



Sea Otter Classic Newsletter

Issue Three

The Buzz from the Fairgrounds

April 17-18, 2010

KEY HAPPENINGS

SATURDAY & SUNDAY

All Day: Kids Bike Playground. **SRAM Mountain Bike Ride Zone.**

10 a.m.: Sea Otter Egg Hunt. Free for children 8 and under. **SRAM Mountain Bike Ride Zone.**

11 a.m.: Kids Bicycle Rodeo. Kids 10 and under ride, learn basic safety rules and how to set up their bikes. **SRAM Mountain Bike Ride Zone.**

Noon: Kids Races. Open to kids 12 and younger. Ages 9 and under at the **SRAM Mountain Bike Ride Zone.** Others meet near finish of the dual slalom.

10:30 a.m., 1 & 3 p.m.: Ryan Leech Trials Demo Show. **Next to team parking.** No 3 p.m. show on Sunday.

11:30 a.m., 2 & 4 p.m.: The Kenda Mike Steidley Pro Mountain Bike Stunt Show. **Next to sponsor area.** No 4 p.m. show on Sunday.

Noon: Stop by Cannondale **Booth 724** to try your speed in a BB30 crank service contest.

2 p.m. (Sat.), Noon (Sun.): GT's Diversion for Overly competitive Riders who like Kids (DORK) ping-pong challenge. **Booth 721.**

3 p.m.: Pinkbike prize giveaways. **Booth 551.**

SATURDAY ONLY

7 a.m.: Specialized Gran Fondo. Rides start at the **Sea Otter bridge.**

9 a.m.: Mountain bike ride with Rebecca Rusch and Ned Overend. **Specialized Expo Area.**

9:30 a.m.: Specialized Mountain Bike Tour. **Registration area.**

1:30 p.m.: Autograph signings with GT pros. Win VIP tickets to premier of "Here We Go Again." **Booth 721.** Autograph signings for all Cannondale athletes. **Booth 724.**

4 p.m.: Clif Bar and IMBA Protect the Places Where We Play Party. **IMBA Booth 235.**

SUNDAY ONLY

11 a.m.: Wheel of Fox. **Booth 764.**

Noon: Screening of new DH production "Here We Go Again." **Booth 724.**

1 p.m.: Autographs with Cam McCaul, Aaron Chase, Jeff Lenosky and Kirt Voreis. **Booth 764.**

SRAM Abuzz Over 2011 Introductions



XX Rated. SRAM girls promote the company's XX mountain bike group at its booth.

There was plenty of new eye candy to drool over at the SRAM booth on Friday as the component maker unveiled its latest and greatest to the public.

The big buzz centered around the new Apex entry-level aluminum road groupset, which borrows technology from its higher-end counterpart Red including DoubleTap, Reach Adjust and Zero-Loss shifting.

The 50/34 double compact chainrings coupled with SRAM's new PG 1050 11-32 tooth cassette offers a wider range of gears to handle climbs and descents, and it's faster and lighter than most popular road triple groups, said SRAM's Bill Keith as he detailed Apex to a group of about two dozen journalists.

"What we've done here is create a road group that pretty much eliminates the need for a triple," Keith said.

The aftermarket price is \$799.

SRAM also showed three new aluminum wheels—the S27 AL Comp, the S30 AL Sprint and the S30 AL Race. The wheels began shipping to retailers in January and response so far has been positive, said Bastien Donzé.

"We're having a problem keeping up with demand so it's nice to see we are gaining some traction in the market," Donzé added.

SRAM also showed its new Avid Shorty Ultimate cyclocross brakes.

On the mountain side, SRAM's big push is the expansion of its 2x10 drivetrain technology, first introduced last year with XX. This year, the 10-speed concept trickles down the line with versions in XO, X9 and X7.

The XO group includes an XO 10-speed rear derailleur available in long, medium and short cage, 10-speed trigger shifters in black, red, gold or blue colors, Truvativ 10-speed cranks, Avid XO brakes and SRAM XG-1099 cassette.

The X7 version is dedicated 2x10, but all other levels come in either 2x10 or 3x10 gearing. Stop by **Booth 700** to see the entire range of new product under the SRAM, Zipp, Avid and RockShox brands.



Ivan Harms holds the Metropolis crankset.

