

EXPRESS SERVICE

YELLOW JERSEY, IN MADISON, WISCONSIN, DELIVERS SPEEDY REPAIRS FOR EVERY CYCLIST.

THE FAST TRACK Drop your bike for a repair at Yellow Jersey, and it'll be ready to ride the next day. That's a practice shop owner Andy Muzi has adhered to since 1973, two years after the shop opened. "If you had slacks that needed alterations, would you take them to a place that would alter them right away, or go to a place that makes you wait?" he says. Customers' needs come first in other ways, too: Tires are pumped and brakes tweaked, gratis. And the shop doesn't oversell: "If we can fix something with a \$50 piece or a \$15 piece, we'll recommend the \$15 piece," says employee Tim Bouche.

THE VIBE Tucked in the middle of State Street, a thoroughfare lined with funky shops and ethnic

restaurants that links the capitol building to the state university, the store's frayed interior and laid-back atmosphere are quintessential Madison. As are the customers: Suit-wearing business types and legislators mingle with housewives, budget-conscious college students and expert cyclists.

WIRED TO THE WORLD In 1995, Muzi hastily put together a Web page for Yellow Jersey, mainly so he could learn how to use the Internet. Orders poured in from all over the globe, and today the website accounts for about half of his business—which is why the site, with 2,500 pages and Muzi as the sole webmaster, still has a 1990s look. "I'm inundated with Web orders," says Muzi, "and it's hard to keep the site updated." Muzi says the purchases reveal bike culture: "Brooklyn bike shops must be filled with only black bar tape, because we sell a lot of colored tape to people in Brooklyn." —Melanie Radzicki McManus

AT THE YELLOW JERSEY, SUIT-WEARING BUSINESS TYPES MINGLE WITH EXPERT CYCLISTS.



The well-stocked Yellow Jersey serves Madison and the world.

Look it up

→ **YELLOW JERSEY**
419 STATE ST.,
MADISON, WI 53703
YELLOWJERSEY.ORG