

Steve Cummings of  
*Urban Velo* magazine  
takes flight in  
Bootleg Canyon.

Photo by Gary Newkirk

interbike

SHOW

DAILY

RINSE CYCLE:  
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Interbike Expo, Booth 19027



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Photo by Gary Newkirk

About 2,400 buyers attended Outdoor Demo on Monday and 2,598 attended on Tuesday representing 1,400 stores, according to organizers.

# SHOTS FROM THE DEMO

Photos by Gary Newkirk



Riders take the elliptical bicycles by ElliptiGo out for a spin.



Uncommon weather marked the start of Interbike with cooler temperatures and scattered rain drops on the first day followed by thunder and showers on the second day.



A shuttle takes riders to the top of the downhill run at Outdoor Demo.



An intricate bike tracking system kept the demo bikes in order at the Trek booth.



Former BRAIN and Show Daily editor Megan Tompkins pimps the new Ultegra Di2 group from Shimano, where she now works in OE sales.



Nuun sales manager Tyler Smith helps keep the crowds cool on the warmer first day with free icicles.



iBert friends Laura and Jane Drexler demo the company's safe-T-seat.



Devinci general manager Yvan Rodrigue pours maple syrup over ice, giving demo-goers a sugary boost—Canadian style.



Strider Sports' Kent Jacobs puts the pedal-less kids' bike to the test.



Walter chills with a bowl of ice at the New Belgium booth.



Jason Blome and Matt Landis of Cycle Works in Wrightsville, Pennsylvania enjoy a pint of brew at the Shimano Hammerfest Happy Hour.



Bootleg Canyon trails leave their mark on a rider's knee.



Jordan Bryden, a buyer from Tri It Multisport in Calgary, takes the Stanley Bottle test.



Little Jane Drexler asks for an autograph from Specialized-sponsored pro athlete Melanie McQuaid.



Cold brews flowed freely at the Hammerfest Happy Hour.

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Apex<sup>™</sup> Hitch System

# Unseasonable weather dampens demo attendance

Maybe that will keep people from whining about the heat at the Outdoor Demo.

Yesterday morning's unexpected and frigid downpour capped two out-of-the-ordinary days at Interbike's dirt and road demo. Monday was unusually mild—which in Bootleg Canyon means below 100 degrees. But on Tuesday morning, the second and more heavily attended of the two demo days, the skies opened and poured forth as lightning danced over the valley.

"This is bizarre in many ways," said Andy Tompkins, vice president of Interbike. "I think we've been in that location for something like 10 years, and we've never had a rainy day like this before." The downpour started at 8 a.m. and came down steadily until about 10 a.m., he said.

The most coveted swag at the Bootleg Canyon site yesterday morning was garbage bags, as drenched retailers swapped tips about the best booths for nabbing one.

Marcee Vanore, manager of the Right Gear shop in Kannapolis, North Carolina, took her staff and cycling teammates

to Starbucks. They spent more than \$60 to buy coffee for all the Outdoor Demo security guards, who worked through the rain in their brightly colored ponchos.

"That's the most I've ever spent at once at Starbucks, but we will be making a lot of people happy," Vanore said.

Tompkins said the rain kept buyers away from Tuesday's Outdoor Demo. According to preliminary figures, buyer attendance fell by 8 to 10 percent on Tuesday compared with the second day of last year's demo. Monday's attendance was on par with last year. Approximately 120 exhibitors set up tents in Bootleg Canyon.

Interbike estimated 2,400 buyers attended Monday and 2,598 on Tuesday, representing 1,400 stores. The preliminary numbers don't account for people



who attended both days, Tompkins said.

Fortunately, the first day of Outdoor Demo seemed to make quite a few people happy, as Monday's mild weather made up for Tuesday's downpour.

"This is the best day, weather-wise, I think I've ever seen out here," said Ken Cassanova of Granite Cyclery, a shop in Rocklin, California, while testing bikes

Monday.

For several exhibitors such as Chris King, Outdoor Demo is their only official Interbike presence.

"We like it," said Jeff Menand, Chris King's global sales manager. "It's a lot of shop employees as well as shop owners. For us, to be quite honest, shop employees are the ones selling most of the gear at retail. So, the tighter we connect with them, the better we do over the next year."

Meanwhile, retailer Jeffrey Ferris was taking it easy during Monday's demo day. He had a good excuse: Ferris had done the Superfrog Triathlon the day before in Coronado, California, before flying to Las Vegas.

"My legs are like rubber, so testing e-bikes today is ideal," said Ferris, whose Ferris Wheels Bike Shop is outside of Boston in Jamaica Plain, Massachusetts.

## Tour de Lake Mead ride turns into rinse cycle for retailers

It was barely drizzling when more than 150 riders started the annual Tour de Lake Mead ride at Bootleg Canyon as part of Outdoor Demo.

Within minutes, thunderstorms swept over the area and a sudden downpour drenched the cyclists who were dressed in summer kits and expecting to

a shivering and wet Kari Ferlatte of Full Cycle in Ottawa, Ontario. "We got turned around at the ranger station. They said there was flooding. We were just enjoying the scenery and not worried about how fast or far we were going."

Park rangers from the Lake Mead National Recreation Area cut the ride slightly short because of the weather, and the conditions prompted some riders to turn back early.

"It was wet and slippery and I saw a few people fall," said Marcee Vanore, manager of the Right Gear in Kannapolis, North Carolina, who turned around early with her teammates on the shop-

sponsored Hincapie Green Create Elite Cycling Team. "We watched the storm move over the lake, and when the lightning struck the power lines, we turned around. I'm afraid of lightning."

No one was seriously hurt and there were only a few flat tires, which Mavic mechanics repaired along the route. And despite the rain, retailers said it was an enjoyable adventure.

"It was great even though we were a little wet," said Anthony Prater, manager of Village Pedaler in South Elgin, Illinois. "We are used to riding in the rain because there has been a lot of rain in Chicago this year."

Prater's mechanic, Adam Lauderdale, said he was just happy he got a bike to ride at the last minute. "That was fun. I'd do it again," he said.

Santa Fe, New Mexico retailer Stephen Newhall of Rob and Charlie's was one of only a handful of cyclists who were prepared for the unusual desert weather, having brought rain gear.

Although the turnout was lower than previous years, the enthusiasm as high as ever, said Rich Kelly, Interbike's brand and communications director.

"These are bike professionals and they know how to handle their bicycles in these conditions," Kelly said. "Everyone had a good time and the weather didn't deter them. We spend the week talking about bikes and this has become an industry annual tradition as a social ride and a friendly competition."

The rain particularly didn't deter those who were racing the tour and used



Interbike's brand and communications director, Rich Kelly

the Strava mobile application to track their rides to compare their times with those of other cyclists. To find out who landed on the leader board, go to Strava.com.

"It was nice to see so many different types of cyclists and levels of riders out on the path," Vanore said. "This is a great cycling community."

Her favorite part of the ride was watching her male teammates ride Trek women's-specific demo frames. Trek had run out of men's sample bicycles in their sizes.

"I usually ride a 54, but this 54 was not built to my proportions," said Gary Krol of the Right Gear and Hincapie Green Create Elite Cycling Team. "It's funny. The tables were turned today for us. Women have had to ride men's bikes for years."



be baked by the typical desert sun.

The rain moved in so quickly that it flooded some sections of the paved bicycle paths, which double as concrete-lined drainage ditches. This year the route took cyclists along the path instead of the road because of a road widening construction project on the main highway.

"I did the Lake Mead swim," joked





# DIAMONDBACK

## SORTIE 29 BLACK

Weapons Grade Aluminum Sortie 29 4.5" Trail Frame w/ Knuckle Box Suspension Platform, Taper Head Tube, and 142x12mm Thru Axle Drop Outs  
Fox 32 Float29 RLC FIT 120mm Fork, Taper, 15QR / Fox Float RP23 XV Rear Shock w/KASHIMA COAT  
Easton EA90 29 Wheelset 15QR / 142x12 E-Thru rear axle  
Shimano XTR DYNA-SYS Trail Triple Crank, XTR Shadow Plus rear Derailleur  
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## WORD ON THE DIRT

### What products are you most excited about seeing or testing at Outdoor Demo?



**Alinda Perrine and Bobby Guet**

**Free Spirit Adventurers, Lewisburg, West Virginia**

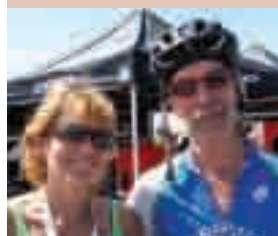
Well, we're definitely interested in looking at some electric bikes. We looked at them a couple years ago when we were here, and gas went down, but now gas has gone back up. And we're checking out any changes in helmet design. We're also interested in all the new technology in shifting. Shimano's electronic D2 shifting—now we're seeing that trickle down to Ultegra, so we're looking at that. And just some fun bikes. We live in an area that has a lot of young people, so we want to offer some traditional, old-style, retro bikes.



**Corky Grimm**

**Green Mountain Sports, Lakewood, Colorado**

I've ridden all the 29ers but one. I rode the SB-66 from Yeti—awesome bike. Then everything else has been 29er hardtail and full suspension, and it's been fantastic. I'm going to ride one right now from Rocky Mountain. That's kind of what I was here to do—to ride the 29ers and see what else is out there and who's got something new and different. So far I've been pleased. We're in the Denver area, so we've had 29ers for a long time. But the technology has gotten better and the bikes have gotten lighter, and that's the cool thing.



**Bob Herron**

**Claremont Cycle Depot, Claremont, New Hampshire**

I was pretty excited to see Speedplay's new mountain bike pedal. I thought that was innovative and looks nice, so we're gonna try that one. We're pretty satisfied as a dealership, but we're lucky to see what everyone else has to compete with us. We're just walking around and have been out on a few demos and haven't seen everything yet. We're trying BH out.



