

Urban Renewal: Striking a fashionable pose at the Interbike City Style Fashion Show. Catch it today at the Urban Yard.

Photo by Gary Newkirk

city style

interbike

SHOW

DAILY

**CAPITOL OFFENSE:
INDUSTRY CALLS
CONGRESS TO
FIGHT FUNDING
THREAT 8**

**WORD ON
THE FLOOR:
WHAT'S YOUR
AGENDA FOR
INTERBIKE? 10**

**OLD SCHOOL:
UBI CELEBRATES
30 YEARS OF
SHOP CLASS 21**

**OUTDOOR BRANDS
BET BIG ON BIKE
MARKET 22**

**29ERS ARE THE
WHEEL DEAL
AT RETAIL 33**

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Interbike Expo, Booth 19027



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GE Money is invested in Jack and Adam's Bicycles.



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In this Issue

- 4, 5, 54** Shots from the show floor
- 8** NICA adds Utah as newest high school cycling league
- 8** 11 new Bicycle Friendly Communities named
- 12-16** Our complete run-down of what's happening at the show
- 16** Artist raffles off painting to get more kids on bikes
- 18** Two of industry's most prominent women honored tonight
- 22** Outdoor brands seek crossover potential at show
- 24** Champion System launches custom wool line
- 24** American Classic is committed to tubeless
- 28** New Speedplay mountain pedal is a bike fitter's friend
- 28** BH Emotion e-bikes hit show for first time
- 30** Ego-Kits electric assist opens backcountry to downhillers
- 30** Devinci is race-ready with new road model
- 34-37** Product picks: 24 items to see on the show floor
- 38** Dual Eyewear focuses on the details
- 38** Mission Workshop debuts Advanced Project Series
- 41** Chinese brand Shanghai Forever has U.S. designs
- 44** Italian Pavilion exudes classic cycling heritage
- 45** Foundry Bikes forges understated carbon
- 46-49** Products that stopped our editors in their tracks



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Attendees map out their visits. Organizers added a new street level hall and lounges throughout for the 2011 show.

SHOTS FROM THE FLOOR

Photos by Gary Newkirk



Valentino Campagnolo (far right) gives Brock Boring of Bicycle Haus in Scottsdale, Arizona, a new set of Fulcrum wheels. They are joined by Ty Daugherty (left), Fulcrum's general manager in North America, and Fabrizio Scalzotto of Fulcrum Italy.



DZR Shoes owners Fabio and Shane Rattazzi get silly.



Mountain bike pioneer Joe Breeze with the Breezer #1, built by Breeze in the summer of 1977. It's widely considered the world's first mountain bikes.



Michael Pablo sews up some limited-edition bags at the Chrome booth.



SRAM is auctioning off original works of art like this one made from bike components to raise money for World Bicycle Relief.



Nelson Vails, 1984 Olympic silver medalist for individual sprint, and Shimano's Wayne Stetina chat it up at the Interbike Media Center.



Need a boost? Stop by and check out the Caffeination Kit and say hi to Mark Ritz at the Kinetic Koffee booth.



A cycling enthusiast, retired MLB star Barry Bonds was spotted walking the show floor Wednesday to scope out the latest bikes and gear.



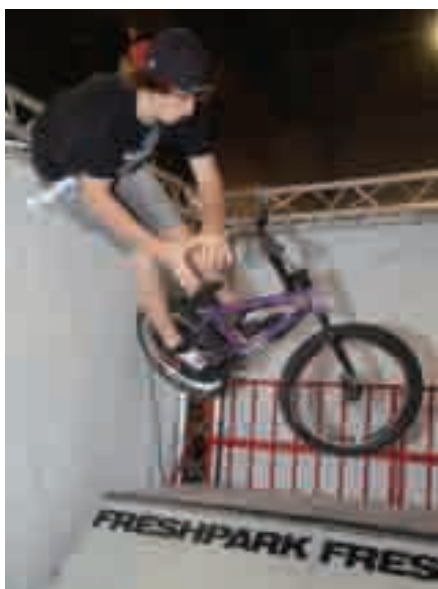
SQ Lab general manager and founder Tobias Hild and co-GM Annette Kelm tied the knot the day before the show opened. The newlyweds are strolling the halls in search of a U.S. importer, but plan to honeymoon in Los Angeles after the show ends.



L to R: Jonathan Boyer, Tom Ritchey and Team Rwanda's Rafiki Uwimana and Obed Ruvosera.



Junior Michaels of Soul Ski and Bike in Banff, Alberta, models a Giro helmet.



Riders showed off their skills at a half-pipe at the KHE Bikes booth.



The Interbike City Style Fashion Show by Momentum highlights the latest designs in cycling apparel, accessories and city bikes.



Surly engineer Thor rides the Pugsley on wooden rollers at the company's booth.

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for business.

Come See the Apex™ Swing Hitch Rack at Booth 5061



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Industry mobilizes to fight off federal funding threat

The industry is mobilizing to oppose an amendment introduced Wednesday by a U.S. senator that would cut hundreds of millions of dollars in federal funding for bicycle infrastructure projects.

"This right now is the most serious

seeking to repeal a mandate in a highway funding bill that requires states to spend 10 percent of highway funding on so-called "Transportation Enhancement" projects.

Blumenthal said Coburn's amendment jeopardizes at least \$200 million in

introduced his amendment on the first day of Interbike, when everyone is gathered in one place.

Bikes Belong sent out 300,000 e-mails Wednesday morning asking cycling advocates to contact their U.S. senators and support bicycle funding.

The advocacy organization also set up a phone bank at its booth, L28, and is encouraging Interbike attendees to make free calls to their U.S. senators. Bikes Belong includes a script that callers can follow.

"This is the biggest mobilization that U.S. bike advocates have ever done," Blumenthal said.

At issue is a bill that would continue current funding levels for highway and transportation projects for six months. Congress has passed seven such extensions because it has been unable to reach agreement on a new six-year funding measure.

The House easily passed the extension last week. The Senate must act before Sept. 30, when the current funding authorization expires.

Coburn says the Transportation Enhancement program "forces states to spend ... funds on niceties rather than transportation needs" and diverts funds from needed repairs of dangerous roads and bridges.

He cites such projects as bicycle museums, wildlife crossings, murals,

and building renovations as unnecessary spending that is allowed under the Transportation Enhancement program.

While Blumenthal said he understands some of the criticisms, but said bicycle infrastructure projects are too important to lose.

In a statement reported by *The Hill*, Coburn spokesman John Hart criticized the transportation enhancement measure, calling it an "indefensible threat against public safety that forces states to prioritize bike paths over bridge repair."

"We're going to make sure that he loses," Blumenthal said. "Not only do we want the amendment to be defeated, but we want it to be defeated soundly, because that means that members of Congress and the public will demonstrate that bicycling is important."

Andy Clarke, president of the League of American Bicyclists, said the failure of Congress to approve long-term funding for bicycle projects is disappointing.

"At the local level, our issue is going gangbusters," Clarke said. "Mayor after mayor is committing to a more bike-friendly future. It seems like at the local level, mayors and elected officials really get it. But at the federal level, a few of these guys seem intent on stopping progress in this area—for no apparent reason."

Coburn's office did not return a phone call Wednesday seeking comment.



Ardell Hollobaugh of Adventure Bus Mountain Bike Tours in Moab, Utah calls his senators to maintain federal bicycle funding.

threat that we've faced to continuing funding," said Tim Blumenthal, president of Bikes Belong.

Sen. Tom Coburn, R-Oklahoma, is

cycling infrastructure projects, including bike lanes and paths, bridges and underpasses.

Fortunately for the industry, Coburn

NICA adds Utah as newest high school cycling league

The National Interscholastic Cycling Association (NICA) on Wednesday announced Utah as its newest high school cycling league, the sixth league of its kind in the U.S.

Utah joins existing programs in Washington, California, Colorado, Minnesota and Texas.

"We were very impressed by the strength of the Utah bid and the groundswell of support for high school mountain biking in Utah," said Matt Fritzinger, NICA's executive director.

Utah's application met NICA's criteria for coaches, sponsors and volunteers already committed to the program, and organizers had also already inspected potential race venues. The league will be run by Lori and Dave Harward, who are bike racers and coaches.

Fritzinger expects 20 to 30 high schools and about 150 kids to participate in the Utah league, bringing NICA's total count to 2,000 kids across the six-state program.

NICA and all its leagues run on



Lori and Dave Harward will run the National Interscholastic Cycling Association's Utah league.

about a \$1.5 million budget, with two-thirds of the funding coming from industry sponsors and the rest from the Easton Foundation. Securing ongoing support from endemic and non-endemic sponsors is a pri-

ority for NICA as it aims to get individual leagues self-sustaining within two to three years of forming.

"We have to grow our capacity really swiftly to keep up with demand and maintain quality," said Ben Capron, NICA's development director. The goal is for sponsorship dollars to increase by at least 50 percent each year, he added.

NICA has about two dozen industry sponsors now on the national, regional and local levels and is close to securing a national vehicle sponsor, Capron said.

The Utah High School Cycling league will receive a NICA grant and a wide range of support services through the newly formed NICA Grant program, which helps upstart leagues cover startup costs.

Also on Wednesday, NICA announced the formation of its 50-state Coach and Club program, which allows coaches without a league already established in their state to obtain their NICA coaching license. Then, coaches can attend NICA's Leaders' Summit and set up an independent high school club.

League names 11 new BFCs

The League of American Bicyclists has announced a new round of Bicycle Friendly Community (BFC) designations, including 11 new and 14 renewing communities.

"The League congratulates all of our BFC winners for implementing successful, long-term bicycle plans and programs that provide quality-of-life improvements for their citizens," said League president Andy Clarke. "Cities are choosing investment in bicycling, even in tough economic times, as a key to building the places people want to live, work and visit."

There are now 190 BFCs in 46 states.

The 11 communities awarded the BFC designation for the first time at the bronze level are Conway, Arkansas; Goshen, Indiana; New Orleans, Louisiana; Omaha, Nebraska; Reno-Sparks Washoe County, Nevada; St. Paul, Minnesota; Santa Fe, New Mexico; Sheboygan, Wisconsin; Shorewood, Wisconsin; The Woodlands, Texas; and West Windsor, New Jersey.

"We are proud of the roadmap that the Bicycle Friendly Community program provides for communities to build strong BFCs," said Bill Nesper, director of the League's Bicycle Friendly America program. "We are especially pleased to see so many communities improving their award level."

In addition to the high percentage of new BFCs that had previously received no award or an honorable mention, more than half the renewing BFCs moved to a higher award level, including Breckenridge, Colorado; Scottsdale, Arizona; Steamboat Springs, Colorado; and La Crosse, Wisconsin.



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Easton EA90 29 Wheelset 15QR / 142x12 E-Thru rear axle
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Shimano XTR Hydraulic Disc Brakes

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WORD ON THE FLOOR

Besides seeing new product on the show floor, what's your agenda for this year's Interbike?

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SOLAR

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fig. XV. SOLAR



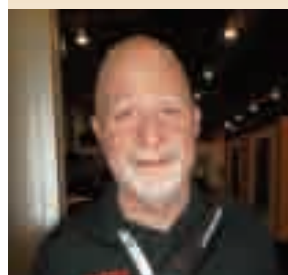
Ronnie Bratcher
Reality Bikes, Cumming, Georgia

I plan on going to a couple of the technical seminars—like Shimano, SRAM, Campy—just to be diverse and to show that we're able to work on all those different kinds of bikes. Then, just for fun, we like to do the Cross Vegas thing and that kind of stuff. But we're mainly here to look at product for our shop. We're looking for lights and helmets. We're also looking for a new upper-line bike because we have a nice market in our area for high-end race bikes.



Lloyd and Angela Barnett
CycleWorks, Atlanta, Georgia

We'll go to the Shimano seminars later, and then we'll hit Cross Vegas. We'll do some more of the after-hours stuff just to hook up with some the people that we have relationships with. For tech seminars, we're looking at some of the new drivetrain lines, both SRAM and Shimano. We also want to get a look at the women's market just because I still think that's an untapped resource.



Mike Hamannwright
Revolution Cycles, Washington, D.C.

I'm actually holding one of the seminars, on the buying power of women. I don't know if we'll make Cross Vegas. We went out to the Interbike party last night, and we find that it's a lot of work to walk the floor here and see as much product as we can. Primarily we're looking for trends—we're trying to see if there are things that are new and emerging that we need to be on top of as they hit the market.



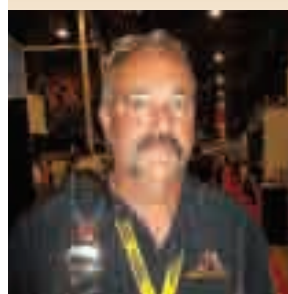
Michael Sainz
Ultimate Cycles, Goodyear, Arizona

Our agenda, aside from seeing product on the show floor, is to find some quality distributors, find products that will move in our market. Outside of that, I'm trying to encourage seeing some of the pros, seeing some of the bike industry leaders and how they can influence our shop. We'd love to see the cyclocross event. We try to take in everything—not just the product, not just the actual show floor. That's what we look for: everything about bikes and the customers and getting out there and riding a bike.



Kate Verennet and Michael Welker
Campus Cycles, Denver, Colorado

We're here for it all. We have meetings with a bunch of dealers that we deal with. We're going to go to the cyclocross race this evening. And today we're just kind of looking at all the new stuff from the smaller suppliers. We're actually just here for Wednesday and Thursday, so Cross Vegas is kind of the big thing for us this evening. In years past we've definitely been to the other parties and they've been fun.



Randy Wittmer
Mobile Cyclery, Aurora, Colorado

Pretty much we want to look at the product lines and stuff—we've had a few changes in our bike line and want to check them out. The industry is changing and so is the market, so I want to look at some different avenues. We're finding that Amazon and eBay are really taking a bite out of our repair parts. We're noticing more and more customers bringing their bike parts in. It's kind of like going to a restaurant and bringing your own eggs and bread and saying, "Can you make my breakfast for me?"

