

Spartan Rides owner's passion expands business into Chandler's Ocotillo community.

Veteran owned bicycle shop opens in The Falls plaza in South Chandler



Chandler, Arizona May 12, 2022 ([IssueWire.com](https://www.issuewire.com)) - When JR Duarte completed his military service with the US Navy, he settled in the greater Phoenix, Arizona area and began working in local bike shops as he transitioned into civilian life. Having had a passion for mountain biking since childhood, he was ready to learn and grow in the industry and as time passed, he dreamed of opening his own shop. This dream became a reality in 2019 when Spartan Rides was launched as a mobile demo concept shop. With his wife, Tiffany, as a business partner, “we pulled the trigger and jumped in and started in our garage,” he said. “Now we’re opening our second brick and mortar while maintaining a national webstore.”

The name Spartan Rides comes from a strong belief of how beneficial riding is both mentally and physically and that everyone who throws a leg over a bike and hits the trail is a warrior while they battle their demons on a bike. You can hear more about this as well as learn about the origins of Spartan Rides from JR’s interview with Brian Kennedy of BKXC at: <https://www.youtube.com/watch?v=Ac6e4IzYXY0&t=222s>

After the pandemic hit, Spartan Rides pivoted into a brick-and-mortar location to better serve the community. Though the focus of this first shop was specialty mountain, they did their best to meet the needs of the local community servicing everything from strollers to trikes and tandems. As the second location opens, Spartan continues to aim to serve the local community. JR shares, “at Spartan Rides – South Chandler, we’re not a road bike shop or a mountain bike shop; we’re a true family bike shop. We want everybody to feel welcome and cared for in our store.”

Being a family bike shop means customer service is especially important, Duarte said, whether someone is dropping over \$10,000 on a fully custom build or \$8 on an inner tube. He said he wants them to be a part of the family no matter how much money is being spent, and joking shares that he and Tiffany aim to make Spartan Rides the Cheers of bike shops.

That extends to nurturing the local bike community, from teaming with local ambassadors to lead group rides, offering free skills clinics and maintenance workshops to supporting local charities such as [My Hope Bag](#) and [Sunshine Acres Children’s Home](#) through raffles and toy drives.

“It’s something we can do to give back to the community,” he said.

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Source : Spartan Rides

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