**Scott Minard**

**West End Bicycle Co., Houston, Texas**

We're a Specialized dealer, and also carry Redline and Ibis—so some of their new stuff. We've seen most of the Specialized stuff already; there are just a few products we haven't seen yet. I guess we're looking more for surprises. This late in the year, [suppliers] have already had their big shows. But, you know, for example, we just walked by the Chris King booth, and there's this beautiful Cielo cyclocross bike. So, that kind of stuff—the happy surprises.



**Ben Van Howeling**

**Wheels in Motion, Ann Arbor, Michigan**

I was checking out the bikes from Salsa. Pretty much everyone in our area has moved to 29ers, and so now I'm trying to ride every company's 29ers. We're primarily a Trek dealer. I haven't tried any of their newest ones yet, but I have a year-old Rumblefish that I like a lot. I really like their geometry. I'm just getting out and seeing what's out there.



**Doug Dickerson**

**Bushwhacker, Peoria, Illinois**

We carry Giant and Trek. I'm from the Midwest, Central Illinois, and 29ers are just getting started there, so that's what we're out here looking at. We're looking at clothing—we're going to go to a couple of the fashion shows. I think [the Surly Moonlander 4.7-inch-tire bike] is pretty weird so we're gonna take a ride on one those soon. That's the kind of stuff we're out here for, and to enjoy Vegas.



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## INTERBIKE CALENDAR Day 1

### EARLY BIRD ACTIVITIES

**7 a.m. THURSDAY: 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 a.m.-ish. Folding bikes only.

### CONTESTS, GIVEAWAYS, DEMONSTRATIONS

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

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

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

**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:** Breezer #1, considered to be the world's first modern mountain bike, is on display at Booth 10109. Built in 1977 by Joe Breeze.

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

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

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

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

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

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

**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:** Chat with the elete Electrolytes team about the new elete 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:** CamelBak/IMBA membership promotion. CamelBak has donated 250 hydration packs featuring the Antidote reservoir for attendees who join or renew IMBA membership during the show. Visit IMBA Booth L23.

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

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

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

**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:** 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:** Free nylon bags. Bar Mitts Booth 4088.

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

**All Day:** Win an original SP1belt. Stop by Booth 1104.

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

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

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

**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:** Pick up preordered Cross-Vegas cowbells at Booth 38079.

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

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

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

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

**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.:** Free espresso at The North Face Booth 22141.

**9 a.m.:** The first 40 people to stop by Whisky Parts Co. Booth 10053 gets 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.

**10 a.m.:** Pedego owners unveil new products and designs including the new 24-inch cruiser, new color palette, commuter bike and sales and marketing campaign. Booth 9135.

**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.

**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.

**Noon:** The Rapha-Focus Circulus Cross Class. Jeremy Powers vs. Tim Johnson at the Interbike/PDW Circulus for an exhibition race and press conference.

**1 p.m.:** Hans Rey and Darren Berreloth sign posters at iXS Sports Division Booth 5111.

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

**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.

**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.

**3 p.m.:** Drawing for a Purely Custom Soft Touch bash guard. Donate \$1 to qualify at 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.:** Paul Swift presents BikeFit's Connection of Excellence Award for Mountain Pedal. 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.

### STARS & SIGNINGS

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

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

**10 to 11 a.m., 2 to 3 p.m. and 4 to 5 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 to 11 a.m.:** Garmin-Cervélo's Dave Zabriskie and Ryder Hesjedal sign official team cards. LeMond Fitness Booth 14115.

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

**10:30 a.m.:** Ironman record holder and 2010 70.3 World Champion Andreas Raelert is available for Q&A and autographs. BMC Booth 18131.

**11 a.m.:** Autograph signings with Dotsie Bausch, Sarah Hammer and Lauren Tamayo. USA Cycling Booth 6121.

**11 a.m.:** Meet Team Rwanda pro riders at Ritchey Booth 18025.

**1 to 2 p.m.:** Marc Willers—factory speed pro, Olympian, winningest pro of 2011 and 2011 NORA Cup nominee—signs autographs. VSI Booth 16067.

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

**2 to 4 p.m.:** Top gravity rider Kyle Strait signs limited-edition posters. Pivot Cycles Booth 10061.

**3 p.m.:** Signing with Cedric Gracia. Lezyne Booth 1035.

**3 to 4 p.m.:** Andrew Taylor signs autographs at Adidas Eyewear Booth 25133.

**3 to 3:30 p.m.:** Hans Rey signs autographs at Adidas Eyewear Booth 25133.

**3:15 to 4:15 p.m.:** Garmin-Cervélo riders Dave Zabriskie and Ryder Hesjedal sign autographs at Rotor Bike Components Booth 13049.

**4 p.m.:** Autograph signing and keg party with freeride mountain bike champs Cam Zink, Cam McCaul and Matt Hunter. Contour Booth 5115.

**4 to 5 p.m.:** World Cup DH rider Aaron Gwin signs autographs at Smith Booth 5045.

**5 to 6 p.m.:** Hang out with Santa Cruz Syndicate riders Steve Peat, Greg Minnaar and Josh Bryceland at Booth 20131.

### CLASSES, SEMINARS AND CONFERENCES

**8 to 9 a.m.:** *Interbike-University: ANT+ Summit* featuring news from SRAM, Timex, Saris, Garmin, Trek, Octane and Training Peaks. Room 203.

## INTERBIKE CALENDAR Day 1

**8:30 to 10 a.m.:** *NBDA Super Seminars: Killer Strategies, Tactics and Techniques to Get the Tons of New Customers for Little or No Money.* Bob Negen, founder, WhizBang! Training. Sands 303.

**10 to 11 a.m.:** *Interbike-University: Overview of Retail Strategies to Offer Consumer Financing.* Mark Charpentier of Mark Charpentier Consulting. Sands 204.

**10:30 a.m. to noon:** *NBDA Super Seminars: Wheel Learning Lessons of Bicycle Retailing, or The Seven Laws of Bike Shop Success.* Chris Kegel, owner, Wheel and Sprocket. Sands 303.

**11 a.m. to noon:** *Interbike-University: The State of the Art in Tri Bike Fit.* Dan Empfield, publisher, Slowtwitch.com. Tri Zone Learning Center.

**Noon to 1:30 p.m.:** *Interbike-University: Performance Dashboard: Seeing Your Business Through the Numbers.* Raz Alon, founder/CEO, Vendor-Link Cycling. Sands 204.

**12:30 to 2 p.m.:** *NBDA Super Seminars: A Step-by-Step Plan to Find, Hire and Train a Team of Retail Superstars.* Sands 303.

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

**2:30 to 5 p.m.:** *NBDA Super Seminars: All Grown Up: Social Media for Big Kids.* Mark Graff, founder, SmartEtail.com, and Chris Carter. Sands 303.

**4 to 5 p.m.:** Join the Taiwan External Trade Development Council and representatives from Kenda, KMC Chain, KS Suspension and Tung Keng Enterprises for product launches and news from the Taiwan industry. Meeting room S204.

**4:30 p.m.:** The National Inter-scholastic Cycling Association announces new leagues and new nationwide programs. Booth L10.

### TECH CLINICS

**8 to 9:30 a.m.:** SRAM presents on MTB components. Sands 106.

**10 to 11 a.m.:** ANT + Power Breakfast presented by SRAM, Zipp and Quarq. Sands 106.

**Noon:** Join BMC product managers for a technical presentation

and Q&A on the new BMC Time-machine triathlon and TT bike. Booth 18131.

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

**Noon to 1 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.

**2 to 3 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.

**4:30 to 5:30 p.m.:** Shimano T.E.C. Chain Technology and Service Procedures. Everything you ever wanted to know about chains and then some. An in-depth look at chain construction, function, connection, wear and maintenance. Shimano Tech Clinic Area. Booth D3065.

### HAPPY HOURS, FREE BEER, AFTER-HOUR EVENTS

**3 to 6 p.m.:** Help Nuun launch a co-branded grape-flavor "Purple Capped" sports tab with partner Team in Training. There will be Nuun pint glasses, grape Nuun and Northwest microbrew for a suggested \$5 donated to the Leukemia & Lymphoma Society. Booth 3087.

**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 p.m.:** Free beer, The North Face Booth 22141.

**4 p.m.:** Join Tern Bicycles and Bikes Belong to celebrate bike commuting over free beer in a special Tern pint glass made from 100 percent silicone. Booth D2009.

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

**4 to 6 p.m.:** Roll by for a beer to celebrate how bike advocacy increases sales for your business

with Bikes Belong Coalition, Saris Cycling Group and Interbike. Saris Booth 20067.

**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 to 5 p.m.:** Get an autographed Tour de France bottle and tip back a beer. CamelBak celebrates with Garmin-Cervélo at Booth 19055.

**4:30 to 5:30 p.m.:** Join Fox for beer and 15QR Challenge. Get a free shirt and raffle ticket at the booth earlier in the day. Booth 3636.

**6 p.m.:** Join LeMond Fitness personnel during a special CrossVegas meet and greet and watch sponsored athletes Jeremy Powers, Katie Compton and Zach McDonald race.

**6 to 8 p.m.:** Join Pedego at Madame Tussauds Wax Museum to mingle with friends and snap a photo with

a Las Vegas legend. Stop by Pedego Booth 9135 to pick up tickets.

**6 p.m.:** Mountain Bike Hall of Fame Induction Ceremony. A throw-back-to-the-roots-of-the-sport event honoring this year's inductees. Sands 206 and 207.

**6 to 10 p.m.:** Hang with the Chamois Butt'r boys displaying their new cyclocross embrocations at the KCCX/Fuji Elite Cyclocross Team tent at CrossVegas.