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INTERBIKE CALENDAR Day 2

EARLY BIRD ACTIVITIES

7 a.m.: Fifth IMBA Leadership Breakfast. The program begins at 7:30 a.m. and runs until 8:45. IMBA presents updates on key projects and salutes 2011 retail award winners. Special guest speaker Andy Clarke, president of the League of American Bicyclists. Sands 106 and 107.

7 a.m.: Folder Frolic. The fifth annual event, hosted by mcget of Trophy Bikes Philadelphia, prowls the service roads and side streets of the Strip before staging a parking garage hill climb and rooftop whiskey toast. Meet at the fountain in front of the Venetian at 7 a.m. sharp; it's all over by 8-ish. Folding bikes only.

8 to 9 a.m.: Yoga with Diane Lees. Free for all attendees. Relax, unwind and stay in shape while in town for the show. Health and Fitness Demo Area on Street Level.

8 to 9 a.m.: Health+Fitness Business Early Morning Workouts. HFB and Interbike retailers can try out the latest in fitness equipment the Health+Fitness Demo Area on the Street Level expo space.

CONTESTS, GIVEAWAYS, DEMONSTRATIONS

All Day: Chat with the elite Electrolytes team about the new elite Citrilyte Add-In and learn about the event sponsorship program. Retailers can receive a free 24.6 ML pocket flask of Citrilyte Add-in. Booth 1066.

All Day: Register to win \$500 of e-load sport nutrition at Booth 37109. Winners announced Friday at 11 a.m. on Facebook and Twitter.

All Day: Thule Scratch, Match and Win Contest. Match the code on the scratch card from registration to the code found on one of five Thule displays around the show. Booth 5061.

All Day: Enter to win a Proskins Slim outfit made from micro-encapsulated yarn to help reduce cellulite. Booth 35090.

All Day: Breezer #1, considered to be one of the world's first mountain bikes, is on display at Booth 10109. Built in 1977 by Joe Breeze.

All Day: Cateye is looking for its next model for its print ad campaign. Stop by Booth 22061 to take a head shot.

All Day: Drop off your business card at Booth 7093 to win free YMX apparel.

All Day: Free Pedego "hello, fun..." glasses while supplies last. Booth 9135.

All Day: Enter to win a new iZip Via Rapido Mixte frame at Currie Technologies Booth 11103. Drawing Friday at 11 a.m.

All Day: Visit Commerce Solutions for giveaways and a 15-day software trial. Booth 12030.

All Day: Efficient Velo Tools Power Lift Electric workstand. Lifts bikes up to 100 pounds from the floor to any height with push-button ease. Demonstrated on the hour at Booth 2085.

All Day: Come by Cycle Dog Booth 23121 and show a picture of your trail dog to be entered to win the Flat Tire Flyer & Trail Buddy Bowl made from reclaimed bike inner tubes. Winners picked at end of day.

All Day: Visit Polar Booth 17027 to compete in the Polar Power Contest using the new Polar Look Kéo Power system.

All Day: Pick up a free bike cap at Creative Catalog Concepts Booth 36105.

All Day: Get a free sample of Power Bar's new energy gel flavors Berry Blast and Kona Punch. Booth 9061.

All Day: Free espresso at Detours Booth 24097. Morning jump-start and end-of-the-day perk-up.

All Day: Stop by Booth 2088 to win a Swarmbuilder's bike and helmet-to-shoe gear.

All Day: Bani Bands Headbands daily giveaway. Stop by Booth 31091 for a free sample.

All Day: Pick up a free energy pack trial from FRS Company. Visit Booth 4100 to take the FRS Challenge.

All Day: Enter a raffle to win a new 16" Gyrobike. Winner announced at 4 p.m. Thursday. Need not be present to win. Booth 13151.

All Day: Stop by Foundry Cycles before 4 p.m. Thursday to enter to win a 29er or road frameset. Must be present to win. Booth 8071.

All Day: Win autographed DZnuts T-shirts and hats. Booth 7048.

All Day: SockGuy Sales 4 Trails. Visit SockGuy Booth 24015 for great footwear. Twenty percent of proceeds from Fox Free the Trail socks go to IMBA.

All Day: CamelBak/IMBA membership promotion. CamelBak has donated 250 hydration packs featuring the Antidote reservoir for attendees that join or renew IMBA membership during the show. Visit IMBA Booth L23.

All Day: Enter to win a daily cash giveaway, order discount and free Chamois Butt'r merchandise. Pace-line Products Booth 23078.

All Day: Win an original SPbelt. Stop by Booth 1104.

All Day: Stop by for NiteRider

employee specials and daily light giveaways. Drop off your card to win a MiNewt Pro 750 or Pro 3000 LED at Booth 16095.

All Day: Drop off your business card at Abus Booth 17131 to enter to win one of 20 Abus Bordo locks.

All Day: Free nylon bags. Bar Mitts Booth 4088.

All Day: Enter to win a Burley Travoy commuter bike trailer. Booth 18067. Drawing Friday.

All Day: Pour a jar of JTree's famous Healing Salve and be a part of Joshua Tree Skin Care's 10 Years of Healing collage. Booth 35104.

All Day: Cowbell story contest. Pick up entry form at Booth 38079.

All Day: Push 1,000 watts on the LeMond Fitness Revolution and join the exclusive Killawatt Society. Winners get commemorative T-shirt. LeMond Fitness Booth 14115.

All Day: Stop by FSA Booth 16101 for a chance to win a free domestic mountain bike trip for two with Western Spirit Cycling. Drawing Thursday at 4 p.m.

All Day: Come by FSA Booth 16101 before 3 p.m. to pick up the free sixth annual headset top cap. Different one each day. Get the fourth cap in the series each day from 4 to 5 p.m.

9 a.m.: The first 40 people to stop by Whisky Parts Co. Booth 10053 get a voucher for free product including T-shirts, bottle cages, seatposts, handlebars and forks.

9 to 11 a.m.: Footbalance provides dealers with a free foot analysis with custom-molded footbed. Comes with free pair of socks and a bike bell. Booth 37085.

11 a.m. and 2 p.m.: Catalyst Communication/Text Ripple join forces to offer text messaging. Check out the text demo at Booth 7109.

11 to 11:30 a.m.: Pick up a free, autographed Seamless Headband Buff from Rebecca Rusch, the three-time Leadville 100 champion. Booth 4127.

1 to 3 p.m.: Test your folding skills with Montague at Booth 23095. Fastest folding time wins \$500.

2 p.m.: Be one of the first 50 dealers at Pace Sportswear to pick up a free bike cap. Booth 5102.

2 p.m.: Test ride Pure Fix Cycles' fixed-gear bicycles, get free T-shirts and stickers and enter a raffle for more prizes. Booth 28107.

2 p.m.: Kinetic Koffee gives away two Kurt Kinetic trainers at Booth 24122. Must be present to win.

2 p.m.: Interbike City Style Fashion

Show presented by Momentum. Street Level, Urban Yard. Be inspired by the latest designs in cycling apparel, accessories and city bikes that will be showcased at Interbike.

3 p.m.: Win a Purely Custom bash guard with \$1 IMBA donation. Booth 11089.

3 p.m.: Drawing for a special-edition NuVinci-branded bike featuring the NuVinci N360 drivetrain. Stop by 22073 to enter.

3 p.m.: X-Games BMX champ Kevin Robinson launches apparel brand Grindz. Drawings for two Hoffman Scarab EL bikes. Enter at Booth 25113.

3 p.m.: BikeFit's Paul Swift presents the Connection of Excellence Award for Saddle Connection. Booth 3094.

3:30 p.m.: The PDW/Paved Pro-Am Classic at the Circulus. Quite possibly the first celebrity micro-velodrome pursuit world championships, featuring stars and others. The Circulus, on the Street Level.

4 p.m.: Join Creative Catalog Concepts for a raffle of a one-year free web catalog/website. Booth 36105.

4 p.m.: Drawing for Speed XLT and Intense XLT frames, 20-Mil Sinz Elite fork/wheel kit and THE helmet. Raffle tickets available throughout the show. VSI Booth 16067.

4 p.m.: Raffle drawing for AMEX gift cards ranging from \$75 to \$1,000. Deadline to submit raffle tickets is at 3:45 p.m. The Bike Cooperative Booth 4121.

STARS & SIGNINGS

All Day: Stop by Sapim USA Booth 15079 to get an autograph or have a chat with trials world champion Kenny Belaya.

All Day: Meet Pro BMX freestyle riders Chester Blacksmith, Sam Lowe, Mike Brennan, Ashleey Charles, Shane Weston and Darryl Tocco at We the People Booth 24007.

9 to 11 a.m.: Meet pro XC and endurance mountain bike racer Sarah Kaufmann. Elete Electrolytes Booth 1066.

10 a.m. to noon: Members of the Primal/MapMyRide/BH women's professional team sign limited-edition posters. Booth 10061.

10 a.m.: Autograph signing with Ben King. USA Cycling Booth 6121.

10 to 11 a.m. and 2 to 3 p.m.: 2011 Bicycling Hall of Fame inductee Ruthie Matthes signs posters at Magura Direct Booth 11095.

10 a.m. to noon and 2 to 4 p.m.: Meet the Jelly Belly Cycling Team. Scheduled to appear: Brad Huff, Bernard van Ulden, Alex Hagman

and Ken Hanson. Sport Beans/Jelly Belly Booth 2111.

10 a.m. and 2 p.m.: Autograph signing with members of Team Rwanda. Louis Garneau Booth 5033.

10 a.m. to noon: Angela Naeth, winner of Ironman 70.3 in Boulder, signs limited-edition posters. BH Bikes Booth 10061.

11 to noon and 3 to 4 p.m.: Marc Willers—factory speed pro, Olympian, winningest pro of 2011 and 2011 NORA Cup nominee—signs autographs. VSI Booth 16067.

11 a.m. to 1 p.m.: MTB world champion Danny Hart signs autographs. Schwalbe Booth 19109.

1 to 4 p.m.: Get an autographed Dave Zabriskie and Tom Danielson poster. DZnuts Booth 7048.

1 p.m.: Darren Berrecloth, Hans Rey, Matt Hunter and Richie Schley sign posters at iXS Sports Division Booth 5111.

1 p.m.: Jake Keough and Brad White from United Healthcare Pro Cycling sign autographs at Ritchey Booth 18025.

1:30 to 2:30 p.m.: Darren Berrecloth signs autographs at Adidas Eyewear Booth 25133 followed by an afternoon of entertainment with DJ Phoreyz.

2 to 2:30 p.m.: Meet the women of Team Luna Chix and get an autographed poster. Booth 24103.

2 to 2:30 p.m.: Team RadioShack rider Chris Horner signs autographs at SRM Power Meters Booth 4143.

2 to 4 p.m.: Angela Naeth, winner of Ironman 70.3 in Boulder, Colorado, signs limited-edition posters. BH Fitness Booth H-801.

3 p.m.: Geoff Kabush signs autographs. Lezyne Booth 1035.

3 to 4 p.m.: Drop by Stan's NoTubes Booth 2073 to meet race couple Mary McConneloug and Mike Broderick of Team Stan's NoTubes/Kenda/Seven.

3 to 4 p.m.: Diamondback team signing with Kelly McGarry, Eric Porter, Kyle Thomas and Billy Lewis. Booth 10122.

3 to 5 p.m.: Kelli Emmett signs autographs to help Joshua Tree Skin Care celebrate 10 years. Booth 35104.

4 p.m.: Look honors Greg LeMond in celebration of his 1986 Tour de France victory on the Look KG 86. LeMond reflects on his win and answer questions. Booth 22109.

4 to 5 p.m.: Hang out with Santa Cruz Syndicate riders Steve Peat, Greg Minnaar and Josh Bryceland at Booth 20131.

INTERBIKE CALENDAR Day 2

CLASSES, SEMINARS AND CONFERENCES

8 to 8:50 a.m.: Interbike-University: How to Make Money Selling Electric Bikes. Ed Benjamin, chairman, Light Electric Vehicle Association; Mike Wolf, owner, Bloomfield Bike and Repair; Larry Pizzi, president, Currie Technologies; Don DiConstanzo, CEO, Pedego. IBD owners who are making money selling electric bikes will present their formula for success and participate in a panel discussion and Q&A. Sands 402/403.

8:30 to 10 a.m.: NBDA Super Seminar: Some Cyclists Ride Naked. Everyone Else Needs Clothes. Dan Mann, founding partner, The Mann Group. Dan Mann will explore various techniques and strategies to improve profit and customer service by effective add-on selling. Sands 303.

9 to 9:50 a.m.: Interbike-University: Legal Issues Affecting Electric Bikes in the USA: What to Say to Your Customers. Ed Benjamin, chairman, Light Electric Vehicle Association; Matt Moore, general counsel, QBP; Eric Fingerhut, attorney, International Cycling Law Association; Mary Beth McGowan, government policy advisor, Dykema. Sands 402/403.

9 to 10:30 a.m.: Interbike-University: Use Online Marketing to Grow Your Business. Buzz Truitt, director, business development, Netsertiv. Tri Zone Learning Center.

10 to 10:50 a.m.: Interbike-University: How to Legally Ship Batteries: Inbound and Outbound. Peter Sveum, project manager, AllCell Technologies. Sands 402/403.

10 a.m.: Join the Regional Transportation Commission of Southern Nevada in celebrating its recognition as a Bicycle Friendly Business. L30

10 a.m.: Ben Capron, development director for the National Interscholastic Cycling Association, presents a seminar to IBDs on how to get involved with NICA and potential benefits. Interbike Triathlon Lounge.

10:30 a.m. to noon: NBDA Super Seminars: How to Get More Customers Who Will Pay You More Money, More Often. Jim Ackerman, president and CEO, Ascend Marketing. Sands 303.

11 a.m. to noon: Interbike-University: Geometries of Tri Bikes for Sale in 2012. Dan Empfield, publisher, Slowtwitch.com. Tri Zone Learning Center.

11 to 11:50 a.m.: Interbike-University: Electric Bike Tech Certification Class Level 1. Ed Benjamin,

chairman, Light Electric Vehicle Association. Learn the basics of servicing an electric bike. Sands 402/403.

12:30 to 2 p.m.: NBDA Super Seminars: The 2011 Bicycle Industry Overview. Jay Townley, partner, Gluskin-Townley Group. Townley presents a detailed overview of the bicycle market based on the latest research and his own observations based on work in the field with both suppliers and retailers. Sands 303.

