



Adventure Works Cycles, the fictitious company on which the AdventureWorks sample databases are based, is a large, multinational manufacturing company. The company manufactures and sells metal and composite bicycles to North American, European, and Asian commercial markets. While its base operation is located in Washington with 290 employees, several regional sales teams are located throughout their market base. The company is known for its commitment to innovation, quality, and customer satisfaction, catering to both amateur and professional cycling enthusiasts.

In addition to bicycles, Adventure Works Cycles also provides a wide range of cycling accessories, apparel, and maintenance tools through retail and online platforms. The company invests heavily in research and development to improve performance and safety in its products. With an integrated global supply chain, efficient logistics operations, and a customer-centric approach, Adventure Works Cycles continues to be a recognized brand in the global cycling industry.