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 FOR 2011 WERE SELECTED  
 BECAUSE THEY EXCEL IN  
 THREE AREAS:  
**MARKET SHARE**  
**COMMUNITY OUTREACH**  
 AND  
**STORE APPEARANCE**

## TOP 100 RECEPTION:

**WHEN:** WEDNESDAY SEPTEMBER 14TH  
 FROM 5:00 - 7:00 PM  
**WHERE:** SANDS 201-202

This is an "invite only" event.

BELMONT WHEEL WORKS  
 BELMONT, MA

BICYCLE HAUS  
 SCOTTSDALE, AZ

BICYCLE SPORT SHOP  
 AUSTIN, TX

BICYCLE VILLAGE  
 AURORA, CO

BICYCLES PLUS  
 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  
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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  
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TWO WHEEL TANGO  
 ANN ARBOR, MI

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WHEAT RIDGE CYCLERY  
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# TOP 100 RETAILER 2011



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EARL'S CYCLERY & FITNESS  
BURLINGTON, VT

EAST RIDGE BICYCLES INC.  
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

GUY'S BICYCLES INC.  
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

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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  
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QUICK STOP BICYCLE INC.  
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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

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DURHAM, NC

THE BICYCLE SHOP  
STATE COLLEGE, PA

THE BIKE RACK  
WASHINGTON, DC

THE KICKSTAND  
ALBUQUERQUE, NM

THE PATH  
TUSTIN, CA

THE PATHFINDER  
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TOWPATH BIKE SHOP  
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TREK BICYCLE STORE OF KANSAS CITY  
SHAWNEE, KS

TREK BICYCLE STORE OF NAPLES  
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TRI SPORTS CO  
TUCSON, AZ

TWO WHEELER DEALER  
HAYDEN, ID

VILLAGE BIKE & FITNESS  
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## Gordon to start web site to market U.S.-made products

**B**ruce Gordon is sharing a booth with King Cage, Booth 25154, and is displaying a new 29er sporting 20-year-old Rock 'n Road tires, a carbon moustache bar and Gordon's clean aesthetic. It's hard to know whether the rust color is Gordon's attempt to remind people how old the 29er is.

But Gordon is not at the booth much this year—he is out networking with other frame and component builders committed to making stuff in the U.S. He is surveying them about creating a new retail model.

“The problem with all of us is that we know how to make really good innovative products but we suck at marketing. I think we can leverage the Internet to help us,” he said.

Gordon's vision is a single Internet location selling only Made in USA bike parts and frames. He has registered the domain names [Americanmadebikeparts.com](http://Americanmadebikeparts.com) and [Buyamericanbikeparts.com](http://Buyamericanbikeparts.com), but he remains open as to how this works out.

“Part of marketing is educating con-

sumers about all the innovations that have come from small American shops that have changed the face of bikes and parts in the last 35 years,” he said.

“I think it is useless to try to compete with the big boys like Trek, Specialized, Giant and Surly, but we have our own compelling story to tell,” he added.

In addition to surveying the interest of his peers in creating a joint site, Gordon is also combing the floor looking for anyone with the passion, money and know-how to create and manage the site.

“One has to tell a story through web pages, forums, blogs and Facebook—this is doable because of the explosion of the Internet in the last few years. But, it will take a full-time person to manage,” he added.

He expects small builders like himself, freed of the marketing and selling aspects of their business, would be able to hit price points close enough to imported parts that customers would make the choice to support local builders.

## SmartBike puts microbes to work for a 'clean' bike wash

**W**ashing bikes in a shop is a smelly, dirty business, and grease can get tracked all around the service area. But Chemfree's Smart Bike Washer, on display in Booth 38092, rides to the rescue.

The self-contained system includes a bike stand, parts-washing tub and recycling filters and pumps in one easy-to-move system. All it requires is an outlet.

“It's a bioremediation system that uses microorganisms to eat the oil and grease, allowing the solvent to be reused,” said Brad Belford, Chemfree's inside sales representative.

“And because of this there is nothing to haul away—it's closed-loop. Once the microbes eat the oil there is nothing left to dispose of, and the solvent can keep being reused,” he added.

Chemfree sells Smart Bike Washer for \$2,495 complete with bike stand. A \$60 kit replaces filters, microbes and fluid when needed. According to Belford, the microbes will die if not given enough grease to eat.

The Ozzy Juice degreasing solution at the heart of the system is pH neutral, has no flash point, is not caustic and does not cause skin irritations.

“This is important for bikes because Ozzy Juice will not harm or discolor paint or decals, yet it will quickly degrease chains and cogs,” Belford said.



Chemfree Smart Bike Washer

“It also means there are no bad solvent smells drifting into the shop from the cleaning station,” he said.

Though Chemfree developed the bike-specific washer four months ago, plenty of bike shops have been using its Smart Washers for parts cleaning. Belford said some of them have been generating more than \$500 a month providing bike washes and degreasing services to customers.



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\*Campbell C., Prince D., Braun M., Applegate E., & Casazza G.A. Carbohydrate-Supplement Form and Exercise Performance. International Journal of Sport Nutrition and Exercise Metabolism. 18:179-190, 2008. JELLY BELLY®, ENERGIZING JELLY BEANS®, SPORT BEANS®, AND EXTREME SPORT BEANS® ARE REGISTERED TRADEMARKS OF JELLY BELLY CANDY COMPANY. © 2011 JELLY BELLY CANDY COMPANY, FAIRFIELD, CA 94533 USA.

# Mountain Bike Hall of Fame fetes new inductees tonight



The Laguna Rads



Patrice Drouin and Chantal Lachance



Pete Webber



Bob Allen

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**T**his year's class of inductees to the Mountain Bike Hall of Fame represent the fat-tire gamut, from promoting racing to advocating for trail access, documenting the sport and just flat-out reveling in the dirt.

Tonight's ceremony, set for 6-7 p.m. in Sands Rooms 206 and 207, will honor:

- **Bob Allen**, the noted action sports photographer whose work has included shooting NORBA and World Cup races in the 1990s, chronicling the feats of famed trials and mountain bike rider Hans Rey, and capturing the adventure-travel aspect of the sport. Known as "Montana Bob," Allen now devotes much of his time to protecting bicycle access to public lands throughout his home state.
- **Patrice Drouin and Chantal Lachance** of GESTEV Event Management, who are entering their third decade of promoting World Cup and World Championship mountain bike racing. The pair is also credited with helping to create the rules governing world-class racing.
- **Pete Webber**, the ex-racer and former IMBA member and communications director widely regarded as a driving force behind the advocacy group's expansion and increased professionalism. During his 12-year tenure with IMBA, Webber was also responsible for the publication of two of the most influential trail-building resources in the world: "Trail Solutions: IMBA's Guide to Building Sweet Single-track" (2004) and "Managing Mountain Biking: IMBA's Guide to Providing Great Riding" (2007).
- **The Laguna Rads**, the legendary mountain bike club formed in 1983 whose exploits along the steep canyons and ridgelines of the Laguna Beach, California, area "have taken the adventure and camaraderie of mountain biking to a new level, while preserving the original spirit of the sport," according to the Mountain Bike Hall of Fame. Fifty to 60 of the Rads' 80 or so members are expected to attend the induction, said MBHOF co-chair Don Cook, who will emcee the ceremony.

This year's presenters are Steve Boehmke (presenting Drouin and Lachance), Jenn Dice (Webber), Mike Harrelson (Allen) and Hans Rey (Laguna Rads).

All the winners will receive a handmade trophy; a Gore Tex Alp X jacket; and an MBHOF beer glass, hoodie and other memorabilia. But much more important, said Cook, they "get inducted into a brotherhood and sisterhood we could never duplicate any other way."

As in years past, New Belgium Brewery, maker of Fat Tire Ale, will provide adult beverages at tonight's festivities. Incentive to show up early: The first 100 attendees will get a free copy of the book "Stumpjumper: 25 Years of Mountain Biking."

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**FACT OF THE DAY.**

The K-4 U-lock was the first bicycle lock to have the patented bent foot design. (1977)

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## Rolf Prima getting dirty with mountain wheelsets

Long known for its road wheels, Rolf Prima is hitting the dirt for the first time with the release of its Ralos9 and Ralos6 mountain bike wheels.

The wheels are available in 26- and 29-inch versions and can be seen at Booth 9100. The XC Ra-

los wheelsets have tubeless-ready rims and Rolf Prima's hallmark lower spoke counts, using 24 spokes in both the front and rear wheel.

As with all Rolf Prima wheels, the Ralos6 and Ralos9 are hand built in Eugene, Oregon.

Continuing its focus on top-flight U.S. partners and its long partnership with White Industries, Rolf Prima worked with White to create custom hubs for the Ralos models. The company also went to the industry leader in tubeless rim technology.

"Working with Stans NoTubes' tubeless technology was a no-brainer," said Rolf Prima head engineer Joel Wilson. "Both the Ralos6 and Ralos9 are



built using Stans' tubeless system and come tubeless ready."

The Ralos6 and Ralos9 will retail for \$899 a set and start shipping in late September. Both wheelsets will come standard with steel QRs or optional 15-millimeter thru axle and will be shipped taped and with a valve to be tubeless ready.

"It's been requested for years and it has been a long time in the making," said Brooke Bauer, marketing manager for Rolf Prima. "The Ralos line is something we've been working on for a while. Anyone can put together a mountain bike wheel, but if it was going to carry our name we wanted to make sure we had it dialed."

## Lezyne flips the switch on LED lights for the first time

Lezyne has launched three new LED lights, hoping to carve out some space in a competitive category.

"Two years ago we started researching LEDs and found a gap in the market to target," said Patrick Ribera-McCay, marketing manager for Lezyne. "Like pumps, we found that there were many manufacturers that made many products, but not all of them worked that well. So we decided to enter the LED market and see if we could make better lights."

Lezyne is launching three new models at Booth 4127: Super Drive LED, with 450 lumens (\$109.99); Power Drive LED, 300 lumens (\$89.99); and Mini Drive LED, 150 lumens (\$69.99).