FSA Takes Care of Commuters

Full Speed Ahead is deepening its commitment to the commuter category by expanding its Metropolis brand of parts, on display here at **Booth 378.**

The company first tested the waters last year with its two-position, wing-shaped Metropolis handlebar, a passion product of avid commuter and FSA employee Manuel Correia.

"We have it in the warehouse and we can't keep it in stock," said Ivan Harms, who handles sales in FSA's U.S. office. "In Europe, this has been huge."

To build on that success, the high-end

components company expanded Metropolis this year to include a stem, seatpost and three cranksets, all using the same brushed alloy finish as the handlebar.

The internally geared crankset with pant guard comes in singlespeed or triple options.

Also for the Metropolis brand, FSA has licensed the two-speed transmission developed by Sam Patterson, the designer of SRAM's Grip Shift many years back.

The transmission works with any brand of shifter and is compatible with any standard, threaded English 68 shell bottom bracket,

Continued on page 3

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CANNONDALE

The RZ One Twenty offers 120 millimeters of balanced suspension travel, making it ideal for a shorter-travel all-mountain bike or capable marathon competitor. It boasts a super-efficient frame with one of the lightest and most precise steering forks available in the Lefty Carbon with PBR technology. Retail: \$3,850

Booth 724-727



FOX HEAD

The V3R carbon downhill helmet weighs 1,180 grams (size medium). It features rear venting, removable and washable Coolmax comfort liner and cheek pads and wide eye port. Retail: \$379.95

Booth 764

GIRO

The Xen glove balances a light-weight feel with the durability needed for all-day, all-mountain riding. The Super Fit engineered palm is made of supple Clarino and tailored to minimize excess material, so you can get maximum control and comfort.

Retail: \$38

Booth 827



GU ENERGY LABS

The GU performance energy sampler includes Energy Gel, Roctane Ultra Endurance Energy Gel, Chomps Energy Chews, Electrolyte Brew and Recovery Brew. Retail: \$20

Booth 317

GT BICYCLES

The Sensor 9r offers 120 millimeters of travel with an I-Drive design for the 29-inch wheel. The 6061 aluminum frame comes with a 1-1/8-inch integrated headset. It's spec'd with an SR Suntour Epicon 29er fork and Fox Float R rear shock.

Retail: \$2,399

Booth 721-723

SARIS CYCLING GROUP

The Thelma hitch rack accommodates 26- and 29-inch wheel bikes, and holds up to 35 pounds per bike. Large scoops hold the bike by the wheels—everything from road slicks to downhill. It comes with ratchet straps to limit movement. Retail: \$300 (two-bike), \$350 (three-bike)

Booth 215



Fox Racing Shox Touts New Terralogic Technology

For 2011 Fox Racing Shox is highlighting its new Terralogic technology on four of its fork lines including the F-Series, F29, Talas 29 and Talas at Booth 716.

Terralogic's suspension damping automatically responds to trail input and not rider input. It allows one fork to be dialed in for XC, all-mountain and DH with one external adjustment and no degradation of damping control.

"It still does the old things, but in a much more sophisticated and high performance way than the old Terralogic," said Fox's European managing director Christoph Ritzler. "Fit is a big story of what Terralogic is all about."

Some neat features include BrassMass assembly, allowing for seamless bump transitions for quicker reset circuit. The Fit damper isolates damping oil, providing fade-free performance with no lag in generating platform when BrassMass closes after



Fox's European managing director Christoph Ritzler led a press launch.

a long downhill.

Fox's 2011 15 QR Thru Axle drops 21 grams of weight with no reduction in fork stiffness. Fox's 36 forks also got lighter. The new 36 Float Fit RLC 160 weighs 4.47 pounds, making it almost half a pound lighter than its 2010 predecessor.

The shock brand also revamped its 32 F-Series forks with improved air spring curves that allow more usable travel with lower compression ratios for better performance and enhanced durability.

New forks for 2011 include the 831 for the 4X, dirt jump and dual slalom crowd, and the 32 Alps Series, which features the company's RL open bath damper. It's available in five different travel options from 80 to 150 millimeters.

Santa Cruz Launches Two Bikes With APP Suspension

Santa Cruz Bicycles is launching two new mountain bikes that incorporate its new suspension technology called APP (Actual Point Pivot) at Booth 535.