1 to 2 p.m.: Interbike-University: Triathlon Is Good for Business. Neil Hailstone, multisports sales manager, QBP. Tri Zone Learning Center.

1:30 to 2:30 p.m.: Interbike-University: How to Make Money Selling Electric Bikes. Ed Benjamin, chairman, Light Electric Vehicle Association; Mike Wolf, owner, Bloomfield Bike and Repair; Larry Pizzi, president, Currie Technologies; Don DiConstanzo, CEO, Pedego. IBD owners who are making money selling electric bikes will present their formula for success and participate in a panel discussion and Q&A. Sands 402/403.

2:30 to 4 p.m.: NBDA Super Seminars: The Buying Power of Women. Outdoor Industries Women's Coalition. Moderated by Todson's Dorothy Nichols. Panelists include Diane Lees, owner, Hubbub Custom Cycles; Terry Perlman, senior brand manager for Novara and REI; Elizabeth Stahura, retail analyst for Leisure Trends Group. Sands 303.

2:40 to 3:30 p.m.: Interbike-University: Service Tips for Electric Bikes: Providing Good Service and Educating the Consumer. Casey Anderson, BionX International, and Rob Provost, Pedeco Technologies. Sands 402/403.

3:40 to 4:55 p.m.: Interbike-University: Understanding the Repair Needs of Motors, Controllers and Batteries. Ed Benjamin, chairman, Light Electric Vehicle Association; Casey Binz, eMoto; Brent Meyers, Legacy E-Ride. Sands 402/403.

4:30 to 6 p.m.: NBDA Super Seminars: Your Customer Doesn't Live Here Anymore. Tom Shay, Profits +Plus Seminars. This seminar presents solid, tried and proven ideas that businesses can examine and utilize as they develop that "always shop here first" environment. Sands 303.

TECH CLINICS

9:30 to 11:30 a.m.: Shimano T.E.C. Rider Tuned Technology Discussion. Meet the minds behind Shimano's Rider Tuned concept.

Product Managers and test riders will answer your toughest questions. Shimano Tech Clinic Area. Booth D3065.

11 to 11:50 a.m.: Electric Bike Tech Certification Class Level 1. Ed Benjamin, chairman, Light Electric Vehicle Association. Sands 402/403.

Noon: Join BMC product managers for a technical presentation and Q&A on the new BMC Timemachine triathlon and TT bike. Booth 18131.

Noon to 1 p.m.: Fox Racing Shox Technical Clinic. Sands 106.

1:30 to 2:30 p.m.: Shimano T.E.C. Di2 Technology and Service Procedures. Learn all about the new wiring system, setup and trouble-shooting procedures that come with the new Ultegra Di2 system. Shimano Tech Clinic Area. Booth D3065.

2 to 3 p.m.: Campagnolo Technical Clinic. Sands 106.

3:30 to 5 p.m.: Shimano T.E.C. Hydraulic Disc Brake Service Procedures. Familiarize yourself with the tools and skills needed to bleed the new generation of Shimano disc brakes. Shimano Tech Clinic Area. Booth D3065.

4 to 5:30 p.m.: Technical presentation on SRAM mountain bike components. Sands 106.

Interbike calendar
continued on page 16



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 BECAUSE
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BELMONT WHEEL WORKS
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BICYCLE HAUS
 SCOTTSDALE, AZ

BICYCLE SPORT SHOP
 AUSTIN, TX

BICYCLE VILLAGE
 AURORA, CO

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 FOLSOM, CA

BIG SHARK BICYCLE CO
 ST. LOUIS, MO

BIKE GALLERY
 PORTLAND, OR

BIKEBEAT
 VIRGINIA BEACH, VA

BREAKAWAY BICYCLES
 PORTAGE, MI

CENTER CYCLE
 RENTON, WA

CENTURY CYCLES
 ROCKY RIVER, OH

CONTENDER BICYCLES
 SALT LAKE CITY, UT

EDDY'S BIKE SHOP
 STOW, OH

ERIK'S BIKE & BOARD SHOP
 BLOOMINGTON, MN

FREEWHEEL BIKE
 MINNEAPOLIS, MN

GENEVA BICYCLE CENTER
 GENEVA, NY

GOODALE'S BIKE SHOP
 NASHUA, NH

GREGG'S CYCLE
 SEATTLE, WA

HELEN'S CYCLES
 SANTA MONICA, CA

KESWICK CYCLE CO.
 GLENSIDE, PA

LANDIS CYCLERY
 TEMPE, AZ

LANDRY'S BICYCLES
 NATICK, MA

LIBERTY BICYCLES
 ASHEVILLE, NC

MACK CYCLE & FITNESS
 MIAMI, FL

MARTY'S RELIABLE CYCLE
 RANDOLPH, NJ

MIKE'S BIKES
 SAN RAFAEL, CA

MONTGOMERY CYCLERY
 CINCINNATI, OH

NEWBURY PARK BICYCLE SHOP
 NEWBURY PARK, CA

ORANGE CYCLE
 ORLANDO, FL

PEDAL POWER
 MIDDLETOWN, CT

PENN CYCLE AND FITNESS
 BLOOMINGTON, MN

PLANO CYCLING
 PLANO, TX

RICHARDSON BIKE MART
 RICHARDSON, TX

RIVER CITY BICYCLES
 PORTLAND, OR

ROSWELL BICYCLES
 ROSWELL, GA

SID'S BIKES NYC
 NEW YORK, NY

SKI RACK
 BURLINGTON, VT

SPOKES ETC.
 VIENNA, VA

THE OFF RAMP
 SANTA CLARA, CA

TWO WHEEL TANGO
 ANN ARBOR, MI

UNIVERSITY BICYCLES
 BOULDER, CO

WHEAT RIDGE CYCLERY
 WHEAT RIDGE, CO

WHEEL AND SPROCKET
 HALES CORNERS, WI

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BIKE BARN
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DENVER, CO

BLOOMINGTON CYCLE & FITNESS
BLOOMINGTON, IL

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BUDGET BICYCLES
OKLAHOMA CITY, OK

CAHABA CYCLES
BIRMINGHAM, AL

CAYUGA SKI & CYCLERY
ITHACA, NY

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TOP 100 RETAILER 2011



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CYCLE WORLD
MIAMI, FL

CYCLES DE ORO INC
GREENSBORO, NC

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SCARSDALE, NY

DAVID'S WORLD CYCLE
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DNA CYCLES
MESA, AZ

DON'S BICYCLE STORE
RIALTO, CA

EARL'S CYCLERY & FITNESS
BURLINGTON, VT

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CHATTANOOGA, TN

FREE FLITE BICYCLES
MARIETTA, GA

FRESHBIKES
ARLINGTON, VA

FULL CYCLE
BOULDER, CO

GEORGE'S CYCLES & FITNESS
BOISE, ID

GORHAM BIKE AND SKI
PORTLAND, ME

GRAY GOAT SPORTS
INDIANAPOLIS, IN

GUS' BIKE SHOP
NORTH HAMPTON, NH

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FEASTERVILLE, PA

INCYCLE INC.
PASADENA, CA

INDIAN CYCLE FITNESS & OUTDOOR
RIDGELAND, MS

JACK & ADAM'S BICYCLES
AUSTIN, TX

JAX BICYCLE CENTER
YORBA LINDA, CA

KNAPP'S CYCLERY
LAWRENCE TOWNSHIP, NJ

KOZY'S CYCLERY
CHICAGO, IL

LAKESHORE CYCLERY & FITNESS
STORM LAKE, IA

LE JOUET SCHWINN CYCLERY
METAIRIE, LA

LEE'S CYCLERY AND FITNESS
FORT COLLINS, CO

MCGHIE'S SKI
LAS VEGAS, NV

MELLOW JOHNNY'S
AUSTIN, TX

MINEOLA BICYCLE & LAWN MOWER
MINEOLA, NY

NORCAL BIKE SPORT
SANTA ROSA, CA

NYTRO MULTISPORT
ENCINITAS, CA

OUTSPOKIN BICYCLES
BELLEAIR, FL

PALO ALTO BICYCLES
PALO ALTO, CA

PARK AVE BIKE
ROCHESTER, NY

PERFORMANCE CYCLERY
SANTA CLARITA, CA

QUICK STOP BICYCLE INC.
MARQUETTE, MI

RC BICYCLES
TUCSON, AZ

REALITY BIKES
CUMMING, GA

RED ROCK BICYCLE CO.
SAINT GEORGE, UT

ROLL
COLUMBUS, OH

ROY'S SHEEPSHEAD CYCLE
BROOKLYN, NY

RUSSELL'S CYCLING & FITNESS
WASHINGTON, IL

SALVAGETTI
DENVER, CO

SCHEELS ALL SPORTS
FARGO, ND

SCHELLER'S FITNESS/CYCLING
LOUISVILLE, KY

SCHLEGEL BICYCLES
OKLAHOMA CITY, OK

SKI HUT
DULUTH, MN

SUMMIT CITY BICYCLES & FITNESS
FORT WAYNE, IN

SUN AND SKI SPORTS
HOUSTON, TX

SUNFLOWER OUTDOOR AND BIKE
LAWRENCE, KS

SYRACUSE BICYCLE
SYRACUSE, NY

TARGET TRAINING TRI AND CYCLE
WESTPORT, CT

THE BICYCLE CHAIN
DURHAM, NC

THE BICYCLE SHOP
STATE COLLEGE, PA

THE BIKE RACK
WASHINGTON, DC

THE KICKSTAND
ALBUQUERQUE, NM

THE PATH
TUSTIN, CA

THE PATHFINDER
MORGANTOWN, WV

TOWPATH BIKE SHOP
PITTSFORD, NY

TREK BICYCLE STORE OF KANSAS CITY
SHAWNEE, KS

TREK BICYCLE STORE OF NAPLES
NAPLES, FL

TREK BICYCLE SUPERSTORE
SAN DIEGO, CA

TRI SPORTS CO
TUCSON, AZ

TWO WHEELER DEALER
HAYDEN, ID

VILLAGE BIKE & FITNESS
JENISON, MI

WILLIAMSON BIKES AND FITNESS
MADISON, WI

WINDSOR BICYCLE CENTER
WINDSOR, CA

WINTER GARDEN WHEEL WORKS
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Interbike calendar continued from page 13

HAPPY HOURS, FREE BEER, AFTER-HOUR EVENTS

1 to 3 p.m.: Happy "TAINT" Hour. Come have a sample on us. Application at booth not recommended. DZnuts Booth 7048.

2 p.m.: It's happy hour at the Strider booth. No beer here...we're breaking out the milk and cookies. Get your sugar fix at Booth 2090.

3 p.m.: The Bike Cooperative member happy hour. Booth 4121.

3:30 to 6 p.m.: Enjoy limited-edition Timbuk2 Klean Kanteen pint glasses for \$5 and unlimited beer while supplies last. Booth 15115.

4 to 6 p.m.: Beer, pretzels, music, Jäger and autograph session with members of Team Topeak-Ergon. Ergon Booth 22067.

4 p.m.: Sigma happy hour featuring a limited-edition ROX 9.1 pint glass. Booth 18049.

4 p.m.: Make a toast to trails at The North Face Booth 22141. All donations at the bar benefit the IMBA Trail Building Fund. Register to win a \$500 gift card from The North Face.

4 p.m.: Brooks Dealers of Excellence Awards Ceremony. Booth 11059.

4 to 6 p.m.: Ryders Eyewear celebrates its 25th anniversary with a "Totally Bitchin' Since 1986" theme party. Enjoy birthday cake, beers and airbrushed tattoo stencils. Booth 4091.

4 to 6 p.m.: Team Clif Bar Invitational Foesball Tournament. Watch IMBA's executive director

and other industry folks spin to win at Clif Bar Booth 11051. All donations for beer go to IMBA's trail work.

4 to 6 p.m.: Join Softride in Booth 11085 for beer and check out the new Hang 5 vertical bike rack.

4 to 6 p.m.: Join industry and cycling advocacy leaders for free beer and conversation at the Advocacy Meet and Greet hosted by Planet Bike. Booth 8109.

4:30 p.m.: Hincapie Sportswear and Y+B Wines host a party at Booth 16047.

5 to 6 p.m.: OIWC Awards Presentation and Happy Hour to recognize two women in the industry who have paved the way for others (Pioneering Woman Award) or have shown strong potential for future leadership (First Ascent Award). Booth 2259.

6 p.m.: Join Tern Bicycles and Bike Hugger for Mobile Social, a ride from the Sands down the Strip to old-town Las Vegas. Followed by post-ride beers. Meet outside the Sands Convention Center at the bike valet entrance.

8:30 p.m.: USA Pro Cycling Challenge organizers host a cocktail reception with 2011 champion Levi Leipheimer. Lavo Nightclub at The Palazzo.

9 p.m. to 1 a.m.: Sinclair Imports' industry party. Retailers can pick up passes at Stevens Booth 15051 or Argon 18 Booth 15045. XS Nightclub in Encore.

11:30 p.m.: Mixie X Fydentity presents DJ Grey-boy @Revolution, MGM.

Artist raffles off painting to get more kids on bikes

Southern California artist and cyclist Kathleen King has returned to Interbike for a second year to raffle off one of her distinctive bicycle scribble paintings and raise money for organizations that provide bicycles to children.

All day Thursday, King will be painting the 6-by-5-foot "Vegas or Bust" acrylic on canvas in Hall G's Urban Yard on the street level. The scribble painting in simple lines and colors will interpret the Interbike experience, she said.

Raffle tickets are \$5 each, and those who purchase \$10 worth of raffle tickets will receive a free bike scribble poster. The winning name will be selected in the Urban Yard on Friday at noon.

All proceeds will benefit Kids on Bikes and 1,000 Bikes Foundation. Every \$200 donated provides a child with a bike, helmet, lock and school-based curriculum including bike safety education, according to King's website.

"I think a childhood without a bicycle in it is a tragedy," said King, an avid road rider and mountain biker. "That's why I asked my-

self if I was going to donate to an organization, what is my most deeply held belief, and that's it. Every kid should be able to ride a bike."