"Our goal was to design light systems that would fill a gap that we feel exists in the light market: durable, compact, bright LED lights that are effective enough for commuting and serious enough for night riding," Ribera-McCay said.

Lezyne found many companies make inexpensive lights (\$10-\$50) for commuters that allow cyclists to be seen, but are not bright enough for cyclists to see anything while riding. While at the other end of the spectrum, Ribera-McCay said, there are companies that make very bright, long-lasting lights with ex-



Super Drive LED

ternal battery packs, but they are typically bulky and expensive (\$150-\$500).

"Our lights are designed to fill that gap and introduce some features normally found on more expensive light systems," he said.

Lezyne's lights are compact, lightweight, low-profile systems that use ultra-bright, highly efficient Cree LEDs. The bodies are made of custom CNC-machined aluminum for reduced weight and increased durability. All lights use Li-ion batteries that can be recharged via a USB cable that's included.

"We use industry standard LIR18650 and LIR123A batteries so that consumers can easily find replacement batteries in any market," Ribera-McCay said. "Combined with the two-piece body design, Lezyne LEDs allow users to exchange batteries on demand, extending the light indefinitely for any situation."



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# Marin's Quad 3.0 suspension suited for big-wheel duty

**M**arin's new Quad 3.0 achieves major improvements in performance while retaining features that have made the Quad 2.0 suspension so well received by riders.

Quad 3.0, which is featured on all of Marin's new higher-end models, including its 29ers, uses a relocated linkage system, allowing Marin engineers to reduce overall frame weight by joining pivot locations within the same areas of other integral frame components such as the bottom bracket yoke.

"It allowed us to have more of a linear leverage ratio with the shock and axle movement," said Mark Vanek, product and marketing manager for Marin Bikes. "We want the bikes to be pretty active in the initial part of the travel, so it's good for climbing. The goal is not to make it bottom out easily or be overly harsh on big hits. Making the bikes a little more linear gives riders some more usage out of the mid to last third of the travel."

Quad 3.0 was needed if Marin was going to

Marin Rift Zone XC9 29er



dial in its four new 29er models, including the Rift Zone XC9, which is aimed at marathon and enduro riders. The Rift Zone XC9 features a T3 carbon fiber frame and a SRAM XX/XO drivetrain. It retails for \$4,500 and can be seen at Booth 13059.

"We had limitations with the 29er design on being able to make it work effectively," Vanek said in reference to Quad 2.0, which still has a place in the Marin line, especially in the downhill market.

Vanek said Quad 3.0's more conventional design should help retailers better sell these 2012 bikes. "With 2.0 it was more of a polarizing design," Vanek said. "It definitely made it very unique, and it stood out more. Retailers just want it to be more competitive on the sales floor."

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## Event to highlight Taiwan products

**T**aiwan manufacturers will be showcased in a press conference this afternoon organized by the Taiwan External Trade Development Council, the same group that puts on the Taipei Cycle trade show every spring.

Highlighted will be new products from four key manufacturers: Kenda Rubber, KMC Chain, KS Suspension and Tung Keng Enterprises. The idea is to update cycling media and product managers on the latest innovations coming from Taiwan, as the rapid growth of Taiwanese manufacturers in recent years has resulted in advanced bikes and components sold through IBDs.

Kenda, Booth 21073, introduces 29er-specific tires and the new Kwick Bitumen, a comfort and commuting tire featuring a rubber compound to extend tread life and increase puncture resistance. Drop by to see KMC's 228-gram X-Superlight chain. KMC is at Booth 17047. KS Suspension, Booth 3115, reveals the 2012 line of i7 and i7-R adjustable seatposts featuring upgraded seals and bushings for smoother, more durable adjustment across 100 millimeters of on-the-fly adjustment. Finally, Tung Keng Enterprises, Booth 23056, shows its db0-3.0 electric folding bike with intelligent pedal torque sensors, powerful hub motor, three speed settings and LCD control panel.

The United States is Taiwan's second largest export market, behind Europe. Taiwan manufacturers shipped 5 million units in 2010 with a value of \$1.5 billion, up from 4.3 million units the year before. The Taiwan Bicycle Exporters Association expects the 2011 numbers to be about on par with last year. Taiwan's primary manufacturers include Giant Manufacturing, Merida and Ideal, factories that make frames for the biggest players in the industry including Specialized, Trek, Giant and Cannondale.

The press conference is from 4 to 5 p.m. in Sands Meeting Room 204.



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# Pearl Izumi asks dealers to promote Ride 365 initiative

**P**earl Izumi is continuing its commitment at Interbike to help dealers improve merchandising, inventory control and sell-through. Adding a new element to the company's program is "Ride 365"—an initiative to help dealers extend the sales life of apparel.

Todd Grant, Pearl Izumi's director of sales, said this year's booth remains a reflection of the company's three-year initiative—Driving Retail Success. "We'll continue to show how to develop color

stories and merchandise products, but we also will show dealers that apparel has a longer shelf life than just a season," he said.

As Grant explained it, the concept behind "Ride 365" isn't exactly new to the company. At a staff discussion, a product line manager pointed out that Pearl Izumi clothing can be worn 365 days a year—properly attired cyclists can ride in any season. "He succinctly articulated our design philosophy of creating products that enhance a user's experience no

matter what the conditions. We've always designed our products to be worn in some combination at any time during the year; we just needed a clear way to communicate that to our dealers and consumers. Ride 365 accomplishes that," Grant said.

Pearl Izumi's show-floor booth will continue to visually present examples of how to develop color stories as well as depict a variety of merchandising ideas. But it will also showcase a "systems approach" to apparel sales, Grant said.

Essentially, if apparel is properly merchandised, then apparel for spring, summer and fall should be shown as a continuous line. The same is true for fall, winter and early spring. Long-sleeve jerseys and light base layers can often be worn year-round, and keeping them as an integral part of any collection extends their sales life, Grant said.

"We want to show our retailers that our products have a longer life than just spring or summer. It's a way to educate consumers in how apparel can be worn year-round and prompt them to buy more of this high-profit category in the store," he said.

Visit them at Booths 20035 and D3155.

## Volagi adds hydraulic disc to Liscio road bike

**T**he mechanical disc brakes on Volagi's line of endurance road bikes caught dealers' attention last year, and this year the company offers hydraulic discs on the \$5,100, Dura-Ace-equipped Liscio, on display in Booth 7149.



"There is no discussion that hydraulic discs offer a level of refinement above the mechanical discs," said Robert Choi, who founded Volagi with Barley Forsman last year.

Volagi is offering either Tektro or 324 Labs conversion kits for road levers, depending on which hydraulic brake the customer wants.

Choi is in the middle of a cross-country dealer tour that started shortly after production bikes showed up in July. After his first successful stop at DealerCamp in Utah, he has been towing a demo fleet with him while he visits dealers and events across the country. After the show he goes right back on the road.

"I'm getting a much different reaction now that the bikes are in production. It's shaping up to be a very good show," he said.

Volagi is showing an Ultegra Di2-equipped bike that Choi expects will eventually replace its mechanical Dura-Ace model. But with demand for the new Di2 so high, he doesn't want supply problems to affect delivery, so the company is keeping the Dura-Ace model.

"For the high-mileage customer we are targeting, hydraulic brakes and Di2 are ideal when the miles add up and fatigue takes over," Choi said.

While Volagi's disc brakes catch immediate attention, the company's patented Longbow Flex frame technology is just as performance oriented.

"All the big suppliers have endurance models, but usually as they soften the frame for comfort the bottom bracket area gets softer too," he noted.

"What we have done is make the bike extremely comfortable when riding in the saddle, but when you stand on the pedals the bottom bracket is as stiff as a race bike," he said.

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## Fitness show inches closer to Interbike in second year in Vegas

Interbike is giving the Health and Fitness Business show a tighter embrace this year.

At last year's show, Health and Fitness was housed in a ballroom distant enough from the Interbike floor that some retailers didn't know it was there. But this year, Health and Fitness is next to the registration area as well as several Interbike exhibitors, a lounge and Interbike cafes.

"The concept was to bring Health and Fitness to the forefront," said Andy Tompkins, Interbike and Health and Fitness show director. "We really want all retailers, as they check into Interbike, to understand that Health and Fitness is there and is a shopping opportunity for them."



**SportsArt Fitness is debuting a line of fitness machines that generate electricity.**

Helping the integration was Interbike's decision to divide the bicycle show over two floors of the Sands Convention Center. The lower "street" level hadn't been used for more than a decade, Tompkins said.

The new arrangement allowed Health and Fitness to increase its footprint by nearly 10 percent, Tompkins said. More important, it opens the show to the 27 percent of Interbike retailers—about 2,500 stores—who say they carry or have an interest in selling fitness equipment.

"From a cycling retailer's perspective, when they are going out of season and looking for supplemental products to help sales, there is some crossover opportunity," Tompkins said. "Retailers are always telling us they're looking for new product to carry, and this is an opportunity for them to see a few new ones in the retail fitness segment."

Health and Fitness competes with a more established show organized by the IHSRA—International Health, Racquet & Sportsclub Association. But Amber Maechler, marketing director for SportsArt Fitness, said Health and Fitness tends to be more of a dealer show, while IHSRA attracts more gyms and fitness clubs.

"We have a network of dealers across the country who also sell our products," Maechler said. "A lot of them have showrooms and sell high-end consumer and light commercial facilities like apartment complexes and hotels. Health and Fitness Business attracts most of those dealers, who come to see what they might want to carry in their stores."

At Health and Fitness, SportsArt (Booth H401) is showing a line of "green" exercise machines that feed power generated by users back into the electrical system.

Designed for gyms and other large users, the Green System, which includes an elliptical, recumbent cycle and upright cycling machine, provides a powerful marketing tool for gyms and can help save money on the utility bill, Maechler said.