APP is a single-pivot suspension that utilizes a pair of links to create a variable shock rate. It represents the confluence of two different Santa Cruz technologies—combining Santa Cruz's single pivot loca-

Instead Santa Cruz came up with the 150-millimeter Butcher and 125-millimeter Nickel (pictured). Both frames will retail for \$1,350, while completes will start at \$1,999. Both will hit bike shops in June.

"As far as the ride characteristics go, the biggest feeling is the plushness and suppleness—it's night and day over single pivot," Roskopp said about the new suspension.

Santa Cruz's best-selling mountain bike to date—the all-mountain Nomad—just got a carbon facelift much to the delight of retailers and consumers.

"The carbon Nomad response was a bit more than we expected," Roskopp said. "There are a lot of critics that tend to think carbon on

6-inch travel bikes and up doesn't have a place, but I think we're changing that. That bike is the pivotal point for carbon being used on 6-inch and up." It hits shops in June, and will retail for \$2,399 (frame).

Santa Cruz's first foray into big-wheeled bikes—the Tallboy—has also garnered strong attention considering it just hit retail in November. It retails for \$2,350 (frame).



Santa Cruz's Rob Roskopp is proud of the new Nickel mountain bike, which uses actual point pivot suspension.

tion with the shock rate characteristics of the company's VPP suspension.

"We started developing APP about five years ago and it was really an experiment with shock rate," said Rob Roskopp, owner of Santa Cruz Bicycles. "We applied for patents. It took us a long time. We really noticed a huge difference between single pivot and APP. At one point we actually thought about licensing it to other people."

FSA Takes Care...

Continued from page 1

which is the most common size, Harms said.

It has a 1.6-to-1 gear ratio with drive gears of 28T and 43T and weighs 1,780 grams. The best part? No need for a front derailleur.

The Metropolis line will be sold aftermarket at retail and will also pop

up on commuter bikes from brands like Civia, Raleigh and Novara next year.

While you're at FSA, take a look at the new range of UCI legal aerobars from Vision and the mountain bike crankset compatible with SRAM's 10-speed drivetrain.

CSMZ
9 Speed / 11-32, 11-34 / Titanium Nitride Coating
Alloy Lockring / 273 g - 287g / Retail \$110

RDMZ
9 Speed Rear Derailleur / 2:1 / Sealed Bearings
Mid or Long Carbon Cage / 223 g / Retail \$120

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spotted at sea otter



SMILE FOR THE CAMERA.

Now you can record your ride, stunts and epic falls in high definition. GoPro is selling its Hero HD wearable video and still photo camera. The Hero records in 1080p/960p/720p HD resolutions at 30 and 60 frames per second for up to 2.5 hours on a single charge and up to nine hours total on a 32 gig SD card. The camera can also shoot 5 megapixel photos at 2, 5, 10, 30 and 60-second intervals handsfree. Press the shutter button once at the start of your activity and you're set. Chest mount, handlebar mount, seatpost mount and headstrap give you several options to shoot from various angles. The Hero HD cam sells for \$299, but GoPro's Justin Fierro said they're offering a Sea Otter special price of \$200. **Booth 749**

ONE BIKE TO SLAY 'EM ALL.

Rocky Mountain redesigned its Slayer for 2011 to better meet the needs of all-mountain rippers—from enduro DH racers to all-day backcountry riders. Though it offers 165 millimeters of travel, the company says the bike climbs and descends better than its predecessor thanks to its new SmoothLink suspension.

It also offers StraightUp geometry with its 75-degree seat angle, providing a better pedaling position for powering through climbs. It uses Shimano's new E-Thru rear hub system that makes for a stiffer rear end and easier wheel changes. And all of this is done while shaving off three to four pounds from last year's model. It comes in three versions, the Slayer 30, 50 and 70, with price ranging from \$2,899 to \$4,599. **Booth 246**



EASY ON THE BUM.