King has been painting for 30 years. Most of her work appears on large outdoor murals. Her collection of artwork also has featured abstract images, animals and people. She said scribble art is a form of action painting that is completed quickly and conveys energy in motion.

Last year, retailers Terri and Markus Zimmer of Bicycle Ranch in Scottsdale, Arizona, won a painting worth \$5,000 to \$6,000. The retailers celebrated the win with the artist during an unveiling of the painting at the shop.

"If you want bicycle art on your walls, here's your chance. Both art and cycling are good for your soul," she said. "The stats on how few children ride to school anymore is lamentable. I can't imagine my life without either one."

To purchase a raffle ticket, visit King in the Urban Yard. To view last year's painting, go to www.surfeitofpassion.com.

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Rachael Lambert



Penina Bush

Two of industry's brightest women honored tonight

Penina Bush next month will celebrate 24 years with Shimano American Corp., where she has helped steer the ship in a variety of roles.

Bush will be honored tonight with a Pioneering Woman Award from the Outdoor Industries Women's Coalition (OIWC) for paving the way for other women in the bike industry. Also receiving recognition from the OIWC tonight is Rachael Lambert, women's product and marketing manager for Specialized Bicycles. Lambert is the recipient of the OIWC's First Ascent Award for demonstrating strong leadership potential.

Bush, who oversees marketing and retail services (a new department she started at the end of 2009) as senior manager, started with Shimano in 1987 as assistant to the director of sales after moving to Orange County, California, from Hawaii. She was quickly promoted into sales, and after some time she became sales manager for the "SPD" sales department. In that role she was responsible for managing the entire outside sales force. Then she was promoted to marketing manager for the Bicycle Components Division and soon thereafter became the Bicycle Division director.

During her tenure at Shimano, Bush's focus has been on understanding the retailer's business, helping to create a more profitable business environment and creating additional services for retailers.

A single working mother, Bush is most proud of her two daughters, Tatiana, 22, and Kaiulani, 18, both now in college.

Lambert has promoted women in cycling for the past five years at Specialized Bicycles. She got her start in the industry working at an independent bicycle shop in Bellingham, Washington, while earning her bachelor's in political science and a minor in French from Western Washington University.

Lambert joined Specialized in 2006 as the first women's event coordinator and later transitioned into product management. She currently leads a team of three women who research, develop and market women's bikes and equipment.

Lambert has helped develop a culture at Specialized that includes the female perspective and also helped develop an understanding of real female riders. She recently created a Global Women's Alliance Council of eight female retailers from seven countries who provide a voice to female cyclists across the globe.

This year, Lambert launched an internship program for university students to gain product management experience and bolster the number of women entering the industry.

She's an avid cyclist who rides both road and mountain bikes and races cyclocross. In her spare time she can be found surfing in Santa Cruz, California, running in the redwoods or buried in a book.

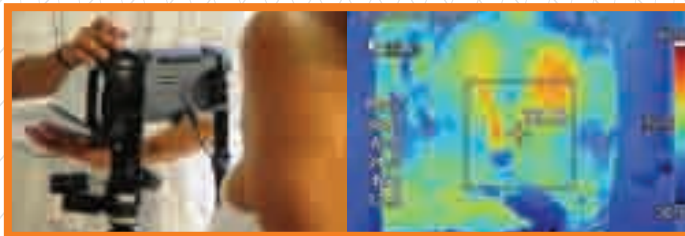
"Receiving this award is such an honor and I am truly humbled to be nominated by my peers and co-workers. To have earned the respect of the incredibly talented people I work with is an accomplishment that I will reflect on for the rest of my career," Lambert said. "I am so proud to be a positive part of the change happening in the cycling industry that includes the female perspective to a greater degree and look forward to the future of the industry."

The annual OIWC happy hour and leadership awards presentation takes place tonight from 4 to 6 p.m. in the Women's Lounge, near Booth 7079. Hosted by the OIWC, the Women's Lounge is an on-floor product showcase where retailers can see the latest trends in women's-specific designs and products.

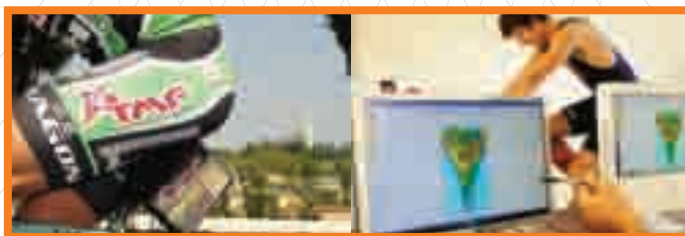
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UBI marks 30 years, looks to strengthen industry ties

They are such a low-key bunch at United Bicycle Institute, Booth 2105, you would never know they are celebrating their 30th anniversary.

Now operating two schools, one at its original location in Ashland, Oregon, and a school that recently opened in Portland, UBI has trained more than 11,000 mechanics and 3,000 framebuilders over the past 30 years.

"We thought opening in Portland, which has such a vibrant bike culture, would pull students away from Ashland. We know it has, but demand for classes at both locations continues to increase," said Ron Sutphin, UBI's president.

With both schools running close to full capacity, UBI is training more than 850 mechanics and framebuilders a year. The Portland location expects soon to receive its Homeland Security certification to accept foreign students.

"Portland is far more accessible to international travelers than Ashland, so once that approval is granted I expect we will see a bump in international students there," Sutphin said.

Plans are to expand class size 20 percent in Portland and add a few more classes to the schedule in Ashland, to keep up with demand.

United Bicycle Tool owner Wayne Martin founded the school that became UBI 30 years ago. Martin toyed with the

idea of creating mechanics classes focusing on the proper use of the tools he carried from Campagnolo, Hozin and VAR.

Placing small ads in the back pages of *Bicycling* magazine to gauge mechanic interest, Martin launched Wayne's Bike School in the fall of 1981. Martin did not enjoy teaching, so he brought aboard staff from local Ashland bike shops to teach classes.

Jeff Gilmore, who founded Loose Screws, taught the second class. Martin then sold the school to Merrill Hayes, owner of Ashland Cycle, and his shop manager Sutphin in 1982. The pair taught the third class.

Sutphin enjoyed teaching and purchased Hayes' share of the school in 1984. He has owned the school ever since. He taught every class offered through the '80s while at the same time running his framebuilding business, Pinnacle Bicycle Design, on the side.

In 1990, Sutphin hired Dana Bandy as UBI's first full-time instructor. Later, Jim Kish and Mike DeSalvo were hired as additional instructors.

Current teaching staff includes Matt Eames, Rich Arvizo, Nathan Riddle and Gary Mathis teaching full time in Ashland. Stephen Glass, Jeff Menown and Dylan Robbins teach full time in Portland.

Part-time framebuilding instructors

United Bicycle Institute president Ron Sutphin (right) works with a student. UBI, based in Ashland and Portland, Oregon, has trained more than 11,000 mechanics and 3,000 framebuilders.



include DeSalvo, Kish, Paul Sadoff, Tony Pereira, Joseph Ahearne and Sutphin.

UBI is at Interbike not to drum up new students, but to strengthen its industry connections.

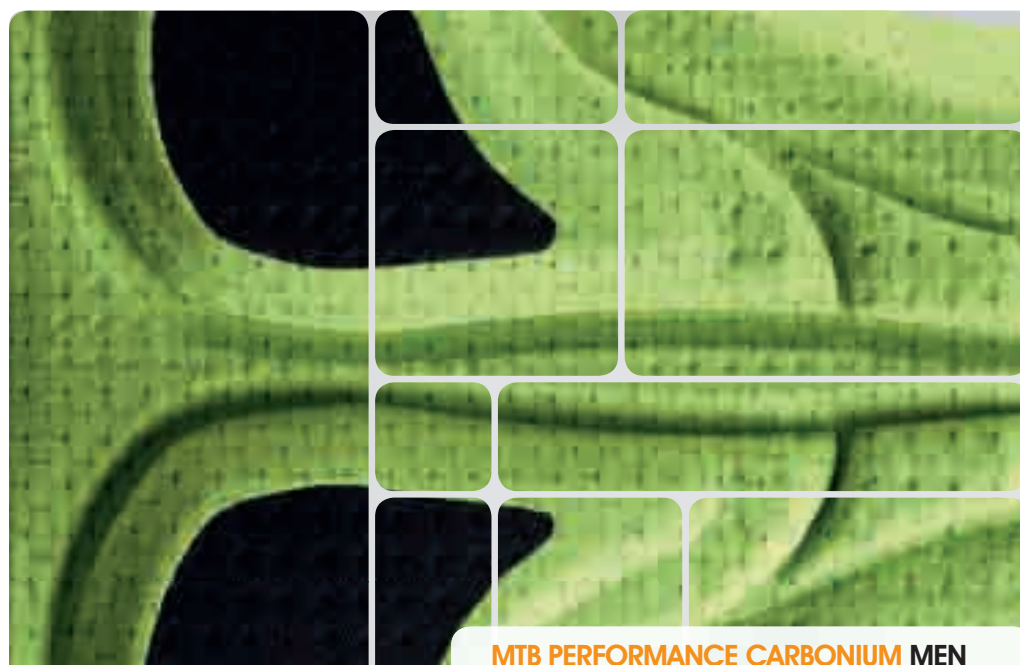
"Not so long ago getting a new fork from Fox or RockShox for instruction purposes was difficult. So here we can see what mechanics will need to know and we can request teaching samples," Sutphin said.

Sutphin also is looking to expand UBI's single-brand seminars, like the popular Chris King class offered here. General mechanics classes can only give an overview of cassette hubs, suspension, bottom brackets or headsets.

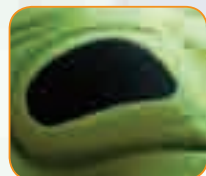
"I'm hoping to interest companies in developing continuing education courses with us that focus on specific product lines. There is too much specialized product out there to think any mechanic can take a course and be prepared for life," he said.

He thinks mechanics should take continuing education courses to keep current with new products and standards.

Outside the serious work of networking, Sutphin admits that with so many UBI graduates at work in the industry and at shops visiting the show, much of the time is spent catching up on news with alumni.



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Outdoor brands seek crossover potential at show



Interbike is fast becoming a testing ground for outdoor brands seeking crossover potential into cycling as they push beyond single-season lines.

Probably the most recognizable name in the game is The North Face. Already a well-established, year-round outdoor apparel brand, The North Face broke into cycling at the Sea Otter Classic and is cementing its commitment to the category with a 20-by-20 booth (22141) at Interbike, sponsorship of its first official MTB athlete, Mike Hopkins, sponsorship of IMBA and a range of men's and women's mountain bike shorts, jerseys, shoes and a hydration pack.



Traditional outdoor brands such as Smartwool (6137), Osprey (24125), Keen (24108) and 5.10 (22129) will all have booths at the show this year, and others like Hestra, a Swedish winter glove manufacturer, and Teva will have reps walking the show floor sniffing out future opportunities.

180s (Booth 1091), well known in the ski industry for its cold-weather gloves and ear warmers, is exhibiting at Interbike for the first time as it attempts to grow from a fall/winter company to a year-round business, said Amy Tankersley, head of product development. The Maryland-based company developed its line of Quantum Cool cooling compression arm and calf sleeves and men's and women's cooling jersey and jacket after testing the idea with focus groups in cycling specialty stores.

"We're not trying to be a Mizuno or a Pearl Izumi. We want to bring a group of products to the market that would target both run and cycle but target them in a special way," Tankersley said. Launching the line at this summer's Outdoor Retailer gave validation of the products' crossover appeal.

"There is a big opportunity, and it's cooling and it's compression fit. Those are the two things separating us," she said.

Keen returns to Interbike for the third year to show its collection of 11 SPD-compatible commuter shoes. Keen now sells its pedal products in 400 storefronts, about half of which are IBDs, said Russ Hopcus, Keen's global sales manager. This year at the show, Keen will open up more of its lifestyle range to IBDs, offering casual shoes, bags and socks to retailers, Hopcus said.

Hopcus said Interbike is an important business and order writing show for Keen—it's one of three trade shows the company attends all year, with the others being the important Outdoor Retailer summer and winter shows—but it's not all about the bottom line.

"Being at Interbike for us isn't about opening up new dealers. It's about continuing relationships with the dealers we have and just connecting with the cycling community. It's amazing how many people at the show you see wearing Keen," he said.



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Champion System gets woolly, upgrades ordering system

Custom cycling apparel maker Champion System is introducing a host of new products for road and mountain as well as an upgraded ordering portal that promises streamlined customer service and more detailed garment customization.

Among the products launching at Booth 2069 is the company's first fully sublimated wool line, combining the lightweight, comfortable material's benefits with unique custom graphics. Made from Merino wool, the CS Wool Collection includes jerseys, polo

shirts, base layers and more.

Champion System also introduces its "non-gripper." Traditional silicone gripper strips laid over fabric can wear off, said co-founder Scott Kaylin. His company's solution? "We take the silicone and it gets injected into the membranes of the fabric, so there are little dots underneath, but they cannot come off," Kaylin said. "They won't wash off, and they can't be rubbed off, because they're actually permanent into the fabric. So, when putting on the short, it still will

hold the grip but it puts almost no tension on your leg."

As part of a greater push into mountain biking—Champion System also makes apparel for downhill, cyclocross and BMX as well as a number of other sports—the company this week is also unveiling a customizable baggy short, "which I don't believe at this point is offered anywhere," Kaylin said.

But perhaps the most significant change Champion System is touting at Interbike is its new design-and-order portal. Company reps in the booth are demonstrating the technology on iPads.

The integrated system's new design studio, Kaylin said, is "similar to having [Adobe] Illustrator built right into our back-end system. ... We'll have several hundred templates available for people to work on, and they'll be able to rotate, change colors—it goes beyond just a normal 'put your logo there and it's finished.'"

Once the design is completed, customers can now place their orders any time of day through the new service portal. "We will always have a customer service portal that people can speak to live. But basically if someone chose to design and place their order at 3 o'clock in the morning, they could do every single process of it without speaking to a human being if they chose to," Kaylin said.