"You're going to get a cost advantage out of it, but you're not going to realize the full potential if you don't tell your members what they're up to and get them involved," she said.

The SportsArt system lets gyms hook the machines up to a flat-screen display so customers can see how much energy they are generating, and even allows the possibility of competitions between gyms across the country, she said.

One company that bridges the markets between cycling and fitness is LeMond Fitness (Booths H202 and 14115). This year, LeMond Fitness is celebrating the 25th anniversary of Greg LeMond's Tour de France victory.

The company is launching the Revolution stationary cycling trainer and Power Pilot power meter. The Revolution is a direct-drive trainer that connects directly to a bike's drivetrain, while the

Power Pilot attaches to the handlebars and records a host of data, including cadence, heart rate, watts and calories burned.

Meanwhile, show organizers are helping Health and Fitness live up to its name. The show is hosting a morning workout from 8-9 a.m. tomorrow.

It's not just a chance to get the heart rate up; it's also an opportunity for show-goers to try out fitness equipment. Participating companies will make their equipment available at their booths so visitors can put new products through their paces.

Interbike and Health and Fitness also sponsor yoga classes at 8 a.m. tomorrow and Friday, in the HFB demo area.

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# 3T goes carbon mad with wheels, cyclocross bits

**3**T is celebrating its 50th anniversary, and the company's technical director, Richard McAnish, has been busy.

And as you would expect from a former chief composite engineer from Ferrari's Formula One program, 3T has ended up with a lot of very aero and innovative carbon products to celebrate, including Mercurio tubular and Accelero clincher wheels.

If you can find McAnish at Booth 2033, he will explain his thinking behind many of the unique fea-

tures on 3T's new wheel line. Don't overlook the cassette barrel; 3T's licensed spline pattern fits every cassette—Campy, Shimano and SRAM, no need to swap.

"The little side windows in the rims for spoke mounting not only make spoke replacement easy, but there are no holes drilled through the center of the rims, creating a much stronger rim," said John McKone, Vittoria North America's road marketing manager. Vittoria North America distributes 3T in the U.S.

"Given Richard's aerodynamic experience, it's not

surprising the windows create no drag, and even the 80-millimeter-deep Mercurio 80s are very immune to side winds," McKone added.

The \$2,499 Mercurio 80 LTD and Mercurio 60 LTD differ only in depth, 80 and 60 millimeters, respectively. The \$2,299 Mercurio 40 LTD is the company's all-around road and cyclocross tubular.

Cyclocrossers are disc crazy at the show, so 3T's carbon cyclocross disc fork, Luteus, is drawing attention.

"Our road forks have quite a following, with Cervélo and others using them as OEM forks. So there is a lot of interest on what our cyclocross fork would look like," McKone said.

The \$560 Luteus fork comes with post mounts for a 160-millimeter rotor. Mud clearance at the crown of the tire is 17 millimeters. And though the fork is all carbon, 3T added alloy dropout faces to resist wear and rough usage.

Check out the six-degree flair on the drops of the \$300 Ergoterra carbon 'cross bar, allowing a bit more control of the front wheel on muddy courses. 3T also extended the clamp area for top-mounted brakes, of particular concern with cyclocross bars.



Luteus Team cyclocross disc fork



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## The Hive reorganizes eThirteen product lines

**T**he Hive (Booth 12115) is much larger after purchasing eThirteen, as its number of wheelsets, pedals and chainguards makes clear.



eThirteen TRS+ 29er wheelset

The Chub and Revl brands continue as special and road product brands, respectively. But the eThirteen mountain brand is divided into three categories—cross-country parts get XCX model names, enduro-targeted

products are TRS, and downhill components are LG1.

The eThirteen LG1 platform pedals, made of polycarbonate plates sandwiching an aluminum skeleton, target downhill riders. LG1+ pedals have steel spindles and pins, while the LG1R pedals use titanium. "Not only are the polycarbonate wear plates replaceable, but they absorb hits much better than aluminum and they slide over rocks, maintaining speed," said Chris Costello, The Hive's director of sales.

The \$1,049.95 eThirteen TRS+ 29er wheelset is built around a Chub-like oversize carbon barrel hub with supersize flanges laced to a Hodaka-sourced Scandium rim.

The TRS+ dual-ring chainguard is designed specifically for two-by drivetrains, including a small fin to prevent the chain dropping inward of the small ring. It has a variety of mounting options, including both ISCG standards and direct mount.

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# E-bike makers still hope that U.S. dealers will come around

**S**elling e-bikes in the United States remains something of a Sisyphean task, e-bike suppliers say. But some suppliers exhibiting at Interbike say the hill is at least leveling out.

“We’re still pushing the boulder uphill. I don’t want to give you the wrong impression, like we’ve surpassed the tipping point in the United States. We have not,” said Larry Pizzi, president of Currie Technologies, the biggest and best-established e-bike company in the market. “But there are more positive indicators today than in the almost 10 years I’ve been at Currie.”

**The iZip E3 Metro comes with plenty of cargo capabilities.**



Currie (Booth 11103), which produces the iZip brand, has opened accounts with about 75 IBDs this year, Pizzi said. It also sells through several e-bike-only retailers.

One encouraging sign was the number of reorders Currie received this year. In the past, a typical Currie retailer would reorder a few units in the summer. This year, many of Currie’s top retailers have been reordering monthly.

“This is the very first year that we’ve got really continual replenishment orders,” Pizzi said.

Also seeing big growth this year is Pedego (Booth 9135), which sells electrified cruisers. The Irvine, California, company has boosted staff and rented additional warehouse space to meet demand.

But co-founder Terry Sherry said the brand’s growth has not been thanks to traditional IBDs.

“The American IBDs are not willing to embrace e-bikes yet at this stage,” Sherry said. “The IBDs are slow to adapt. I cannot tell you how many bike stores that we’ve talked with that kind of shrug their shoulders and say, ‘Well, we don’t carry electric bikes because we feel that you should have to pedal.’”

Pedego sells electric cruiser-style bikes. Its customers typically are baby boomers who are looking for something fun to ride. The company sells direct to consumers who don’t live near Pedego retailers.

“The guys who buy an electric bike, or a Pedego electric bike, they’re in their 50s. They’re never going to walk into an IBD and say, ‘I’ve decided to put spandex on around my big belly and buy a road bike,’” Sherry said. “But once they buy an electric bike, it opens up riding to them again. They literally go out and have a great time and enjoy themselves.”

Pedego continues to exhibit at Interbike because the company believes e-bikes will eventually go mainstream through IBDs as they have in Europe.

“We’re at Interbike because eventually [IBDs] are going to figure out that they can make a lot of money doing this,” Sherry said. “And when that light comes on, we want them to remember, ‘We’ve seen these guys at the show year after year and they have cool bikes, so we’ll give them a call.’”

Meanwhile, Interbike attendees can check out BionX (Booth 8053), which is a leading supplier of power systems for the aftermarket and OEM market. The BionX SL series of motors have shaved significant weight and work with rack-mount batteries or those stored in the downtube.

BH, the Spanish brand, is introducing the Emotion line of pedal-assist e-bikes (known in Europe as pedelecs). BH (Booth 35088) is offering a total of 26 models to the North American market. The bikes are built in Portugal or Taiwan, and the premium versions offer the Bosch or Panasonic e-bike kits. The BH Neo range won a Eurobike award for best design and functionality, with a removable battery concealed in the downtube.

Instead of an e-bike, Ridekick (Booth 38076) sells an electric-powered bike trailer that hitches on to the rear wheel axle of most bikes. It provides a 500-watt motor and cargo space for two bags of groceries.

The Light Electric Vehicle Association, which represents e-bike suppliers and retailers, is hosting a seminar tomorrow for IBDs. Called “How to Make Money Selling Electric Bikes,” the panel discussion and Q&A session will take place at 8 a.m. and again at 1:30 p.m. in Sands Meeting Rooms 402 and 403.

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# New business tool shows store performance at a glance

Just over a year ago Raz Alon launched his company, Vendor-Link Cycling, along with industry veteran Jay Townley and industry catalog resource Bike-alog with the goal to provide real-time, demand-based data so suppliers know how much product is actually selling and better forecast demand.

The solution: a software install that allows any retailer with a point-of-sale system to participate, providing real-time sales and inventory information.

Here at the show Vendor-Link Cycling is launching a tool called Retailer Dashboard that provides retail-centric analytics. The Dashboard is free to any retailer who registers with Vendor-Link Cycling. What was normally not easily accessible, expensive software and business intelligence is now available at no cost to the retailer. The impact of this software utilized by any size retailer levels the playing field, Alon said.

"With this tool, retailers can see at a glance how they're doing and how they compare with others in the network," said Alon. "Every store can benchmark themselves. We have 50 stores right now but hope to have between 400 and 600 retailers by end of year."

Retailer Dashboard is compatible with 70 percent of the point-of-sale systems used in the industry, Alon said. The program shows a retailer key business metrics including operating profit, inventory days on hand, inventory stock out, total lost sales, operating margin comparison and operating profit comparison. The advantage a retailer has when utilizing these real-time numbers is a strategy resulting in a more profitable store, Alon said.

"The Dashboard shines the light on a store's deficiencies," he said.

Alon is moderating a panel today from noon to 1:30 p.m.

## Crossbikereview.com bestows awards on cream of the 'cross

For the second year in a row, CrossBikeReview.com is recognizing the cream of the crop in the sport of cyclocross.

Editors of the gear review website will present awards for "Cross Bike of the Year," "Cross Gear of the Year" and "Cross Shoe of the Year" to each winner at their booth when the doors to the show open.

The awards are handmade by a Portland artist and depict a cyclocross racer running while shouldering their bike.

