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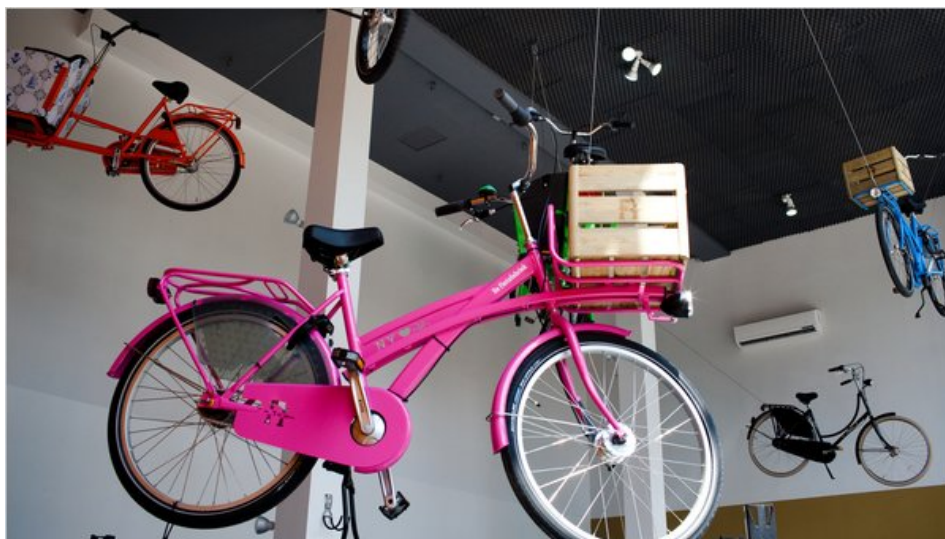
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BROWSING

## From Amsterdam to Cobble Hill by Bike



Nicole Tung for The New York Times

By DENNY LEE  
Published: June 30, 2010

WHEN it comes to biking, New York is no Amsterdam. But that hasn't stopped Ad Hereijgers, an urban planner from the Netherlands, from opening a Euro-style bicycle store in Cobble Hill, Brooklyn, that specializes in Dutch imports. That includes sturdy cargo and commuter bicycles by De Fietsfabriek (from \$1,500) and Dutch ID (from \$1,400), as well as hard-to-find accessories like a rubber bell (\$2.50) and Bobike child seats (\$215). "The bike store is a spin-off of our urban planning activities," said Mr. Hereijgers, who divides his time between Amsterdam and Brooklyn. He plans to add film screenings, book readings and other bike-related events. Rolling Orange, 269 Baltic Street (Court Street), (718) 935-0695 or [rollingorangebikes.com](http://rollingorangebikes.com).

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