Which bike should I buy? You’ll get different answers depending whom you ask. Bike choice is subjective. Cycling magazines and websites often perpetuate the myth of objectivity. There are ‘bike of the year’ reviews, in which a ‘best’ bike is crowned. Bikes are rated out of ten or with stars (although pretty much everything scores seven out of ten/three-and-a-half stars or better). This inevitably ignores the fact that your three-star bike might be my five-star bike and vice-versa.

The real best bike is the one that best suits your needs, wants, and resources. A reviewer doesn’t know what they are. You do. If a bike doesn’t match your tick-list, it’s not a good bike – for you, which is all that counts.

Reviews, forums, and research can be useful. They might help you narrow down your choices or open your eyes to something you hadn’t considered. But you’re the expert on what you want. You know which bike is likely to make you happiest. Going against that gut instinct may result in buyer’s remorse: if only you’d bought the one you really wanted!

Having said that, we’re living in complicated times. Pandemic-related supply problems may throw a bucket of cold water on your hopes of a dream bike. Lead times are long. If you want a bike right now, the more pertinent questions are: do you like it enough; and is your size in stock?