Taking the Cross Bike of the Year award is the Redline Carbon Pro. The Cross Gear of the Year award goes to Hawk Racing for its bottom bracket and derailleur pulleys. And Louis Garneau is the recipient of the Cross Shoe of the Year award for its T-Flex 300.

"The reason we chose the Redline Carbon Pro is for what it is and what it can be," said Scott Mares, owner of CrossBikeReview.com. "Some bikes are not upgradeable in that it would be cheaper and better just to get the next level up than going through the time and money to upgrade. Other bikes you would need to upgrade the frameset because it would not make sense to upgrade the components as they are already at a high level. The Redline Carbon Pro comes in at a high level to start and has the flexibility to be upgradeable to a world-class cyclocross bike."

Mares said Hawk Racing's bottom brackets cost a fraction of the price of higher-end bottom brackets in their category.

As for Louis Garneau, "It's completely custom heat moldable to your foot," Mares said. "Very few shoes offer this option at this price. Most shoes are very stiff and are not good to run in, only ride. The T-Flex 300 offers the feature of flexing for running but rigid for cycling."

to show how the Dashboard works. The seminar will discuss how retail managers can use business metrics to assess operating and financial performance.

Alon will be joined by a panel of top retailers including Jeff Selzer of Palo Alto Bicycles, Dale Phelps of Village Bike and Fitness, Beth Ann-Lovering of B&L Bike Shop and Scott Wueschinski of Bucks County Bicycle.

The seminar, "Performance Dashboard: Seeing Your Business Through the Numbers," will be held in Sands Room 204.



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## PRODUCT PICKS

### PARK TOOL BOOTH 19017

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### VSI PRODUCTS BOOTH 16067

The Sinz Elite 20-millimeter iHub front wheel and Pro Carbon CFC fork combo is the latest technological innovation from VSI Products. The addition of this setup on any bike will markedly improve bike handling down the straights and through the corners, according to VSI. **SUGGESTED RETAIL: \$279.99 (fork) and \$249.99 (iHub front wheel)**



### CURRIE TECHNOLOGIES BOOTH 11103

The IZIP E3 Metro e-bike has a powerful 500-watt, 36-volt Li-ion drive system. Top speed is up to 20 mph, depending on rider weight, rider input and terrain. **SUGGESTED RETAIL: \$2,399**



### TIFOSI OPTICS BOOTH 24079

The Seek FC has a new nose pad design for greater fit range. It also has adjustable temples and nose pad for custom fit. **SUGGESTED RETAIL: \$49.95-\$69.95**

### CYCLE DOG BOOTH 23121

The Trail Buddy Bowl is a soft travel bowl that is leak-proof and folds flat. It is made with reclaimed bike inner tubes and FDA-approved food-grade-safe lining material. They are the first known travel bowls made from reclaimed materials. **SUGGESTED RETAIL: \$20**



### PIVOT CYCLES BOOTH 10061

The Mach 5.7 Carbon mountain bike has smooth internal walls and carbon fiber with maximized compaction. It uses DW-Link suspension with position-sensitive anti-squat for stable handling, and a low bottom bracket improves cornering. **SUGGESTED RETAIL: \$4,299-\$7,399 (completes)**



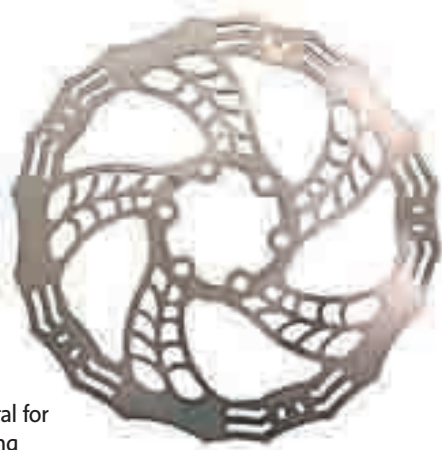
## NORCO BOOTH 1013

The Aurum DH race platform uses Norco's A.R.T. Suspension and Gravity Tune technologies. Offering optimized wheel-path characteristics, improved pedaling and consistent-ratio sizing, the Aurum is the fastest, lightest and most robust DH race bike from Norco. **SUGGESTED RETAIL: \$3,350-\$7,350**



## TIOGA BOOTH 24039

The ZEROaxle MT-ZERO off-road pedal is 7 millimeters thin and 4 millimeters at its thinnest. This is accomplished by using an oversize outboard bearing that redirects its axle and bearings outside its body, allowing for an extremely thin body profile. **SUGGESTED RETAIL: \$99**



## DIRTY DOG BOOTH 1095

Dirty Dog's stamped web rotor integrates a scalloped braking surface that provides ample metal for dependable braking while cooling and clearing the brake pads from grime and buildup. Weight: 109 grams. **SUGGESTED RETAIL: \$38.95**



## EXTREME ENDURANCE BOOTH 2102

XECUTE Energy and Recovery sports drink has 20 grams of protein and 1,500 milligrams of lactate in one formula. **SUGGESTED RETAIL: \$39.95**



## DZR BOOTH 23135

The Mamba shoe has a stable upper, which adds support and cradles the foot for a secure fit; a link traction outsole that allows traction and durability; and a co-molded power plate that reinforces the shank while having the lowest amount of additives to allow for natural grip. **SUGGESTED RETAIL: \$120**



## FEEDBACK SPORTS BOOTH 25125

The Pro-Elite portable repair stand features Feedback's quick-release clamp head. The rubber jaws can accommodate up to 2.6 inches of tubing. **SUGGESTED RETAIL: \$219**

## PRODUCT PICKS



### **RYDERS EYEWEAR** **BOOTH 4091**

The Certified is a women's style, has a shield lens for unobstructed vision and is fit specifically for a helmet. It also has textured hydrophilic temple tips for superior grip and anti-slip nose pads. **SUGGESTED RETAIL: \$39.99**



### **ACROS SPORT** **BOOTH 38085**

The A-GE hydraulic shifting system never needs to be adjusted. It uses one shift lever with two hydraulic lines for less effort to shift than cables, especially at the front derailleur. **SUGGESTED RETAIL: \$1,999**



### **KESTREL** **BOOTH 10109**

The 4000 LTD uses a new carbon layup that improves bottom-bracket and chainstay stiffness by more than 10 percent and reduces weight by 100-plus grams. **SUGGESTED RETAIL: \$8,999-\$10,599**

### **STRIDER SPORTS** **BOOTH 2090**

The ST-3 weighs in at 6.5 pounds and has new downsized grips to better fit toddlers' little hands. The ST-3 retains Strider's patented Launch Pad Footrest. **SUGGESTED RETAIL: \$132.22**



### **POLAR ELECTRO** **BOOTH 17027**

The RCX5 Bike Training Computer has several new coaching features, including ZoneOptimizer, which coaches the user to train at the right intensity. Other new options include Sport Profiles, which guarantees a swift switch between bikes with different settings; and Race Pace, which helps users reach time targets. **SUGGESTED RETAIL: \$389.95**



### **DAHON** **BOOTH 19027**

The Jifo folding bike has a longitudinal frame latch, allowing it to be folded easily into a compact package in about seven seconds. Jifo comes standard with quick-release pedals, mud guards, and telescoping handlepost to accommodate riders up to 6-foot-4 and 230 pounds. **SUGGESTED RETAIL: \$899**



## **SPECIALIZED** **BOOTH 19047**

The Carve Pro 29er hardtail is built for all sorts of terrain but excels on singletrack and XC race courses. Ned Overend raced the fully butted, smooth-welded M4SL alloy Carve Pro 29, the same frame carried through the entire line, at the 2011 National Championships to a top-15 overall finish in the men's pro class. **SUGGESTED RETAIL: \$1,350-\$2,000**



## **POC** **BOOTH 12135**

The VPD 2.0 jacket is made from the company's VPD 2.0 compound and is certified to the highest motorcycle standards. It is highly ventilated through its perforated protectors and robust stretchy mesh fabric. **SUGGESTED RETAIL: \$300**

## **ERGON** **BOOTH 22067**

The PC2 flat pedal was designed with biomechanics and correct foot position in mind. Benefits include increased power transfer, greater control, fewer hot spots and fewer knee complaints. **SUGGESTED RETAIL: \$69.95**



## **OSPREY** **BOOTH 24125**

Using Osprey's signature AirScape Suspension, Zealot's ridge-molded foam creates a lightweight yet supportive and ventilated back panel. The low-profile design keeps the pack close to the back for excellent balance, while the Biostretch ventilated harness, made with perforated EVA foam, provides a comfortable, soft, irritation-free contact surface.

**SUGGESTED RETAIL: \$129-\$149**



## **PORTLAND DESIGN WORKS** **BOOTH: PDW CIRCULUS TRACK**

The Magic Flute mini pump features an all-alloy construction, aluminum bracket and CO2 cartridge. **SUGGESTED RETAIL: \$60**



## **MICHELIN** **BOOTH 11060**

The Wild Grip'R 2 delivers great performance on both dry and muddy terrain. A number of innovations set the tire apart from the first Wild Grip'R, such as its new design, tread, tubeless and tubeless-ready casings, rubber compounds and size lineup, including a 29-inch model. **SUGGESTED RETAIL: \$59.99-\$64.99**



photo: Devon Balet



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ternbicycles.com



**Company launches custom web catalogs for bicycle retailers**

Online and print marketing company Creative Catalog Concepts is attending its first Interbike as the company introduces a custom-designed web catalog for bike dealers.

Up to now CCC, which can be visited at Booth 36105, has specialized in producing catalogs for retailers dealing in toys and education and art supplies. With the education sector hard hit by school budget cuts, however, the company set about looking for a new industry in which to apply its marketing expertise.

"We wanted a fragmented market with many small inde-



Sample catalog from Creative Catalog Concepts

pendent retailers," chief executive officer Kris Nino said. "We specialize in working with particularly small mom-and-pop shops. We are ourselves a mom-and-pop type company and most of our customers are as well."

