

SHORTCUTS BUSINESS



Photo: Kelli Uldall

Carmel Shop Takes Cycling to New Heights

BY RENEE BRINCKS

Mads Dogs & Englishmen owners Martin Watson and wife Jennifer Blevins sell and rent cycling apparel and gear, like electric bikes with pedal assist.

With white walls, vintage prints and rustic wood, Mad Dogs & Englishmen doesn't look like a typical bike shop. The thoughtful presentation suits the town's artistic sensibilities, explains owner Jennifer Blevins. She fills her gallery like space with cycling apparel and merchandise by independent American and European designers, plus high-end gear, dog- and kid-friendly sidecars, and retail and rental bicycles by Specialized, Linus, Vintage Electric and others.

By stocking pedal assist electric bikes that power riders up hills while preserving the pedaling experience on flat routes, Blevins and her spouse, Martin Watson, offer guests a new way to experience the area.

"These bikes allow you to cover more ground than you would on a traditional bike," says Blevins, whose customers might travel along 17-Mile Drive, down Scenic Road, out to Mission Ranch or on to Point Lobos. "This is the most beautiful place ever, and your peripheral experience while cycling is so much better than in a car."

For many, the first e-bike ride is as exciting as viewing the gorgeous scenery.

"People come in scared, but they're so happy when they return. It's like they've rediscovered their inner kid," says Blevins.

Mad Dogs & Englishmen is on the southwest corner of Ocean Ave and Mission (enter on Red Eagle Lane). Learn more at maddogscarmel.com.