

# Velofix to Launch Fifth BC Location in the Okanagan Valley

*Velofix, North America's largest fleet of premium Mobile Bike Shops, launches amidst the scenic, cycle-ready, terrain of the BC Interior.*

KELOWNA, BC, CANADA, February 24, 2016 /EINPresswire.com/ -- [Velofix Okanagan](#), serving the BC Interior from Vernon through to Osoyoos, is officially open for business and is one of thirteen locations currently launching for Spring 2016, bringing the entire system to over 40 locations across North America. Franchise Partner Will Pratt, an existing brick-and-mortar bike shop owner in Penticton, BC, is thrilled to provide his current customer base as well as other cyclists through the Okanagan a premium, convenient service that provides assistance to riders both at their homes and place of business.

While owning a bike shop is not a new venture for Pratt, the concept of a mobile shop is. "When Chris, Boris and Davide founded Velofix, I admired the [mobile bike shop](#) concept because of the convenience it provides the customer; it is a very different service experience and offering than a brick-and-mortar location. It provides a service experience that works with today's busy world," says Pratt.

Pratt continues, "Velofix brings

something new to the cycling industry offering a combination of flexibility with the customer's schedule and the opportunity to speak directly with the mechanic working on their bike."

Chris Guillemet, CEO and Co-Founder of Velofix, says, "When we developed the concept of a Mobile Bike Shop, we had one thing in mind. As busy professionals, we simply did not have the time to drop off our bikes and wait days for them to be fixed. Our goal was and still is to help riders save time so they can ride more. Will's decision to open



Velofix certified mechanics come to your home or business and repair your bike.



Velofix is North America's largest fleet of mobile bike shops



a Velofix franchise will provide his current customer base with a much more convenient service option as well as offer other cyclists in the area more options to receive service.”

Velofix Okanagan Certified Mechanic Andrew Planchatt says, “To me, Velofix is a bike shop on adrenalin. It is efficient, professional and ready to serve the modern cyclist. The future of bicycle maintenance is one that provides solutions and service that save you time. After all, that’s what it is all about - creating more time to ride! Being able to [book online](#) puts the power in consumer's hands to access premium, mobile bike service at the tip of their fingers. What a great idea!”

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Founded with a passion for cycling, Velofix was launched in Vancouver in 2012 by Chris Guillemet, Boris Martin and Davide Xausa, who share a common belief that bicycles can help change the world. Media coverage for the business has been great with Entrepreneur Magazine most recently recognizing Velofix as “one of the most impressive mobile franchises”. In 2014, Velofix was featured on the CBC's Dragons Den (Canada’s version of Shark Tank), which resulted in Jim Treiving coming on board as an investor and advisor. Charles Chang of Lyra Growth Partners (who recently sold Vega/Sequel Naturals) has also joined as an investor. In 2016, Velofix will be operating in every major Canadian market, with plans to expand to a total of 75 franchises across North America.

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