# SantaFixie, Europe's leading online fixie bike shop, opens its doors to the UK people

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Santafixie, the online shop specialised in fixie bicycles, components and accessories leads the urban cycling market in Spain, France and the Netherlands and just recently launched the United Kingdom website to consolidate its expansion all over Europe.

Santafixie is mainly active in France, Italy, the Netherlands and Belgium, and last year, the sales volume for selling fixie bicycles and components for fixie lovers has exceeded 2 million euros. The products are delivered to more than 30 countries and 60% of the company's sales comes from abroad.

Santafixie started in 2011 in Barcelona and is one of Spain's fastest growing start-ups. Now, the company has taken the leap into the UK, where everything started.

6 years ago, Xavier, CEO and founder of Santafixie, was living in London and bought some bikes there which he transported to Barcelona to sell them. He managed to do so in only a couple of days, which is why he got together with his current partners to make the project bigger. They started buying more bikes and selling them online while they stored them in the garage of Xavier's parents.

At present, Santafixie leads the Spanish, French and Dutch fixed gear bicycle markets and the company does so without external investors. It also has two sub-branches dedicated to city bikes and children's bicycles.

"The United Kingdom is a very important market for us. Every year, urban cycling becomes increasingly important, there are a lot of bike fans. Furthermore, we are personally attached to England, because the idea for the shop was born in London when I lived there in 2010", claims the founder Xavier Clavería.

Only some months before, Santafixie inaugurated a new logistic centre of more than 1.100 square metres in Barcelona. "This change has been crucial to face the international expansion and consolidation of the next years", assures Txampa, the company's partner and CTO.

"Santafixie is not only a bike and component shop, it's a bet for an alternative urban mobility, a cleaner, and why not, a more exciting one. It's the passion for bicycles, it's the romantic idea to start a business storing the first bikes in a garage. It means wanting to be where the wheels roll", explains Clavería.

This is the reason why Santafixie also sponsors the cycling team Raw Santafixie Team, who participate every year in the most important European criteriums and in all the Red Hook Crit competitions. The company has also supported more than 20 fixed gear competitions in Spain, France and Italy in the last couple of years.

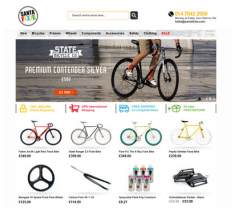
This year, 2016, Santafixie celebrates its 5th anniversary in Barcelona (Spain). The number of team members has grown to 15 and their objective in the next few years is to consolidate being European's biggest urban and children's bike shop.

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