CS Wool Collection short-sleeve jersey

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50

American Classic is tubeless committed

American Classic is celebrating its 30th anniversary releasing lots of tubeless wheelsets on display at Booth 22055. Company founder Bill Shook thinks road tubeless is on the threshold of gaining serious traction.

"People are starting to have luck running tube-type road tires with sealants. We are not there yet, but running thinner-sidewall tires gives that silky feel riders want," said Ellen Kast, American Classic general manager.

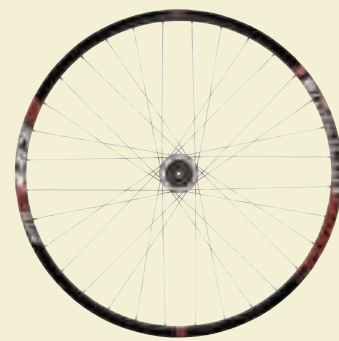
At 1,108 grams and costing a paltry \$1,599 a pair, the company's magnesium road rims are lighter than carbon yet sport an aluminum price tag.

The 22-millimeter-wide and 22-millimeter-deep rims are wide so riders can use light narrow tires yet get wide tire cornering performance. The magnesium wheels are the only road wheels not tubeless for the simple reason current sealants are not formulated to work with magnesium.

The company's new mountain Race wheels are downhill wide at 28 millimeters but are cross-country light. The \$999 MTB Race tubeless 29er wheelset weighs in at 1,419 grams a pair.

"Bill designed all rims wider with a solid bead-lock. It lets riders use lighter, thinner tires and get wide tire floatation. The bead lock means they will not burp or roll off," Kast said.

And now its carbon road wheels, the 58 and 85 fronts, can be mixed with the 85 or TT Disk rears.



MTB Race tubeless 29er rear wheel



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Women's-specific bikes offer untapped sales potential

According to BPSA Topline data from Leisure Trends Group's Cycling RetailTRAK, retail sales of women's-specific product through IBDs totaled \$289 million through the end of July 2011, up 4 percent from the same period last year and 11 percent from 2009.

Through July, women's-specific product accounted for 14 percent of total dollars sold through the IBD channel and 26 percent of all bikes sold. While these numbers are encouraging, the question remains: Is there opportunity to grow women's sales in the channel? And if so, how can the cycling industry maximize that opportunity?

Looking outside the bike industry suggests that there is room for more women's-specific product in IBDs. In outdoor specialty, women's-specific products made up 33 percent of all dollar sales in 2010 and accounted for 31 percent of dollars sold at snow-sport specialty.

Although both are significantly higher than the 14 percent sold at IBDs, LTG retail analyst Elisabeth Stahura points out that it has not always been the case for the outdoor and snow-

"At the end of 2010, sell-through for women's-specific bikes over \$4,000 was more than 10 points higher than that for men's/gender neutral bikes, showing that the demand exists."

— Elisabeth Stahura, retail analyst, Leisure Trends Group

want a lot of the same things men want. Whether they purchased a women's-specific model or not, the No. 1 purchasing consideration for female respondents was the same as men's—the fit/comfort of the bike.

One woman who purchased a women's-specific bike noted, "Women's-specific geometry gave me a better position on a road bike. It also came with a narrower bar, which makes my position much more comfortable." A woman who did not purchase a women's-specific model explained, "Size and fit is more important than the label of 'women's-specific.'"

Women are also looking for the same performance options as men. In LTG's survey, a full 50 percent of female respondents who purchased a bike in the past two years did not purchase a women's-specific version. A common reason for not purchasing a women's-specific product was perception of lower quality.

When asked why they chose not to purchase a women's-specific bike, comments ranged from the general ("Women's-specific gear usually is less high performance") to the very specific ("Because the specs I wanted were not available in a women's-specific bicycle. I wanted front shocks, disc brakes and a frame that can handle some off-roading but without busting my ceiling").

The retail sales data supports their perception. In 2010, 29 percent of road bikes sold below \$1,000 through IBDs were women's models, compared with 18 percent of those sold between \$2,000 and \$3,000 and 13 percent of those sold between \$3,000 and \$4,000. Just 9 percent of road bikes above \$4,000 were women's models.

"There is a real opportunity for both manufacturers and IBDs to build and sell better-quality, higher-end bikes for women," Stahura said. "At the end of 2010, sell-through for women's-specific bikes over \$4,000 was more than 10 points higher than that for men's/gender-neutral bikes, showing that

the demand exists."

So far in 2011, sales of women's-specific road bikes are up 19 percent, with more sales coming from the higher-price-point bikes this year than last year. "We saw a similar trend within the ski industry," said Stahura. "Women's-specific skis started off concentrated on lower-end, entry-level products, and gradually manufacturers and retailers offered more high-end products designed specifically for women and it paid off."

This past season, women's-specific skis accounted for 31 percent of all skis sold at snow specialty stores, and the average retail selling price for a pair of women's skis was higher than the average price for men's/gender-neutral skis. Applying the lessons from other industries to the bicycle business, opportunity awaits, Stahura said.

To learn more, please join the OIWC Buying Power of Women Panel and presentation from 2:30 to 4 p.m. today in Sands Room 303.

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New Speedplay mountain pedal a bike fitter's friend

Richard Bryne will not release a pedal before its time. And it has taken the founder of Speedplay more than a year, including a decision to scrap a new mountain bike pedal last year, before introducing the Syzr, which the company is debuting for U.S. retailers at Booth 16021.

The Syzr (pronounced Scissor) is a bike fitter's dream. For customers who demand precision when slapping feet into cleats, the Syzr delivers. It is among the most full-featured mountain bike pedals available.

It's also Speedplay's first SPD-compatible pedal. It's available with five spindle lengths (50, 53, 55, 59 and 65 millimeters), shims to adjust stack height within the pedal body and shims to adjust for cant. The open architecture helps shed mud, and its forward-latch-only design keeps riders locked in.

But when talking with Bryne, it's the pedal's rotational float—10 degrees of float (5 degrees side-to-side)—that may be its most compelling feature. The micro-adjustable pivot mechanism has inward

and outward float-limit screws so riders can adjust float without repositioning the cleat on the shoe.

"It was just over a year ago, and the design I had wasn't right, so I started over," said Bryne. The Syzr, despite its many features, weighs no more than most pedals currently on the market. With stainless steel spindle, the cleats and pedals weigh 300 grams per pair; the titanium spindle drops weight to 266 grams per pair.

For retailers who specialize in fit, it offers them an opportunity to work closely with customers who need a pedal fit that compensates for leg-length differences, cant and a variety of spindle lengths to improve the Q Factor, Bryne said. Except for the composite piece surrounding the pedal and several parts inside, key parts are machined in Los Angeles and assembled in San Diego, California, Speedplay's headquarters.

Final pricing has yet to be set, but it will range from \$130 (chromoly spindle) up to \$320 for the titanium version.



The Syzr is Speedplay's first SPD-compatible pedal.



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Booth # 2129

BH Emotion e-bikes hit Interbike for first time

It's more than just emotion that will draw customers to the new line of European-quality, pedal-assist e-bikes from BH Emotion Bikes North America at Booth 35088. It's the 21st-century technology coupled with old-school flowing frame design and new-school looks.

BH Emotion's new e-bike line features a European design built to automotive-quality standards. Other unique features include an integrated bottom bracket system from either Panasonic or Bosch with a torque sensor that instantly adjusts the level of assistance depending on rider exertion; low motor/battery center of gravity to ensure smooth and natural bike handling; three pedal-assist modes—Eco, Normal and Sport—for efficient energy consumption; and a new-technology Panasonic compact battery that is 20 percent lighter than the competition, is fast charging (80 percent charge in 1.5 hours), has no "memory effect" and sees minimum deterioration after intensive use.

"We are very excited about the entire line of our e-bikes," said Chuck Ankeny, president of BH Emotion North America. "Most e-bikes tend to be heavy, under-powered and inefficient. The Emotion bikes offer simple elegance, power and a light weight all at affordable price points."

While BH has been selling its high-end road bikes in North America for years, 2012 marks the first time the Emotion line of pedal-assist electric bikes will cross the Atlantic from Spain. Colorado-based Peté's Electric Bikes has signed on as the inaugural dealer for BH Emotion bikes.

For 2012, BH will provide to the North American market 26 different e-bike models across four product categories: City, Cross, Sport and Travel, which means the company can offer an e-bike to fit any riding style and pocketbook.



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Ego-Kits electric assist opens up backcountry to downhill riders



A Kona Stinky TL is outfitted with an Ego-Kits electric motor package.

Tired of the lift scene? Sick of the same old shuttle runs? You're just the rider Ego-Kits wants. Its electric motor package on display in Booth 29088 is designed to give downhill riders access to trails considered inaccessible.

Ego-Kits' motor and frame mount package adds a little over 12 pounds to a downhill or freeride bike, but the 1,200-watt motor can get a rider and his or her bike up 3,280 vertical feet without breaking a sweat.

"We realize this is polarizing technology. People coming by are either dismissing it or their eyes are lighting up as they realize what the motor enables them to ride," said David Elkan of Ego-Kits North America.

"And then there are jumpers who imagine what being able to accelerate off a lip can do for air time," Elkan said.

The \$2,900 Ego-Kit fits most freeride and downhill bikes and comes with a system crankset, motor, controller and mounting hardware as well as a battery backpack with room for a water bladder and backcountry gear. The Ego-Kit crank has two chainrings for riding and one ring dedicated to the motor.

The motor can also be run in pedal-assist mode—just twist the grip and go. The motor freewheels, so pedaling without power assist is possible.

The designers of the system—three of the six Austrian Ego-Kits co-founders are at the booth—opted for a battery backpack to keep the bike as light as possible so its handling is minimally affected by the system.

And if riders want a day or two of lift riding, the motor can be taken off in 10 minutes, leaving very little of the system on the bike.

"If you are willing to do a little pedaling, I wouldn't be surprised if the batteries last for 5,000 or more feet of vertical. The kit really opens the backcountry up for freeriders," Elkan said.

Devinci is race-ready with new road model

Last year Devinci focused on the launch of three new dual-suspension bikes featuring Dave Weagle's Split Pivot suspension technology. This year it wants to impress with a pure road race machine—Leo SL.

This new road bike for 2012 is built around Dual Core Fusion technology (DCF)—a design advancement that combines two frame cores to conquer the three key elements of speed, stability and intuition. By bridging vertical compliance with lateral stiffness for power transfer, DCF simultaneously adjusts to physical data from both road and rider.

"Improved power transfer means you burn less energy over long rides, leaving you with fuel in the tank to launch late-stage attacks," said David Régnier-Bourque, marketing manager for Devinci. Leo SL starts at \$3,399 with a Shimano Ultegra build and can be viewed at Booth 10135.

Régnier-Bourque said Devinci has established a solid U.S. dealer network, especially in many Performance Bike locations throughout the country. "We are dealing direct with the retailers to offer better customer service, having the benefits of dealing directly with the factory and a personal approach," he said. Devinci's sales and marketing staffs toured the country to get dealers up to speed on 2012 product offerings, he added.

Devinci is still focused on the mountain segment, launching a new XC 29er called Atlas, with Split Pivot suspension. Atlas starts at \$2,999 with a SRAM X7 2x10 drivetrain and RockShox front and rear suspension.

Other improvements to existing mountain models include a carbon fiber seatstay on the downhill Wilson, an ISCG mount on the Dixon and post mount on the Dixon, Atlas and Dexter.



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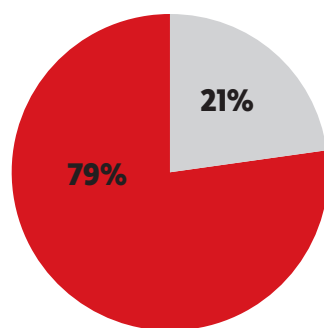


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Leisure Trends: Despite rise of 29ers, there's still room for 26-inch



In the first seven months of 2011, 77,000 mountain bikes with 29-inch wheels sold through the U.S. independent bike dealer channel. That is a stunning 134 percent increase. Dollar sales, nearly as strong, surged 115 percent to total more than \$96 million and already account for a full third of all year-to-date mountain bike dollars, according to market research firm Leisure Trends Group.

Even with incredibly strong 29er sales, the total number of mountain bikes rolling out IBD doors so far this year fell 2 percent due to a 16 percent decline in 26-inch models.

"There's no doubt that 29ers are here to stay," said JJ Rudman, retail analyst with Leisure Trends Group. "The question retailers should be asking is, 'How do I balance sales of the two wheel sizes to maximize my sales?' Growth is coming from 29ers, but 26-inch models still make up two-thirds of the mountain bike pie."

Part of the 26-inch decline may be a self-fulfilling prophecy. At the end of July, IBDs had approximately 123,000 units of 26-inch models in stock, 25 percent fewer than the same time last year. Compare that with 114 percent more 29ers crowding retailer floors and stuffed into backrooms this July.

Price is a key factor when looking to strike the 29er vs. 26-inch balance, Rudman said. As 29ers become more accepted, average retail-selling prices are coming down. However, they have not reached the sub-\$500 price point in any meaningful quantity. According to Leisure Trends Group data, so far this year 26-inch models accounted for more than 99 percent of sub-\$500 mountain bike sales, and unit sales are down 12 percent.

"This is a price point that should do well despite 29er growth, but is not," Rudman said. "By stocking fewer sub-\$500 26-inch models, retailers may well be driving sales completely out of the channel and losing gateway customers."

Women's-specific models have driven growth in multiple categories at IBDs this year, but mountain bikes with 26-inch wheels are not one of those fortunate categories. So far this year women's models dropped 12 percent, compared with 17 percent for men's/gender neutral, yet still account for 23 percent of 26-inch mountain bikes sold.

Women possess substantial buying power, but the number of women's mountain bike models currently stocked is down 24 percent, compared with 7 percent for men's/gender neutral models, according to Leisure Trends data.

Clearly, 29ers are established and growing, but Rudman advises retailers to not let that fact take away from continued 26-inch sales. There is still profitability in the category if retailers don't make 29ers and 26-inch models compete on the showroom floor. Until 29ers are available in the sub-\$500 price point and in more women's designs, 26-inch models fill important niches that should not be overlooked, Rudman said.