CCC also wanted an industry that dealt in specialty products not sold by big-box retailers, and which required specialized knowledge to sell those products. Additionally, industry sales had to be growing or at least flat.

After evaluating 54 industries based on these and other criteria, CCC made bike dealers its next target market.

For \$149 a month, with no startup fee, CCC will design a custom look for the retailer's online catalog and home page; train the dealer on how to use and modify the site; and provide 9,000 prepared SKUs. Retailers can add an unlimited number of their own items via an Excel spreadsheet and can create new web pages through WordPress.

Ongoing service includes technical support during normal business hours and monthly webinars covering not only how to maintain the catalog, but also such subjects as how to market the retailer through Facebook or optimize the shop for mobile users.

Company representatives are on hand at CCC's booth to demonstrate the web catalog, and chief exec Nino is also walking the floor with an iPad to show it to manufacturers and retailers.

Sign up during Interbike, Nino said, and the first three months are free. CCC is also holding a daily raffle at its booth to give away a free year of the catalog (4 p.m. today and Thursday; noon Friday) and will host a happy hour with free beer today from 3-5 p.m.

"We're providing an affordable all-in-one package and a custom design so you can look different from other dealers," Nino said. "The first three months are free, so there's no risk and really no reason not to try the site."



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# VelEau hydration system lets bike wear the water

**F**rank Bretl rides an Ibis Mojo in endurance mountain bike races, but he's not fond of hydration packs and knew the bike's single bottle cage wouldn't sustain him over an entire course.

"I'm going to be doing 100 miles of trails, and I need to be



Mark Proia with the bike-mounted VelEau hydration system

able to get at my hydration," Bretl said. "I said, 'Why is the bike not wearing the water?'"

So Bretl invented the VelEau, a hydration system that, as he puts it, "lets the bike wear the water." The reservoir sits under the seat like a saddlebag, while the drinking tube snakes down

the seat tube and along the top tube to the handlebar.

One innovation is a retractable magnetic reel that lets the rider access the Platypus bite valve for a sip. The reel automatically retracts the valve and holds it in place with a magnet.

Bretl and his business partner, Mark Proia, are mechanical engineers at Hewlett-Packard. They worked on developing the VelEau for years, but finally hit a financial wall.

"We hit our limit. We spent more than we said we were going to spend and still had a ways to go," Bretl said. The key was linking up with Showers Pass, the Portland, Oregon, maker of rainwear and other cycling apparel.

Showers Pass (Booth 10106) brought the VelEau to market in July. The product's debut got a big assist—it was picked up by the REI chain of sporting goods stores. The VelEau retails for \$79.99, and the inventors are working on new models.

## Deuter's got freeriders' back with Attack pack

**D**euter is introducing a new freeride pack called the Attack at Booth 4101.

The Attack features an integrated protector system called the Shield. "The idea behind that is that it's nice and soft right now, but as you fall and take a major impact it actually hardens immensely," said marketing manager Justin Salvas.

"It'll save your back. It's a protection idea with the freerider in mind." It retails for \$189.

Salvas thinks that this hydration pack freeride category might have real legs as more freeride parks continue to get built in the United States. "For us, I think we're going to be doing it as a test, but we

did definitely see a demand for it in Europe and in the States, and that's why we're bringing it in," Salvas said.

For its other packs, Deuter gives customers two different back-panel options. Air Comfort has a raised, mesh-lining back panel, giving riders 25 percent less perspiration, whereas Deuter's closer-fitting Air Stripes back panel gives riders about 15 percent less perspiration.

Compact EXP Air 10, which uses Air Comfort, comes with a rain cover and an internal helmet holder. It retails for \$129. The Compact ACT EXP 12 features the Air Stripes back panel.

"Our goal is to get the Deuter name out there, and make people understand that it's been around for a long time," Salvas said. "I think we have an amazing story on our back-panel systems."



Deuter's Justin Salvas shows off the Compact EXP Air 10.

 An advertisement for Lazer Sport helmets. The central image is a blue-tinted X-ray of a human head wearing a helmet. Handwritten-style text in white and yellow provides details about the helmet's fit system.
 

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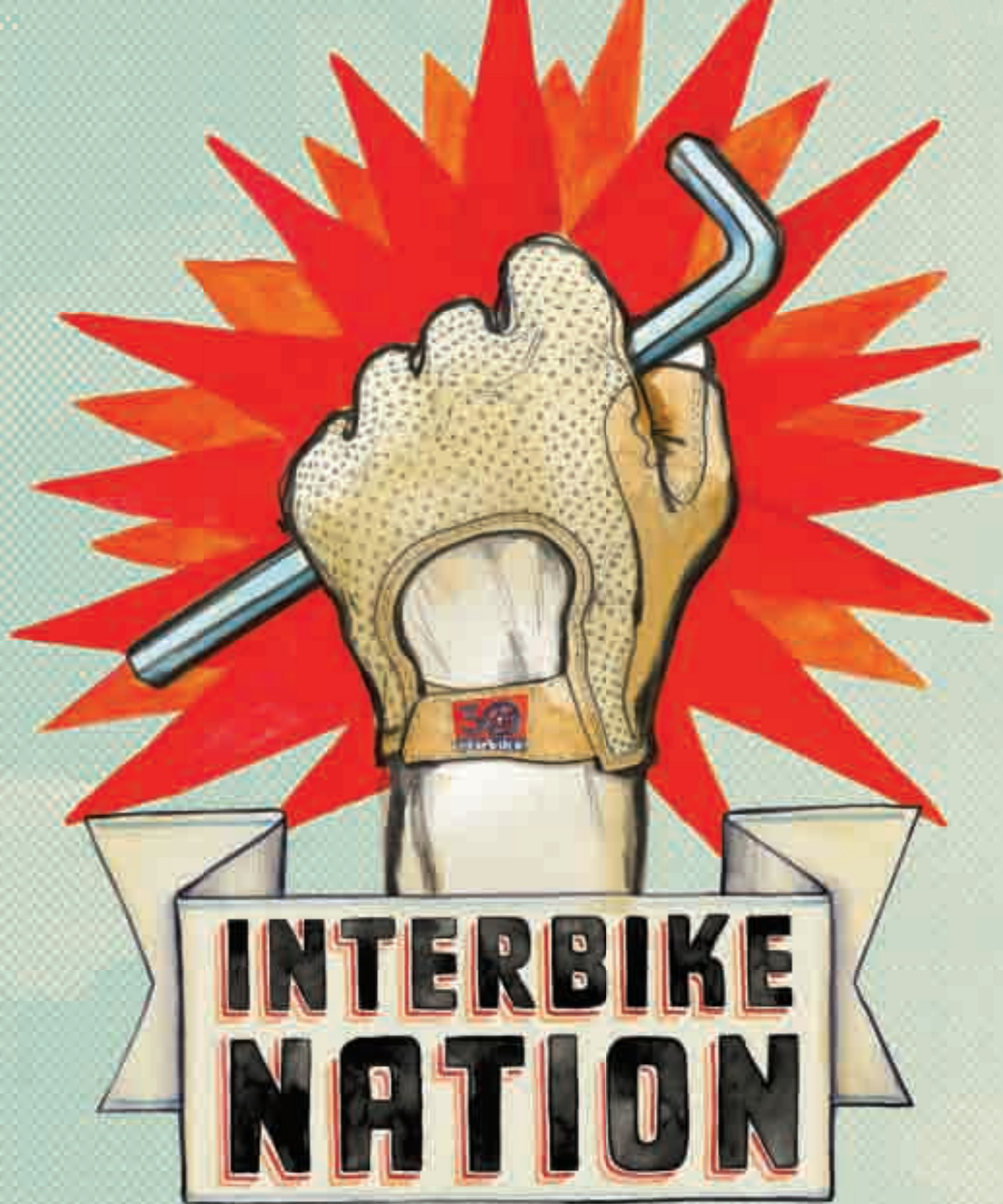
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**interbike**

## From hands to butts: Ergon unveils new saddle lineup

Ergon is adding saddles to its stable of performance products designed around riders' pressure points. The high-end SM 3 line of five saddles was developed in partnership with Selle Italia over two-and-a-half years.



The German-designed saddles integrate a flexible shell with 10 millimeters of foam to cushion the seat bone area, three-dimensional shaping, nose-mounted micro damper and saddle nose underside rubber cushion for shouldering the bike. The range includes

the top-of-the-line Pro Carbon with carbon fiber shell and rails and is available with standard rails or Monolink. The Pro uses a carbon fiber shell, while the SM 3, which also comes in a Monolink option, is made with a polycarbonate shell. The complete line is on display at Booth 22067.

Saddles will be available globally early next spring and range in price from \$129 to \$199. Pricy? Perhaps, but made-in-Italy quality doesn't come cheap.

"We want to fight in the heavyweight class. It's very simple," said Albert Yeh, Ergon's senior business and marketing manager.

Ergon made a name for itself with its performance and comfort grip series, and also designs packs and pedals from its headquarters in Koblenz, Germany.

Also new this year is a selection of saddles under the Phorm name, which is Ergon's entry-level aftermarket and OEM brand. Saddles range from \$39 to \$59 retail and are based on Ergon's line of popular men's and women's Terry saddles sold in Europe, where Ergon owner Franc Arnold holds the Terry license.

## Serfas puts the spotlight on its new line of LED lights

Serfas is debuting its new light line at Booth 15031.

Its flagship light is the True 1500, which uses three high-powered CREE LEDs that are cooled by a forced RAM Air system to improve performance. "Pushing out over 1,500 lumens in overdrive mode, the Serfas True 1500 will never let you down on the darkest mountain trail," said Serfas' James Thomas.

The True 1500 has a lithium-ion battery that delivers up to 2.5 hours of night riding on the highest setting. The light comes with a handlebar mount, helmet mount, extension cable, wall charger and transport pouch.

