

Erik's Bike Shop opens at Grafton location

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Erik's Bike Shop opened Saturday, Dec. 21, at the former home of Grafton Ski & Cyclery, 1275 Washington St.

The 7,000-square-foot space has been renovated and updated. The Grafton store is the chain's 21st location.

The store carries bikes by Specialized, Raleigh, Wilier and Haro. Its winter stock includes skis by Elan, Line, Fischer and K2, and snowboard by K2, Ride, Lib Tech, Gnu, Capita and Roxy.

"We are excited to bring Erik's service and great selection to the residents of Grafton and the greater Milwaukee area," said Erik Satvold, store founder.

"Whether you are a skier, snowboarder or cyclist, we've got the right equipment for you, plus the knowledge and service to keep you going."

Satvold got into the bike business 36 years ago, when he was 13 and started fixing bikes in the barn on his parents' Minnesota property.

The retailer now has more than 300 employees in Minnesota and Wisconsin, and has won dozens of industry awards.