2011 Mountain Bike Dollars in IBD channel

Dollars sold as values	Prior YTD	YTD	YTD change	YTD growth
Non-29er	\$226,388,114	\$189,943,254	-\$36,444,861	-16.10%
29er	\$44,927,411	\$96,405,596	\$51,478,185	114.58%
All wheel sizes	\$271,315,525	\$286,348,850	\$15,033,325	5.54%

IBD Mountain Bike Units in 2011

Units sold as values	Prior YTD	YTD	YTD change	YTD growth
26-inch	336,753	283,994	-52,759	-15.67%
29er	32,728	76,663	43,935	134.24%
All wheel sizes	369,481	360,656	-8,824	-2.39%

■ 26-inch
■ 29er

Units sold as values	YTD
26-inch	283,994
29er	76,663

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CATEYE BOOTH 22061

The Nano Shot is rechargeable via any USB port. It features super-bright OptiCube technology that fires up ultra-efficient LEDs in a compact, lightweight package. **SUGGESTED RETAIL: \$100**



ZENSAH COMPRESSION APPAREL BOOTH 1103

Zensah Compression Tights have a high level of compression to maximize circulation, reduce injury and speed up recovery. Distinguishing features include reflective zipper, envelope pocket and 3D textured design to pinpoint quads, hamstrings and knees. **SUGGESTED RETAIL: \$99.99**



LOOK BOOTH 22109

The Kéo Power is a power- and cadence-measuring pedal. It's combined with Polar technology for data transmission and display, providing an accurate measurement of a cyclist's power and cadence as well as left/right power distribution. **SUGGESTED RETAIL: \$2,295**



BOOMBOTIX BOOTH 37106

The BB2 is a portable speaker a cyclist can take anywhere. An integrated handlebar mount fits all sizes and allows easy clipping on and off for music anywhere. **SUGGESTED RETAIL: \$64.99**



BROOKS ENGLAND BOOTH 11059

Bearing the name of Brooks founder John Boulton—and carrying on the Brooks heritage—the Criterion cycling jacket discreetly meets the demands of contemporary cyclists with reflective seams, a fold-out seat panel, concealed key pocket, storm-proof flap pockets, two-way zippers and a host of other features. **SUGGESTED RETAIL: \$1,400**



ELLSWORTH BOOTH 24023

The Method offers 180 millimeters of travel, a 30.9-millimeter seat tube and a tapered head tube fit with an Ellsworth Factory OE Cane Creek AngleSet. The slack geometry allows +/- 2.5 degrees head tube angle adjustability. **SUGGESTED RETAIL: \$2,695 (frame), \$5,195 (complete)**



SKS USA BOOTH 6085

The Raceblade Long fenders (700 x 18-23) can be easily mounted on almost any bike but are ideal for road models with low tire clearance and no eyelets. The fender can be adapted to the radius of the wheel by adjusting the length of the stays, and the clip connections ensure quick removal and mounting. **SUGGESTED RETAIL: \$59.99**



XPEDO BOOTH 19013

Xpedo adds to its Thrust road series with the new midrange Thrust NXS. It features a sleek one-piece injection-molded body with an oversize stainless steel contact area. Chromoly spindles roll on three cartridge bearings to increase durability. Weight: 220 grams (per pair). **SUGGESTED RETAIL: \$89**



ZOIC CLOTHING BOOTH 18057

The Jester short has a Southern California-inspired board short styling that includes offset, color-blocked solid and plaid panels and an over-the-knee cut. It's made from lightweight stretch nylon fabric that dries quickly, and includes zippered hand and cargo pockets and an adjustable belted waist. **SUGGESTED RETAIL: \$109**



NUUN & COMPANY BOOTH 3087

Nuun is showcasing its Team in Training (TNT) co-branded grape-flavored electrolyte-enhanced drink tabs with a "Purple Cap." Fifteen percent of all sales will be donated to the Leukemia & Lymphoma Society (LLS). **SUGGESTED RETAIL: \$6.50**



ROCKY MOUNTAIN BOOTH 10079

The Vertex RSL 29er has a shorter top tube, slacker head angle and less bottom bracket drop, giving riders the playful handling of a 26-inch bike. **SUGGESTED RETAIL: \$5,549 (SRAM XO), \$3,849 (SRAM X9)**

PRODUCT PICKS

E THIRTEEN BOOTH 12115

The newest addition to the XCX series of one-by XC chain retention systems is the cyclocross-specific XCX.CX. The XCX.CX has a unique seattube clamp cam, allowing for seamless chainline adjustment, and can be mounted to frames with 28.6-, 31.8- or 34.9-millimeter seat-tube diameters. **SUGGESTED RETAIL: \$99.95**



KEEN BOOTH 24108

Clip in and go with the lightweight, full protection, SPD-compatible Springwater II. The secure-fit upper strap system combined with Keen active heel lock provides secure comfort for the long haul, while the moisture-wicking lining keeps feet dry. **SUGGESTED RETAIL: \$110**

CAMELBAK BOOTH 19055

The Charge LR is a stable hydration system designed for mountain biking. Its two-liter Antidote Lumbar Reservoir with Quick Link allows riders to carry the water weight on the hips as opposed to shoulders, to help on long technical rides. **SUGGESTED RETAIL: \$100**



TERN BOOTH 16801

The Eclipse S11i folding bike has a BioLogic Joule HG hub dynamo, to power a Valo light. The dynamo can be turned off to eliminate drag. The Andros adjustable stem fits riders of all sizes, and the FreeDrive Chain cover protects riders from grime. **SUGGESTED RETAIL: \$2,200**



SIGMA SPORT USA BOOTH 18049

The Rox 9.1 triple wireless bicycle computer has the Ghost Race function for users to race against their own time, the Power calculation that measures the watts required to move the bike forward and the new Expansion feature that measures pedal efficiency. **SUGGESTED RETAIL: \$249.99**



NATIVE EYEWEAR BOOTH 4135

The ITSO, part of Native's Expedition Series, uses Rhyno-Tuff Air frames, which are lightweight yet durable enough to withstand high-speed collisions and extreme temperatures. **SUGGESTED RETAIL: \$129 (POLARIZED), \$149 (POLARIZED REFLEX)**



LIZARD SKINS BOOTH 18061

Lizard Skins DuraSoft Polymer (DSP) bar tape uses an advanced vibration damping construction that combines performance with all-day comfort. **SUGGESTED RETAIL: \$34.99**

MOOTS BOOTH 4085

The MX Divide 29er uses Moots' new Fusion Link Suspension System. Developed in collaboration with the Sotro Group, the single-pivot linkage design maximizes plushness throughout the full range of travel and minimizes pedal bob. **SUGGESTED RETAIL: TBA (AVAILABLE SPRING 2012)**



BH BIKES BOOTH 10061

The BH Ultralight uses a BB386EVO bottom bracket that's compatible with SRAM, Shimano and Campagnolo systems with adaptors, or with all-new FSA K-Force Light and SL-K cranksets. The Ultralight uses slotted carbon cable guides and a reinforced full carbon front derailleur mount. **SUGGESTED RETAIL: \$4,299 (FRAMESET), \$8,599-\$9,899 (COMPLETE)**



SR SUNTOUR BOOTH 17115

The Axon Werxs RC carbon has carbon legs mated to magnesium dropouts, and a titanium 15-millimeter axle for stiffness. Weight: 1,500 grams. **SUGGESTED RETAIL: \$1,250**



CLEAN BOTTLE BOOTH 5150

Clean Bottle opens at both ends for easy cleaning, which means no more moldy bottles. It also has a removable mouthpiece. Rubber washers in both caps make a leak-proof seal. **SUGGESTED RETAIL: \$9.95**



NITERIDER BOOTH 16095

The MiNewt.600 Cordless is a one-piece, modular bike light that has tool-less quick-release mounting, three light levels plus flash mode and up to 600 lumens of light output. **SUGGESTED RETAIL: \$149.99**

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Dual Eyewear focuses on details

Struggling to see the ever-decreasing size of numbers and data cycling computers, mobile phones and GPS devices? Well, Dual Eyewear, led by industry veteran Louis Viggio, has just the answer at Booth 25088.



Dual V6

"I had bought a new cycling computer," recalled Viggio, who launched the company in March. "I remember putting it on my bike to go on a ride and I couldn't read anything."

Dual Eyewear's three models—the Dual V6, Dual S4 and Dual SL2—feature lenses with a discrete magnifying optical power area, where data becomes that much easier to read. All three sell for \$49.95. Viggio said this magnifier lens technology has been around for a while, but it has never been applied to cycling or any sport application.

Viggio moved to the U.S. from his native Peru in the 1970s as a bright-eyed 16-year-old with dreams of being an art director. Shortly after arriving in New York City, he moved west to Colorado. There he landed upon the Red Zinger Bicycle Classic, a short-lived road stage race. "I had never seen a bike race in my life," Viggio said.

From then on, he had various stints in the industry. He became a liaison for the Spanish-speaking teams that participated in the race. Then he represented a host of road riders as an agent at the Tour de France in 1987. Viggio later spearheaded efforts to license Harley-Davidson cruiser bikes to GT Bicycles.

Momentum has been building steadily for Dual, as several Boulder, Colorado, dealers have been carrying the line since spring, and Quality Bicycle Products picked up the line in June.

"Boulder's a very tough market," Viggio said. "If it can make it in Boulder, it can make it anywhere."

Mission Workshop debuts Advanced Project Series

Mission Workshop's new Arkiv closure system is featured on the company's Advanced Project Series, which includes a rucksack and two messenger bags.



Mission Workshop's Arkiv closure system

"It's a rail system that's sewn to the flap," said Mission Workshop co-founder

Bart Kyzar of the company's new closure system. "Instead of a snap closure—usually everyone uses the 1- or 2-inch side release, something where a male merges with a female—it's a rail and slider that slides onto the rail. It works almost like a magnet does where you reach it and it slides right on top of it."

Not only is it easier to use, according to Kyzar, but it's more durable because of its aluminum construction.

The AP Series will retail for \$100 more than its regular line of bags, Kyzar said. That means the AP Sanction rucksack retails for \$279, while the medium messenger bag retails for \$269 and small goes for \$249. The AP Series can be viewed at Booth 23131.

While that may sound pricey for bike gear, Kyzar said there's a market for this high-end gear. "There's a market for sure—smaller than our standard market that we appeal to," he said.

Mission Workshop is also highlighting a few new apparel items, including the Orion waterproof jacket (\$395) and Bosun base layer (\$250), which is constructed of New Zealand Merino wool and military-spec stretch-woven fabric from the U.S.

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Classic Chinese bike brand is forever hopeful for U.S.

Shanghai Forever is an iconic, 71-year-old bicycle brand in China, but it's hardly known in the United States. From a small booth on the street level of Interbike, company officials hope to start changing U.S. attitudes.

"We are a top three brand, and one of the most classic brands," said Stanley Wong, general manager of international sales for ZhongLu Co., the parent of the Forever brand.

Forever has a catalog filled with mostly inexpensive adult and kids' bikes of almost every type. But IBDs may be most attracted to the Forever C, a new model that has been gen-



Patrick Steele and Geoffrey Geng with Shanghai Forever's new Forever C

erating buzz in China since its introduction there last year.

Designed by a young Chinese architect and urban designer, the Forever C is a modern take on a classic Chinese postman's bicycle. In Shanghai, it has been criticized for its relatively high retail price of up to 1,000 RMB (\$155). A leather seat and grips give it a warm and retro appeal.

"It's trendy and classic," said the company's Geoffrey Geng.

Although Forever does good business in Africa,

Latin America and other developing markets, it is making its first appearance at Interbike. It is one of the biggest little companies at the show, as Forever has made bicycles since 1940 and, in 2007, turned out more than 3 million bicycles and achieved sales of \$152 million.

For years until China liberalized its economy, Forever was limited to domestic sales, while the Flying Pigeon brand was intended for export.

"That's the reason we are almost nothing in the export market," Wong said.

Whisky Parts distills graphics to a minimum

To say Whisky Parts graphical logos are subtle would be an understatement. Dealers visiting Booth 10053 are moving around trying to get the light just right to pop out the minimal graphics.

"We are targeting the OEM market with Whisky, and one thing product managers kept saying is that the huge bright logos on components makes it hard to design a bike look," said

Jason Grantz, who heads up Whisky Parts, one of Quality Bicycle Products' growing number of independent brands.

"As you can see, our logos all but disappear, making it easy for a designer to create an aesthetic," he added. Lynskey Performance is Whisky's first OEM customer, and Grantz hopes to pick up four more soon.

Whisky Parts is a carbon component line composed of mountain and road handlebars; mountain and road seatposts; and mountain, road and

cyclocross forks. The brand also plans to offer a line of carbon rims and wheels.

Most of the initial forks sport tapered steerer tubes because Grantz is selling them to suppliers of new frame designs, but he says Whisky will offer straight-steerer forks to fit older bikes shortly.

The line has been in development for three years, pushed along by AlphaQ forks dropping out of the market and slow supply of Niner's popular carbon fork.

Whisky offers two carbon 29er forks—a \$345 monocoque design with Niner design elements, weighing 577 grams, and a square-shoulder beefier fork, weighing 669 grams and selling for \$375.

Grantz says all Whisky Parts exceed CEN standards, by which he means all parts are cycled beyond CEN requirements and more weight than required is used.

