

# Bicycle Tour Pedals into Town Location

By JENNIFER E. COOPER  
Staff Reporter

KENT — Two years ago, Sal Lilienthal started The Bicycle Tour Company as a home business at his

Upper Kent Hollow Road residence. This past August, the rapid growth of his business forced him to move to the much larger space he now occupies above New England Traditions on North Main Street.

Originally from Greenwich, Mr. Lilienthal started in the bicycle business as a mechanic for a bicycle shop in Vermont. From there, he worked his way up to become a mechanic for the American Motorola Cycling Team, based in Belgium. As a member of the team he worked with cyclist Lance Armstrong, who recently won the Tour de France despite his bout with testicular cancer. Mr. Lilienthal was also a team mechanic for the Saturn Cycling Team, which traveled in Malaysia, Japan, New Zealand, Germany, Canada and the United States, and the U.S. National Team, which raced in Belgium, France and Germany.

Although Mr. Lilienthal said he loved the work, he decided to move back to Connecticut to be closer to his family. Kent seemed to be the perfect location to also start a business.

While his new location is still a home office, he said it now has more of an emphasis on office while the Upper Kent Hollow Road location was more of a home.

"The old location was too crowded," he said, adding that he now has room for everything from storage to parking. "I've been growing rapidly."

The Bicycle Tour Company offers day, weekend and weeklong biking trips as well as bike rentals and local self-guided trips. Day trips include rides through Greenwich, New York City, Princeton, N.J., and Shelter Is-

land, N.Y. For a weekend trip, bikers can visit the Litchfield Hills, the Berkshires or Princeton, N.J. Longer trips combine the Litchfield and Berkshire county destinations.

In addition to trips in the New York and New England areas, The Bicycle Tour Company offers weeklong trips in France and Spain.

New next year will be weekend trips to Martha's Vineyard and to Vermont. He also hopes to offer more self-guided trips as well as more bicycle rentals and custom trips for families, businesses and other groups.

Those who participate in the biking trips, Mr. Lilienthal said, need not be in peak physical condition, but should be able to ride about 20 miles a day for the duration of the trip. And, he said, the bicycle trips are a "very rewarding" way to travel.

In addition to the trips Mr. Lilienthal expects to offer next year, he now teaches a course on "A Day in the Life of the Tour de France" through Education Connection in Litchfield.

As the owner of the touring company, Mr. Lilienthal researches each trip and then assembles his own crew as well as local bicycling tour guides. Typically, a day trip requires a staff of about five, with a longer trip requiring a slightly smaller staff supplemented by local guides.

For more information about The Bicycle Tour Company call 860-927-1742 or 1-888-711-KENT.



PHOTO BY JENNIFER E. COOPER

SAL LILIENTHAL

The Bicycle Tour Company  
bicycletours.com  
1-888-711-KENT