



Riding Uphill: How One Women’s Cycling Brand is Battling Tariffs—and Fighting for Survival

When Nik Holm took over Terry Precision Cycling in 2024, he wasn’t just acquiring a business—he was inheriting a legacy. As the first brand ever to focus exclusively on women’s cycling, Terry had spent nearly four decades helping women ride farther, faster, and more comfortably.

But today, this trailblazing Vermont-based company finds itself in a different kind of race—one for survival.

“We’ve Built Something Special”

From the outside, [Terry Precision Cycling](#) looks like a small business with a niche market. But inside its brightly lit Burlington headquarters, every product—every stitch—tells a deeper story.

“We’re not just selling apparel,” says Holm, CEO of Terry. “We’re building confidence, independence, and joy. That’s what we’ve done for nearly 40 years.”

With a 16-person team and a fiercely loyal customer base, Terry sells performance cycling apparel, saddles, and accessories tailored specifically for women—gear engineered to fit female riders, not just sized down from men’s products.

Their bestselling [Soleil tops](#) and [Bike Bermuda bike shorts](#) aren’t just technical achievements—they’re the result of years of listening to women cyclists and innovating with comfort and style in mind.

A History of Resilience

Terry’s story began in 1985, long before women had many options—or even representation—in cycling. The company weathered the collapse of mail-order retail, the rise of online shopping, and the squeeze of big-box brands. By manufacturing globally and partnering with a U.S. production facility in Washington State, Terry remained independent and competitive.

But now, the latest challenge is one they didn't see coming: a sweeping new set of tariffs imposed under the International Emergency Economic Powers Act (IEEPA), dubbed "Liberation Day" tariffs.

"These tariffs are the single greatest threat we've ever faced," Holm says. "They're indiscriminate, unmanageable, and totally disconnected from economic reality."

The Cost of Trade Politics

In the past year alone, Terry has been hit with \$25,000 in unplanned tariff costs. If nothing changes, that figure could balloon to **\$250,000 by the end of this year—and \$1.2 million in 2026.**

"That's more than we spend on payroll," Holm says. "For a small business like ours, that's not a hit we can absorb. It's a knockout punch."

To cope, Terry has already raised prices on key products. The soon to be launched high performance Caicos Short, jumped from \$165 to \$199—largely to offset nearly \$50 in added duty per unit. Ultimately, should these tariffs stick, the price would need to climb to \$265 in order to support all marketing channels. But raising prices in a price-sensitive, discretionary market is risky.

"We're not selling insulin," Holm says. "We're selling something people buy when they feel good about their financial stability. Tariffs drive up prices and kill demand."

"Just Make It in the USA"? Not That Simple.

Critics often say American companies should bring their manufacturing home. But for Terry, it's not a matter of patriotism—it's a matter of logistics and survival.

"We've tried domestic production. We still use a U.S. factory. But materials still come from abroad—China, the EU, Central America—and those are now being taxed too," Holm explains. "There's no magic button that says 'Made in America' without a massive price tag."

It takes 12–24 months to develop a new cycling product. Finding new suppliers, retooling patterns, and rebuilding the supply chain isn't something a lean operation can do overnight—especially when every tariff change reshuffles the deck again.

Taking the Fight to Court

That's why Terry Precision Cycling has joined a lawsuit filed by the **Liberty Justice Center**, challenging the legal basis for these sweeping tariffs. The suit argues that the President's use of emergency powers to impose trade restrictions—without congressional oversight—violates the Constitution.

"For us, this lawsuit isn't just about dollars," Holm says. "It's about defending the right to build and run a business without getting crushed by unpredictable government overreach."

Why It Matters

Terry is more than a business—it's a story of women's empowerment, innovation, and entrepreneurial grit. It's about daring to do something different in an industry that wasn't built for you.

“We’ve always run lean, worked hard, and taken care of our customers,” Holm says. “We’re not asking for special treatment—we’re asking for a fair shot.”

In an era when small businesses are often celebrated in speeches but squeezed in policy, Terry’s story is a reminder: sometimes, the most impactful companies aren’t the biggest. They’re the ones that dare to serve a mission—and fight like hell to keep it alive.