Want some relief on your next road ride? Fizik's first range of saddles with a relief channel should do the trick. The new line of three saddles is called Vs and features the Vs Aliante Gamma (\$139), Arione Vs (\$149) and Antares Vs (\$179). "Customers in the market in general have been asking us for many years why don't we have a saddle with a relief channel," said Suzette Ayotte, who handles the company's public relations. "This is our response to that request." Vs hits the market in mid May. **Booth 119**

TWO BIKES WON WORLDS

"TO MAKE IT FAIR, YOU HAVE TO COMPARE THE EPIC TO TWO BIKES. IT CLIMBS LIKE THE BEST HARDTAILS, BUT HANDLES LIKE A TRAIL BIKE OVER THE ROUGH STUFF. I USED TO THINK IT HAD TO BE ONE OR THE OTHER. FAST, BUT HARSH. OR CAPABLE, BUT HEAVY. BUT AFTER WINNING EVERY SINGLE U23 RACE THIS YEAR, BAR ONE, I THINK THE EPIC HAS PROVEN ME WRONG." WATCH BURRY STANDER AND HIS "BIKES" DOMINATE THE U23 WORLD CHAMPIONSHIPS AT SPECIALIZED.COM/EPIC



spotted at sea otter



FLASH FORWARD.

Welcome to the future, compliments of Cannondale and Shimano. Cannondale decided to do a little homework project with its Flash Carbon frame. “We wanted to highlight all the SI parts that Cannondale integrates into its bikes,” said Cannondale’s marketing director Bill Rudell. What Cannondale came up with is pretty impressive. How about a Cannondale Flash Carbon frame that weighs 950 grams (15.6 pounds complete), a Lefty Carbon Speed fork and Shimano’s Di2 electronic groupset. “Our friends at Troy Lee did an absolute amazing paint job with this bike. It kind of has an electrical theme because this is the bike of the future,” Rudell said. **Booth 721**



NO HANDS, NO PROBLEM.

You’ll never have to take your hands off your handlebars to reach for water again. That’s the benefit Linda Litton said is gained from using her hydration system called Never Reach. It consists of a container that’s attached to the bike saddle and is connected via water tubes to a mouth-piece mounted on the handlebar. She launched her original 64-ounce model—perfect for triathletes—seven years ago. Here at the fairgrounds she’s showing a new 38-ounce system that sells for \$49.99. But she’s cutting the price in half for Sea Otter attendees.

Next to Awards Stage

STYLIN’ THREADS.

Mike Herlinger, owner and designer of Club Ride Apparel, models the GoWest jersey. He’s launching his new apparel company here. Herlinger said his clothes are for people who want to be stylish and comfortable during and after a ride. His line blends street style with technical features like hidden zippers and expandable panels. Herlinger, who lives in Sun Valley, Idaho, came up with the concept a couple years ago but has since refined his designs and secured a manufacturer in Oakland, California. Four jersey styles are offered in three colors each and two shorts in two colors each. They sell for \$90 and \$100, respectively. Nothing for the ladies yet, but Herlinger hopes to offer a few styles for women next year. **Booth 111**



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weight: 390g (size 43)


P.R.O. RD II
weight: 275g (size 43)



otter shots



Youngsters look for treasures hidden in the grass during the Sea Otter Egg Hunt.



Though Sea Otter kicked off Thursday as exhibitors set up and racers went through qualifying rounds, the crowds grew bigger by Friday. The festival and races should see even more traffic into the weekend.



Winners of the category 1 men's dual slalom 18 and under age group take the podium. Bryson Martin of Castaic, California, took first place. Anthony Marino of Newbury Park, California, followed in second, and Austin Warren of Alpine, California, finished third.

Riders take to the pump tracks set up throughout the Laguna Seca Raceway.



Tikes tune their riding skills on berms, mounds and teeter totters scaled down to their size at the Kids Bike Playground.

otter shots



Bill with Travelin' Joe grills up some sausages for visitors at SRAM's booth.



Racers in the category 1 men's cross-country 25-29 age group get off to a good start.



Groms from Lompoc, California, are pulled around the expo in a comfy wagon.

Skipper the Sea Otter roams the grounds, posing every few minutes for shots with kids.



Brothers Evan and Cameron Williams go head to head in Goldsprints at Globe Booth 713.



BIKES BANDS BEER

BOOTH #555



FRIDAY

2 PM — TREK WORLD RACING POSTER SIGNING

SATURDAY

1:15 PM — LIVE MUSIC — EULOGIES

5:15 PM — LIVE MUSIC — DARKER MY LOVE

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