMX bikes and Childrens bikes are the best sellers

Submitted by: Evans Cycles

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Evans Cycles (<http://www.evanscycles.com>), The UK's largest specialist cycle retailer reports a 200% growth in sales of BMX Bikes (<http://www.evanscycles.com/categories/complete-bikes/bmx-bikes>) and Kid's Bikes (<http://www.evanscycles.com/categories/complete-bikes/childrens-bikes>) this Christmas

Forget robot dogs, iPod docks and expensive computer consoles that once occupied the wish lists of Christmas past. Sales of BMX Bikes (<http://www.evanscycles.com/categories/complete-bikes/bmx-bikes>) and Children's Bikes (<http://www.evanscycles.com/categories/complete-bikes/childrens-bikes>) have been soaring ever since the start of November and aren't likely to let up in the weeks approaching the big day.

"With no obvious killer gadget on the market this year, bikes have returned to their rightful place at the top of the Christmas wish list" says Evans Cycles Managing Director, Mike Rice "Bikes are a much better long term purchase for consumers, unlike gadgets they won't be replaced by another fad in the coming months, can be used all year round and will provide years of use."

The reignited popularity in bikes (<http://www.evanscycles.com/categories/complete-bikes>) is no doubt also being fuelled by the health benefits of cycling. Rather than children spending hours in front the TV, bikes get kids outside enjoying the fresh air and surroundings while having fun with friends.

Despite the credit crunch the public is showing a strong appetite for quality products. "Not only are our unit sales up, but the average selling price of BMX's (<http://www.evanscycles.com/categories/complete-bikes/bmx-bikes>) and Children's bikes (<http://www.evanscycles.com/categories/complete-bikes/childrens-bikes>) are up too" says Rice "people realise that bikes are not disposable items, and that investing a bit more up front will result in a more enjoyable cycling experience and pay off in the longer term."

**THE HOTTEST BIKES THIS CHRISTMAS** (<http://www.evanscycles.com/categories/complete-bikes>)

"Mongoose BMX's

([http://www.evanscycles.com/categories/complete-bikes/bmx-bikes?brand=Mongoose&price\\_from=&price\\_to=&price=&x=308](http://www.evanscycles.com/categories/complete-bikes/bmx-bikes?brand=Mongoose&price_from=&price_to=&price=&x=308)) are our best selling brand of BMX at the moment" says Evans Cycles Head of Bike Buying, Joel Natale

"They offer great designs and real value for money starting at £155"

"Another popular choice" continues Joel "are Jump Bikes

(<http://www.evanscycles.com/categories/complete-bikes/jump-bikes>) – ruggedly built mountain bikes designed for urban riding, jumping and throwing around with the Pinnacle Redart Jump Bike

(<http://www.evanscycles.com/products/pinnacle/redart-10-jump-bike-ec000935>) being a top seller at £199."

**OTHER TOP SELLERS:**

Joey Runner Bike £47.99 (<http://www.evanscycles.com/products/hudora/joey-runner-kids-bike-ec015115>)

We The People Addict BMX bike £370.99

(<http://www.evanscycles.com/products/wethepeople/addict-2009-bmx-bike-ec016870>)

GT Zone BMX bike £233.99 (<http://www.evanscycles.com/products/gt/zone-2009-bmx-bike-ec016206>)

Mongoose Fireball mountain bike £331.99

(<http://www.evanscycles.com/products/mongoose/fireball-26-2009-mountain-bike-ec017384>)

Ridgeback MX 14-inch wheel children's bike £116.99

(<http://www.evanscycles.com/products/ridgeback/mx14-boys-2009-kids-bmx-bike-14-inch-wheel--ec017020>)

Pinnacle 24-inch children's bike £219.99

(<http://www.evanscycles.com/products/pinnacle/twentyfour-kids-bike-24-inch-wheel--ec000965>)

For advice on the choosing the right size bike for kids view the Evans Cycles children's bike sizing chart (<http://www.evanscycles.com/news-and-events/bikes-for-young-riders>)

For more information or high-res images, please contact:

Claire Beaumont

01293 574 954

[claire.beaumont@evanscycles.com](mailto:claire.beaumont@evanscycles.com)

[www.evanscycles.com](http://www.evanscycles.com)