

# Feature Advertiser

**Corks Cycle Service**  
**2537 Tesla Way in**  
**Sacramento**  
**916-487-8900**



With my trusty portfolio of magazines, media kits and page reservation forms, I drove up to Corks on a cold sunny day in January to solicit an ad for Biker Information Guide. The shop is nothing fancy on the outside, just the classic industrial suburban concrete block building set among other similar buildings in the automobile row area of Fulton Avenue in Sacramento. As I entered, I saw a pretty typical layout, with a customer area in the front, and the main shop area in back. There were lots of biker photos, several trophies, and a couple of custom motorcycles for sale. Since no one was in the front of the shop, I peeked over the lower half of the Dutch-door that separates the customer area from the shop area. (I still believe that if a sign says customers are not allowed in the shop area, I should stay the heck out, at least until invited in.) The shop was first class, with serious high-tech equipment and several bikes on stands. So I called out "anyone here" and soon enough, Cork appeared from behind a big V-Twin he was wrenching on. Cork had a welcoming posture, and was very courteous as he listened to my story. You know, advertise with Biker Information Guide and good things will happen blah blah blah.....But he did listen, and he joined our family of advertisers.

Cork has been wrenching Harley-Davidsons for over 35 years, and opened his own shop in 1997. Many local riders will remember the terrific runs sponsored by Cork's Cycle. While the runs have stopped, the service has not. Watching Cork work with clients demonstrated to me that Old School Service is alive and well in a High Tech Shop. The photo of Cork in his ad was not staged. Cork took as much time as his client needed to understand the procedure that would work on the bike. That is old school service.

While I am not a wrencher, a glance around the shop provides plenty of evidence that Cork lives up to his goal, "To Keep Your Bike Reliable, Dependable – And Smoke the Competition."

Between the custom fabrications, mill work, engine building and welding, Cork can do it all.

**Stop by and tell him Del Sent you**