

MBFA Uniform Dealer Standards

General criteria

Demonstrated understanding and practice of "Fit First" product selection practices
Retail cycling is full-time profession

Retail Criteria

Product Selection

Wide selection of quality fit related products including stems, saddles, pedals and handlebars
Selection of bicycle brand and model offerings at a variety of price points
Offer a selection of stock bicycle geometry options in a wide range sizes
One or more bicycle brands with custom geometry options
Selectivity in brands that demonstrates a commitment to fulfilling consumer needs

Proven Success

Strong sales history of specialty bike lines
Established for at least two years
Recommendation from other IBFA members, sponsor manufacturer or SICI

Ownership & Affiliations

No direct commitment or majority contract with a single bike manufacturer
Independently owned and operated

Fitting Studio Criteria

At least one staff member with 500 or more documented diverse fittings that include at least the following:

> 100 Road fits
> 50 Triathlon/TT Fits
> 30 Mountain Bike fits

Certifications

Supervising lead fitter with at least five years of professional fitting experience
Supervising lead fitter has completed SICI Elements Course (or equivalent)
Supervising lead fitter has completed SICI Advanced Class (or equivalent) in Triathlon Fitting and Bike Design
At least one additional staff member with SICI Elements (or equivalent) certification on staff

Recertification and Continuing Education

At least one staff member completes a minimum of one SICI advanced certification module (or equivalent) every two years
Abides by SICI master fitter code of conduct

Fitting Environment

Private dedicated fitting environment
Fittings by appointment

Equipment/Technology

Video system with minimum of sagittal plane view.
Motion Capture System - Minimum of sagittal and frontal plane capable system. Examples include multi-camera Dartfish or Retul.
CAD based bike design software. Examples include Bike Forest and SICI Size Cycle Template
Dynamic Sizing Cycle
CompuTrainer with SpinScan
Physical assessment table
Strong selection of handlebars and saddles
Ability to build custom cycling footbeds
All elements of SICI Advanced Fit Studio equipment list

Process & Methodology

Fitting contains all IBFA Uniform Fit Elements as well as:

Motion capture session
Video mediabook or other documentation provided to athlete documenting the fit and positioning results

Fitting Services Offered

Existing bike fitting for Road, Tri, TT, MTB and Hybrid bicycles
New bike fitting
Custom cycling footbeds
Cleat alignment

Bike Selection and Design Services

Ability to convert a riding position, or stack-reach coordinates, into the best matched stock bike/frame options
Ability to use a CAD based program to develop full frame geometry specifications from riding position coordinates
Demonstrated mastery of the effects of component selection to bicycle design

Medical Referral Network

Established referral network of PT's and doctors
Ability to provide video analysis in mediabook form to medical professional

Coaching Referral Network

Established referral network of certified coaches
Ability to provide video analysis in mediabook form to coaching professional