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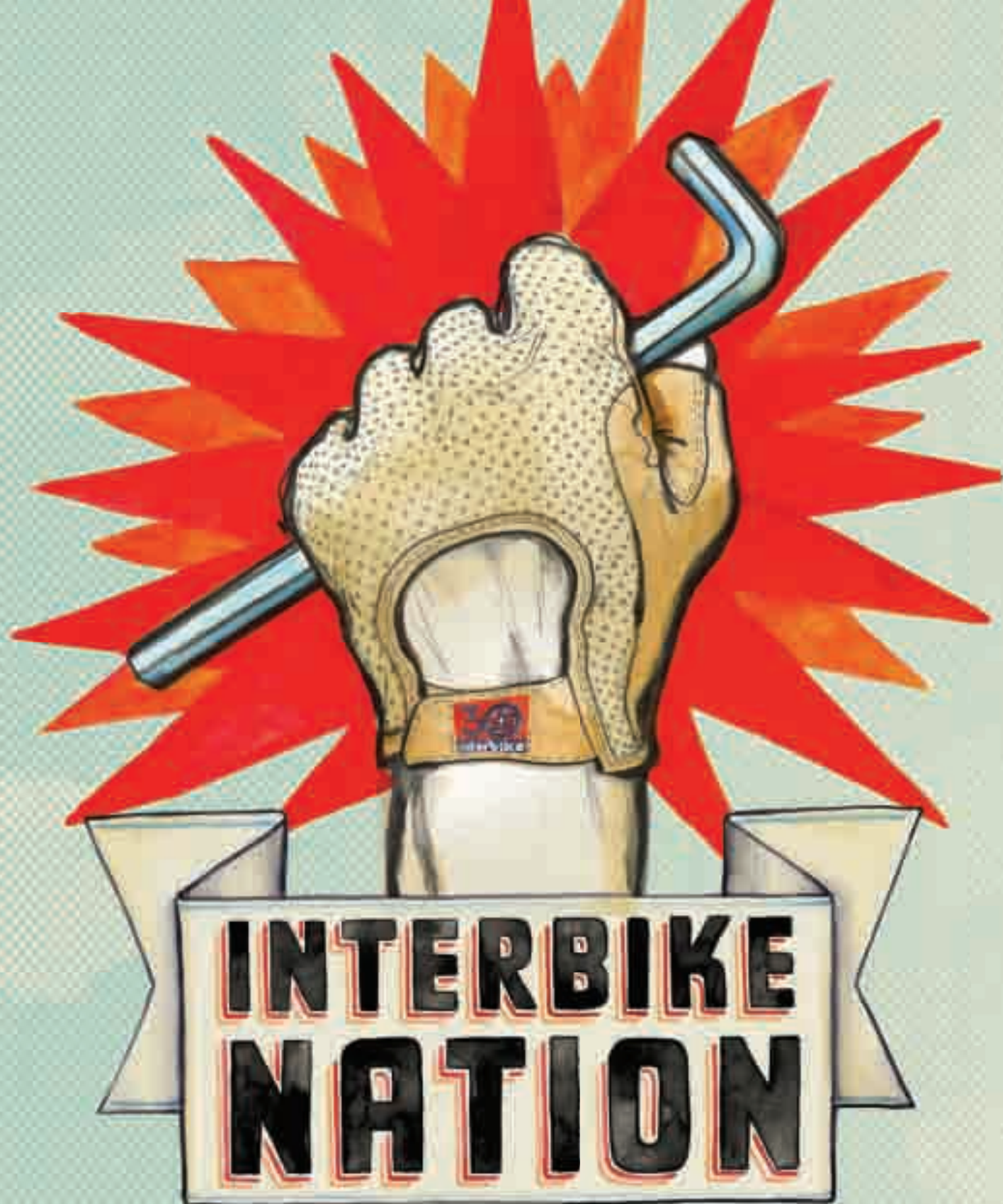
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interbike

2XU compression line applies the pressure to varying degrees

The infinite pursuit to enhance performance has spawned three new categories of compression apparel from Melbourne, Australia-based 2XU.



Perform, Xform and Refresh are the three categories 2XU (Booth 3121) created to help athletes select compression wear based on whether they are performing on the bike, recovering off the bike or doing a combination of the two.

The fabrics vary in the power of their elasticity, the weight of the materials and the flexibility of the stretch. Perform is designed to be used while working out. Refresh is used purely for recovery. And Xform is woven for a mixture of activity and recovery.

"For example, there is no reason to use a

heavy material for a 100-mile bike ride," said Richard Verney, 2XU's marketing director, adding that Perform products would be the right choice for that type of adventure.

The product line includes long and shorter-length compression shorts, knickers, short-sleeve base layer tops, sleeveless tops, calf guards with or without stirrups, quad sleeves, bib tights, bib shorts, long-sleeve tops, socks, leg sleeves and arm sleeves.

Also available are thermal products for warmth, products for children, base layer tops to improve posture, and products for cyclists and swimmers specifically. Some of the tight sizes now come in an option for longer legs in both men and women's designs.

2XU uses mannequins that sweat to replicate the movements of athletes and test the products. Sensors measure compression to ascertain whether elasticity is graduated properly for optimal blood flow.

2XU works with the Royal Melbourne Institute of Technology and the Australian Institute of Sport (AIS) to research and develop materials. The AIS tests the heart rates, blood lactate levels and perception of soreness in athletes to determine whether the apparel improves performance and circulation, reduces swelling, maintains performance levels, lowers heart rate and reduces muscle fatigue.

2XU also offers a line of custom non-compression cycle wear.

Five Ten expands its SPD options, updates MacAskill and Hill shoes

When Five Ten shoes are mentioned, rarely do riders think of being clipped in. But that's changing quickly as the company is offering more SPD-compatible options than ever at Booth 22129.

Five Ten's Cool Whip SPD shoe is a little bit more water- and mud-resistant than other SPD options in the line such as the Hellcat or Minnaar. Additional features include high instep ankle protection, asymmetrical lace protection and a single-piece Velcro closure. Retail is \$149.95.

"We're definitely going to be doing more clipless shoes," said Dave Kassel, Southwest sales rep for Five Ten. "People love it; it's gone really well for us. You're going to start to see them getting lighter with a lot of different options rather than just the burly downhill stuff."

But Five Ten wasn't built on clipping in. Evidence of this is the Danny MacAskill Signature Freerider shoe, which retails for \$134.95. "The Freerider has been in the line for quite some time now, but Danny wanted to make some changes to make them perform a little bit better for his style of riding," Kassel said. "We added a beefier toe as well as an external heel counter. The insole has gel under the heel—the toes and balls of the



Five Ten's Dave Kassel displays the Danny MacAskill Signature Freerider shoe.

feet—just to provide a little more support when he's landing big drops."

The popular Sam Hill downhill shoe returns for 2012 with super-sticky Stealth S1 outsoles and a protective PU midsole that provides added torsional stability. Retail is \$134.95.

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Italian Pavilion exudes classic cycling heritage

With its nonstop flow of espresso, trays of pastries and classic Italian bike eye candy, the Italian Pavilion is always a popular stop on the show floor. This year, the pavilion, located at Booth 14095, covers 6,800 square feet and showcases 33 Italian companies, including show newcomers Montante, Pasa Sport, Tiso

components and Santini. Alessandra Montante, Montante's commercial manager and great-granddaughter of company founder Kalos Calogero Montante, chose to exhibit at Interbike in response to growing demand for Montante bikes in the U.S. The handmade bikes are already popular throughout Europe and in Japan and Indonesia.

"We have a massive presence in these countries but not in the USA," Montante noted. "We have to find distribution. In California, Florida and Canada the requests are too much to sell direct to the clients."

Montante started in 1929, but the family left the bike business for several decades before re-entering six years ago. Frames are handmade and painted in one of two company factories in Italy's Veneto and Piemonte regions. The company also has five Italian showrooms, along with showrooms in Cannes, France; Bangkok, Thailand; Oslo, Norway; London, England; and Japan.

Its vintage city bikes are accessorized with hand-sewn leather grips, Brooks saddles and Dynamo hubs, integrated fenders and rear racks.

Tiso is also new to the show with its line of high-end road and mountain bike components and accessories

including lightweight CNC derailleurs, headsets, bolts and chainrings. Tiso is distributed in the U.S. by Albabici.

The Italian Pavilion welcomed back regulars Wilier Triestina, Limar, Nalini and Selle SMP. Leading Italian chamois manufacturer Cytech returned with its latest in pad technology, the Fiandre HP and the Vuelta, both offered in men's and women's versions.

"The concept is less is more. The less layers the more you can breathe," said Giovanna Dal Vera, international sales manager for Cytech. They're extremely lightweight pads with the right density in the pressure points."

The Fiandre is designed for long endurance rides, while the Vuelta is meant for around three-hour stints in the saddle.

The government-run Italian Trade Commission covers a percentage of ex-

hibitors' expenses in order to promote Italian exporters. Italian manufacturers assemble 2.5 million bikes per year—mostly children's bikes and racing bikes—about 1.5 million of which are exported, said Dr. Carlo Angelo



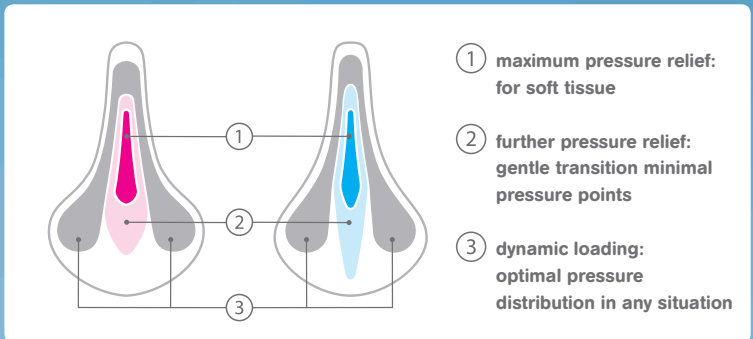
Alessandra Montante on the Fashion Milano



Davide Tiso

Bocchi, Italian trade commissioner. Although there are plans to change the existing structure of the Italian Trade Commission, its responsibilities of promoting trade will fall under another government entity and should not affect representation of Italian cycling brands at Interbike in the future, said Nighisti Egziabher, ITC marketing/promotion officer.

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German Innovation

Thule hitch rack gets curvy look; tailgate pads unveiled

Call it “Rack Makeover: Thule Edition.”

Thule’s new Apex hitch rack has the curves to match your high-end ride—both your bike and your car. “They worked perfectly, but they kind of looked utilitarian,” said Thule’s Karl Wiedemann of the company’s past hitch racks. “These are so much more complimentary to higher-end vehicles.”

Apex is designed with patented Road Dampening Technology (RDT), whereby suspension is in the cradles. “You hit a big bump and it’s actually going to cushion, so carbon frames—no problem with that,” Wiedemann said. Apex comes in four- and five-bike options.

Other Apex features include a patented EasyMount System, which requires no tools. Simply push the rack into the receiver until the Auto-Pin en-



Karl Wiedemann with the Thule Apex hitch rack

gages, tighten the knob, lock the hood and you’re ready to go.

A patented Integrated Snug-Tite Stinger eliminates vertical and horizontal movement of the rack by delivering four walls of fastening contact within the receiver, providing safety assurance while traveling.

Thule’s Vertex rack features the company’s standard mounting system but still has the arch

design of the Apex, which gives better clearance away from the vehicle. “When you have the arms curved too, it actually gives you better bike stacking, so handlebars and seats aren’t going to match up,” Wiedemann said. Retail prices for the new racks range from \$279 to \$499.

Thule has also introduced tailgate pads for the first time at Booth 5061. They come in two sizes—one for full-size trucks and one for regular trucks. They retail for \$99.

Foundry forges understated carbon for three-bike lineup

It’s got a steel-working name, but Foundry Bikes (Booth 8071) is all carbon.

“It’s a carbon bike line for the rider that works all week and wants a bike to maximize their riding enjoyment,” said Foundry Bikes foreman Jason Grantz.

And he said Foundry underplayed the graphics because the brand’s customer is looking for the performance advantage of carbon without the look-what-I-bought vibe.

The line is built around three carbon frames, a 29er mountain frame called Router, a disc- or canti-compatible cyclocross bike called Auger and the Ratchet road bike. Most bikes come in two or three different builds, and frames and framesets are available.

A Router spec’d with SRAM XX sells for \$5,000. A SRAM X7 Router sells for \$2,899. Likewise, a Ratchet SRAM Red bike sells for \$4,199 and a Ratchet SRAM Force build sells for \$3,199.

Since the bikes debuted at Saddle-drive in Ogden, Utah, in July, the Auger

cyclocross disc has outsold the canti version nine to one, Grantz said.

“I think disc brakes could sweep cyclocross a bit faster than many of us



Foundry Router

thought,” he added.

Don’t let Grantz hear you say that Foundry’s are just carbon Salsas—those are fighting words. Foundry may be a Quality Bicycle Products brand, but Grantz says all brands are run independently with separate staffs.

“When people say QBP has in-house brands, I object to that. We are independent business units that have to build our own business,” he said.

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SHOWSTOPPERS



Coming clean

BOOTH 29097

Sometimes a baby wipe just doesn't do the job after a long, sweaty ride. Chicago-area inventor Jim Bahcall came up with the Paper Shower, which pairs oversized wet and dry towelettes in one small packet. The wet towel uses an unscented mild soap with a low alcohol content

so it won't irritate the skin. The towelettes are biodegradable. "We're working our way into the retail market," the company's Kris Olsen said. A suggested retail price of 99 cents offers keystone margins to retailers, and compact packaging lets retailers position the Paper Shower as a novel impulse buy.



Campy watch

BOOTH 13073

Details on price and availability of Campagnolo's Tech Lab II electronic drivetrain are harder to get than to touch and feel the entire "Looks like production" group. "We really don't know when it will be available, but we

hope by the end of the year," said Martin Kozicki, Campagnolo's OEM sales manager. "Maybe if you quote me saying that I can get more information," he quipped. Kozicki said remote aero shifters are in development and the system shifts beautifully and everything is pretty much finalized. So the big question remains: When will the long-in-development group will be released to consumers?



Guard dog

BOOTH 20013

OnGuard's Pit Bull STD features the company's X4P Quattro Bolt mechanism, which secures the shackle to the crossbar in four places, maximizing strength to resist pulling, jacking, prying and twisting. "A round profile and smooth edges eliminate leverage points, while fully coated shackles and crossbar protect delicate finishes and paint jobs," said Matt Karaus, director of marketing for distributor Todson. Retail price is expected to be about \$60.

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Cassette crossover

BOOTH 10051

Hope is targeting its 6-speed integrated cassette body and cassette toward downhill racers, but small-wheel road bikes are clamoring for their own version. "Once you get rid of the lockring, then you can go down to nine-tooth cogs easily," said Woody Hole, Hope's progress manager. Reception to the integrated design has been so positive that Hope is planning a range of offerings. "In addition to being lighter, there are no worries about sprockets digging into cassette bodies and there is a lot more freedom for gearing,"

Hole noted. Since downhill riders do not need much in the way of gears, Hope chose six speeds, nine to 17 teeth. The gear range requires a small chainring, boosting clearance, and the extra room on the cassette is used for a beefy spoke protector.



