



# Welcome

Being average is a blessing. The human environment is built for you. Chairs, tables, clothes, door lintels, stairs... and, of course, bicycles. The default fits. When you're the middle of the bell curve, economics can't afford to ignore you.

Being average male height is handy for a magazine bike tester because there's always a model to fit – called Medium. I often fit Medium cycling clothes too, despite having slipped way down the sides of the bell curve when it comes to weight.

I haven't shrunk; average weight has risen. High street fashion says I'm no longer Medium but Small. Fair enough. Since people are getting larger, the high street has sensibly adapted and moved its metrics.

The cycle industry? Not so much. Athletic men, usually young, are often portrayed as the norm, with normal people treated as outliers. So we get too many bikes with gears that are too high and riding positions that cause aches and pains.

Want normal people on bikes? Let's start by having more bikes that are genuinely comfortable and fun to ride for the average man (who weighs over 13 stone, according to the Office of National Statistics) and the average woman (who is 5ft 3in). And let's provide better for the genuine outliers: the very short, the very tall, and the very heavy.

Until then, if you're not the bike industry's Mr or Ms Average, turn to page 40 for ideas.

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Cycle Editor

**Local riding**  
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