Hydro-drive

BOOTH 1054

If you missed it at Sea Otter, take the time to check out Acros' \$2,000 A-GE hydraulic drivetrain. With the system composed of 250 machined parts and 28 ball bearings, it probably comes as no surprise that Acros is located next to Mercedes-Benz and Porsche. The company received so many orders for the A-GE at Sea Otter, even though it was not taking orders, that it is still building systems to catch up. Originally designed to be unaffected by mud, heat and cold—and to require no maintenance—its extremely light weight came as a bit of a surprise. The shift levers are Matchmaker compatible. The company is working on a downhill four-cross version for Cedric Gracia, with up and down shifting of the single rear derailleur split between hands.

New brew in lube

BOOTH 22090

Wake up and smell your bicycle chain with the new Café Dumonde aroma-infused chain lube from Dumonde Tech. The high-performance lubricant maker has brewed a new coffee-scented lube that is 100 percent plant-based and completely biodegradable. The lube was created to avert the unmistakable odor of typical chain lubes. Dumonde Tech is also offering a new lubricant for all pawl-style freehubs that require lightweight oil. The oil is temperature stable for all weather conditions. The new lube and freehub oil are available through HGNR, Dumonde Tech's exclusive distributor.



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Pin-point precision
BOOTH 23123

Twenty6's new Predator pedal is redesigned for 2012. "We started with the pins and worked off of that," said the company's Tyler Jarosz. "We changed the pin locations to give the best traction possible." Twenty6 also sunk the threads of the pins way into the pedal body so they can't be damaged as easily, while giving the pedal a concave body for improved grip. "We wanted to make the pedal so it lasts the entire race season," Jarosz said. It retails for \$280 with the titanium axle, \$190 for chromoly.



Heading off headaches
BOOTH 29078

Tom Rieber hasn't forgotten the time he totaled his bike while driving into his garage. So he and business partner Karl Sowa invented the HeadsUp wireless alert system. Weatherproof gear tags attach to bikes, kayaks or anything else on top of the car.

When they come in range of the garage, transmitters in the tags activate a large, LED-lit flashing warning arrow, and an "alerter" inside the car that sounds an SOS. "Once you set it up you don't have to remember to do anything," Rieber said. HeadsUp units will ship for the holidays and will retail for \$169.99. The company is seeking sales reps and retailers.

DB AIR
DOUBLE BARREL

CANE CREEK
DEFINE YOUR GREAT

Chain mastery
BOOTH 20005

The name says it all—the master of all chain tools. Topeak's 20th anniversary Link Meister handles all multi-speed chains, including 11-speed hollow pins, and has a chain-width adjuster, PowerLink pliers and chain wear indicator. "It's a completely serviceable tool so if you do happen to break the pin on it because you didn't have the proper alignment or what have you, we'll take care of it," said Matt Karaus, director of marketing at distributor Todson. Retail price is \$149.95.



Security you can wear

BOOTH 16080

Tired of lugging bike locks in your backpack? Now you can carry the weight around your hips.

UK-based Plus 8 Industries is making a wearable lock called Hiplok. Company co-founder Ben Smith said he and a partner—both designers with degrees in product design—came up with the idea for the lock a couple years ago. The Hiplok debuted in their home market last March. "It's for anybody that rides a bike—we've been using fixed-gear imagery in our marketing, but it's really for anyone," said Smith, who's also bicycle director for Troy Lee Designs. "If you go to the coffee shop and don't want to carry a bag for a lock, this is ideal." The Hiplok is an 8-millimeter hardened steel chain with "padlock buckle" designed to not scratch a bike's paint job. It's shaped to fit the contours of the body. The lock's polyester sleeve is removable for washing and the Hiplok logo is reflective for visibility during night riding. The Hiplok comes in several colors, but "in the future we're likely to offer more personalization options," Smith said. Hoss Active Sports Group distributes the Hiplok in the U.S. It retails for \$99.



Stuff the stink out

BOOTH 36109 (NEXT TO THE CIRCULUS)

First developed for running and cycling shoes, Stuffitts is expanding its odor-suppressing and moisture-wicking product line with new Stuffitts for gloves, helmets and gear. "The whole premise behind the first Stuffitt for shoes was to solve the odor and sweat issue," said company spokesman Jonathan Hayden. Stuffitts do what their name

implies. Cyclists can stuff them into sweaty or wet shoes, helmets or gloves to help dry them and remove odor from lingering bacteria. Stuffitts are made of anti-microbial, dual-wicking fabric and filled with soft cedar wood, which absorbs moisture. "When you have a \$200 pair of shoes, you want to protect them," said Hayden. "Once people realize they work, they use them in all of their sports shoes." The product got its start in the running shoe market, which remains its strongest with 350 stores carrying the product, Hayden said. Outdoor stores have started carrying the product and some universities began testing it on football helmets. They're also popular at ski boot and helmet rental operators. The Stuffitts for helmets sell for \$29.99; gloves for \$19.99; shoes for \$19.99; and a Stuffitt gear bag goes for \$29.99.

Flipping lids

BOOTH 20107

Scott is showing its new line of road, mountain and freestyle Snell-approved helmets at Booth 20107. Highlighting the line is the 250-gram Wit with micro-ratchet adjustment system, removable visor, microfiber liner and adjustable straps. It retails for \$120. The line also includes the entry-level, one-size-fits-all Spunto and Watu and the freestyle Groove. All helmets use Scott's proprietary molds and will be available this fall. Dealers that order a minimum inventory of footwear and helmets with their bike orders are eligible for discounts with on-time payment.



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Bicycle Retailer AND INDUSTRY NEWS

Published by the NBDA

PUBLISHED BY NBDA SERVICES, INC.

A wholly-owned subsidiary of the National Bicycle Dealers Association

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BICYCLE RETAIL EDUCATION

Designed to empower and assist bicycle retailers in becoming stronger, more dynamic businesses. **All seminars will be held in the Sands Exposition Center room 303, on the ground level. Open to all Interbike attendees!**

Expo Day 2: Thursday, September 15

Sessions at a Glance

> 8:30 a.m. to 10 a.m.

Some Cyclists Ride Naked. Everyone Else Needs Clothes

Dan Mann, The Mann Group

> 10:30 a.m. to Noon

How To Get More Customers Who Will Pay You More Money, More Often

Jim Ackerman, Ascend Marketing

> 12:30 to 2 p.m.

The 2011 Bicycle Industry Overview

Jay Townley, Gluskin Townley Group

> 2:30 p.m. to 4 p.m.

The Buying Power of Women

Outdoor Industry Women's Coalition

> 4:30 p.m. to 6:00 p.m.

Your Customer Doesn't Live Here Anymore

Tom Shay, Profits Plus Seminars

Must See



Jim Ackerman, Ascend Marketing

Jim is president & CEO of Ascend Marketing™, Inc. Founder of The Marketing Wizard's Alliance™ Author/Publisher of The Marketing Wizard's Alliance Newsletter™ National columnist and author of many articles in a broad array of industry publications.

Jim will explain that there are only three ways to grow any business or professional practice:

- 1) get more customers
- 2) get your customers to spend more each time they buy
- 3) get your existing customers to buy from you more frequently

And that the trick is to "leverage" your marketing efforts to maximize your results in each of these three areas. Jim's entrepreneurial approach to marketing, advertising and sales is loaded with powerful, profit-proven principles, strategies and easy-to-use tactics for helping you quickly and dramatically grow sales and profits.

Expo Day 2

10:30 a.m. to Noon

How To Get More Customers Who Will Pay You More Money, More Often



Visit nbda.com for complete seminar schedule and session details!

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Campus Cycles in Denver, Co is seeking qualified applicants for the Service Manager position. Applicants must have experience with bicycle repair, be adept at managing experienced staff and be comfortable selling service. Outstanding customer service skills and ability to be a team player are critical. This is a full time and year round position that offers competitive salary, health insurance and paid vacation. If you would like to be part of a team that shares a passion for the cycling lifestyle, please send your resume to bobbyv@campuscycles.com.

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Quality Bicycle Products is looking for experienced outside sales representatives in the following four territories:
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 Gulf Coast
 Southwest

These individuals will be responsible for the sales of several key brands (Surlly, Salsa, Ridley, Civia and Lazer Helmets) in their territories. In addition, they will have the support of our internal sales team to further the overall partnership between QBP and dealers in their territory.

The ideal candidate has product focused selling experience in the bicycle industry, is goal-oriented with a commitment to go to action on identified opportunities, and possesses a passion for cycling and the business of cycling. Interested individuals should apply online at www.qbp.com or by email to saleshiring@qbp.com. Please provide a cover letter, resume and listing of references. Applications submitted will be reviewed and interviews may be scheduled at Interbike for qualified candidates.

Neil Pryde Bikes is looking for Independent Sales Representatives to develop the growing bicycle business in the USA. Please visit us at Outdoor Demo and Interbike 2011 booth 25141.

For more information please contact:
clived@neilprydebikes.com.



Evaki Sportswear

EVAKI Sportswear, a growing cycling apparel manufacturer based in California, is seeking independent sales reps in all US territories. We are looking for passionate, self-motivated, established, and experienced (minimum 2 years) individuals that can sell our high quality line of cycling apparel. Candidates should have excellent communication and people skills.

For additional information, email us at info@evakisportswear.com or see us at Interbike Booth #1406



Suarez Cycling Apparel is looking for experienced, independent sales agents in all U.S. Territories. More info on www.suarez.com.co or at Interbike 2011 booth 18105.



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Helmet House, distributor of the nation's leading brands of motorcycle helmets, apparel and riding accessories is in search of Sales Professionals to fill our Pittsburgh, PA/Cleveland, OH market, as well as our Western New York State Market. With brands that include Shoei, HJC, Tourmaster and Cortech this is an opportunity to join and industry leader!

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Brompton Representative, North America

Brompton Bicycle Ltd, the UK folding bicycle manufacturer, is looking for a new representative to join our North American division, located in Portland, Oregon.

The Brompton Representative, in conjunction with our existing North American Agent, represents a critical link between our UK-based HQ and our markets in Canada and the United States of America. The new Brompton Representative is to support the existing North American Agent in his two principal roles: acting as intermediary between Brompton and our dealer base in those territories, and presenting our brand to consumers at national levels; the former will include dealer relations, technical support and acquisition; the latter will include market monitoring, customer consultation, co-ordinating with cycling organisations and exploitation of opportunities to present the brand to national audiences.

This is a wide-ranging brief and the candidate will need to be well organised, a self-starter and have some experience of sales and/or marketing. He/she should have a good knowledge of the bicycle industry, and mechanical competence is essential. The role will be flexible but will certainly require effective communication and IT skills, a good deal of transcontinental travel, and a willingness to spend some time in the UK every year for training and reporting.

Please email michelle@bromptonbicycle.com to request a full job description; all applications must be received by 25th September 2011, with interviews expected to take place the week commencing 10th October.

SHOP FOR SALE

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TOP 100 PARTY

Photos by Gary Newkirk



The staff of Orange Cycle in Orlando, Florida, accepts the BRAINy award for Best Female-Friendly Shop with Valentino Campagnolo.



The crew from Richardson Bike Mart accepts the BRAINy for Best Pro Shop. From left: Bill Ball, Eric Jackson, Valentino Campagnolo, Rhonda Hoyt and Jim Hoyt



BRAIN's Top 100 and Five-Star retailers enjoyed beer and hors d'oeuvres at a VIP reception held in their honor last night.



Alice Hudson and Chad Lafever of Sunflower Bike Shop in Lawrence, Kansas, were among the Top 100 honored last night.



John Brown of Family Cycling Center in Santa Cruz, California, accepted the BRAINy award for Best Family Shop from Valentino Campagnolo.

SHOTS FROM THE INDUSTRY PARTY



Retailers and suppliers let loose on the dance floor at Tuesday night's industry party, hosted by Interbike.



A DJ spins tunes at the Lavo nightclub.



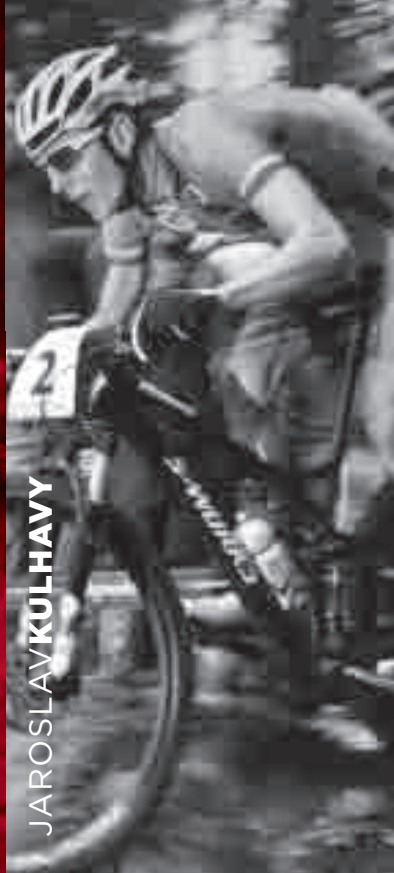
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- 4 Submit your entry card at the SRAM booth.
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Wednesday, September 14
Thursday, September 15
9:00am to 5:00pm
SRAM Booth 7033

ROAD - AUTOGRAPH SESSION
Thursday, September 15
3:00pm to 4:00pm
Chris Horner and Matthew Busche (Team RadioShack)
SRAM Booth 7033

MTB - AUTOGRAPH SESSION
Wednesday, September 14
3:00pm to 5:00pm
Santa Cruz Syndicate Team
Subaru Trek Team
SRAM Booth 7033

SRAM HAPPY HOUR PARTY
Wednesday, September 14
Thursday, September 15
5:00pm to 6:00pm
Raffle winner announcements, swag toss, beer, fun, athletes
SRAM Booth 7033

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Thursday, September 15
4:00pm to 5:30pm
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