"You'll never have to worry about overcharging, either," Thomas said. "The built-in smart charger protects your battery and eliminates any chance of this happening." The True 1500 retails for \$380. The True 1000 retails for \$290 and True 500 for \$150.

Serfas tests all of its lights in-house with a 20-inch N.I.S.T traceable standard integrating sphere, according to Thomas. All Serfas lights are also RoHS compliant. The RoHS directive restricts the use of six hazardous materials in the manufacturing of various types of electronic and electrical equipment, Thomas said.

Serfas is also unveiling a new rechargeable 60-lumen USB taillight. This light-



**Serfas' Braxton Kuipers shows off the True 1000, which retails for \$290.**

weight, compact light includes an easy-to-use mounting bracket and USB charger and is backpack/rack compatible. It retails for \$60.

"Affectionately known as The Shield, this light is brighter, provides more visibility, and has better burn than any other single LED taillight," Thomas said.

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# Specialized says farewell to Big Hit, hello to Status

It's never easy getting rid of a dependable old workhorse that's served you well over the years. But that's just what Specialized did with its 2012 lineup when it replaced the value-priced, decade-old Big Hit long-travel rig with the new Status model.

"Big Hit has been a great bike for us—and the riders of course—through the years, but it was time to move on," said Specialized product manager Joe Buckley. "With the last few iterations of Big Hit, we focused mainly on making an affordable park bike that could be raced if necessary. Over the last few years we've seen a resurgence in DH racing, and our Demo family has seen a lot of success. It was time to go back to the drawing board and design a more race-specific bike that didn't break the bank."

The Status fits that bill with a 64.5-degree head angle, dropped bottom bracket height and less progressive, more Demo-like shock rate. It comes in two versions: the Status 1 (MSRP \$2,450) and Status 2 (\$3,100). Both bikes come with 200 millimeters of rear travel, a 1.5-inch

head tube, full cartridge bearings, ISCG mounts, expansive 750-millimeter handlebar, Avid Elixir brakes, SRAM shifter and derailleur, and 135-millimeter rear hub spacing.

Buckley said going with the relatively narrow rear spacing was mostly an economic decision. "We built this bike to be race capable, but want it to be financially accessible for the everyday rider. If you blow up the rear wheel in the bike park and have to buy a replacement, it's usually going to be easier and cheaper to get a 135-millimeter rear wheel than a 150-millimeter wheel."

The Status 1 gets its squish courtesy of X-Fusion, with a custom Vector R coil-over piggyback shock out back and a 170-millimeter single-crown Vengeance fork with tapered steerer taking the hits up front. The pricier Status 2 gets added front travel with a 200-millimeter RockShox Domain Dual Crown R, while a Fox Vanilla RC coil-over piggyback unit handles rear suspension duties.

Specialized is displaying the Status 2, as well as other 2012 bikes and gear, at Booths 19047 and 24087.



# Joytech pushes house wheel brand into the aftermarket

Joytech is a huge player in hub manufacturing, producing 3.7 million steel, aluminum and carbon fiber private-label and house-brand hubs a month in its three Asian factories. While it's best known inside the industry for that part of its business, the Taiwanese company is looking to broaden its image among U.S. consumers with its Novatec aftermarket wheel brand.

Novatec has been sold in Europe and Asia for the past eight years, and is now seeking market share in the states, said Henry Hinojosa, who heads Novatec USA from Santa Ana, California.

Although the brand has fewer than 50 dealers now, it's at the show this week trying to drum up interest in its wide range of price-competitive road and mountain bike wheels.

"We're starting to get some traction, mostly on the mountain bike side. That's where we've been focusing our efforts," Hinojosa said from Novatec's booth



Henry Hinojosa, Novatec USA

at Outdoor Demo on Monday.

All of Novatec's mountain wheels—including 29er, XC, four-cross, all-mountain and DH versions—use either its three-in-one or four-in-one front hub axle systems to allow compatibility between standard, 9, 10, 12, X-12, 15 or 20 millimeter QR.

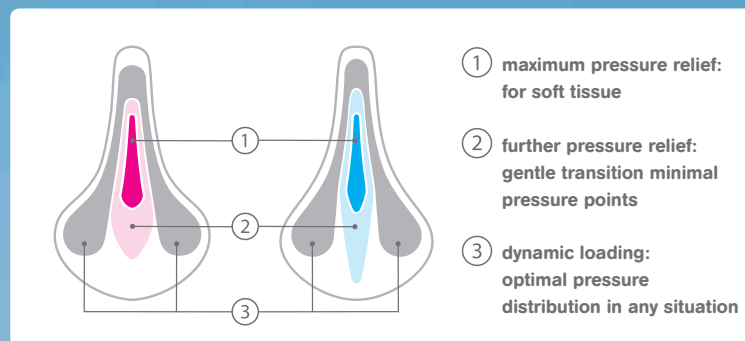
On the road side, Novatec hopes to appeal to consumers and dealers with its pocketbook-

friendly \$2,800 carbon wheelset or \$450 to \$550 alloy wheels.

Novatec specs Sapim spokes and Taiwan-made rims sourced from various third-party vendors and all wheels are hand assembled in Taiwan. Next year, Novatec plans to offer tubeless road and mountain rims using proprietary technology. The company recently hired five independent reps to support the brand in the U.S. and has set up a crash replacement warranty program.

Check out the complete line at Booth 6103.

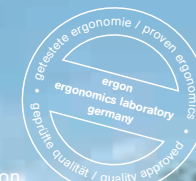
/ the 3 zone comfort principle. for men and for women.



interbike / ergon booth: #22067

also available:

- / fitness saddles from msrp: \$ 39,95
- / touring saddles from msrp: \$ 49,95
- / grips from msrp: \$ 19,95



German Innovation

## BTI brings out the big guns for new advocacy initiative

**B**icycle Technologies International launched a new fundraising program this week modeled after one that supports the National Rifle Association.

The program, called BTI's Advocacy RoundUp, allows BTI customers to round up their order subtotals to the nearest whole dollar or choose a set amount of \$1, \$2 or \$3 to contribute to a group of bicycle advocacy organizations. The money will be collected throughout the year and dispersed to Bikes Belong, IMBA, League of American Bicyclists, World Bicycle Relief and the Alliance for Biking & Walking.

BTI customers can save their rounding-up choice as the default for future orders or they can change the contribution level at any time.

Wright is encouraging other bicycle companies and retailers to start their own RoundUp programs and encourage their customers to donate to the nearest whole dollar on all purchases.

The gun industry program, called NRA Round-Up, works similarly. Hundreds of storefront gun dealers participate using either collection devices on their counters or through register software.

"Launched in 1992 by Midway USA,

the firearms industry has amassed over \$8 million through their round-up program that goes into an endowment fund for the NRA that only spends the interest each year supporting Second Amendment rights," Wright said. "I figured if the firearms industry can raise that kind of money for the NRA, we have an equal if not even greater opportunity within the bicycle industry."

BTI, which already contributes 4 percent of its net profits to bicycle advocacy efforts, will not trademark the program, and it is encouraging other B2B and B2C companies in the bicycle industry to adopt it into their own organizations.

"If pursued through these channels, we can make a marked difference in how we raise and contribute funds to promote cycling by making it a part of our everyday purchases," Wright said.

BTI is highlighting the new program at Booth 4073, on its website and in its marketing materials.

"Once we have some traceable value to the contributions, we will have a thermometer section of the site to show progress. Dealers will also be able to track their individual contributions in their account management on our B2B site, and at the end of the year we will post a list of contributors," Wright said.

## Adidas Eyewear is shooting show attendees the Evil Eye

**A**didas Eyewear is making a stronger push in the bike channel—its presence at Outdoor Demo earlier this week and here at Booth 25133 is part of a concerted effort to build brand awareness among IBDs. The company's Saverio "Sammy" Bryant said Adidas has had a line of cycling eyewear since the early '90s but sold it mostly through optical shops.

"It's funny. A lot of people have come by and said, 'I didn't know Adidas sold sunglasses.' That's what we're here for—to expose them to it," said Bryant, business development representative for Adidas Eyewear. "Our ideal marketplace is the IBD."

Bryant said specialty bike shops are better able to explain the benefits and technical features of its performance cycling line, with models that range in price from \$99 to \$230.

One model Adidas is highlighting here is the Evil Eye Halfrim Pro with plenty of custom-fit features including adjustable frame (three-level height adjustment) and nose bridge. It comes with two lenses and

a removable sweat blocker. Lenses can be easily swapped out by pushing back on the side retaining clip. It comes in small and large sizes and retails for \$230. With a quick-release hinge instead of screws, the glasses are virtually indestructible, Bryant said.

At a lower price range is the \$99 Raylor, a casual style that comes in two sizes. It also features an adjustable nose bridge, and weighs in at only 18 grams—one of the lightest pairs of sunglasses on the market.

Adidas offered several models for demo this week, and Bryant said that with a minimum buy of 12 pieces and offering keystone-plus margins, he hopes dealers will see the value of adding the brand to their product mix.

The glasses are made by Silhouette Optical, an Austrian manufacturer, under license.

Stop by the booth today at 3 p.m. to meet sponsored athletes Hans Rey and Andrew Taylor, who will be signing autographs. Darren Berrecloth will make an appearance at the booth tomorrow at 2 p.m.



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## SHOWSTOPPERS



### GPS-focused

**BOOTH 10114**

GoBandit hits the show floor for the first time with a GPS-enabled POV camera. "A key component to GoBandit is that you can embed the GPS data into a MPEG file and when you plug your camera into your

computer—and you have the GoBandit Studio Software—you can actually overlay a skin that will show your speed, your elevation and more," said GoBandit's Steve Doolan. "You can also post video straight to Facebook and Twitter." Features include an LCD screen and rotatable lens. Retail is \$349.



### Easy riders

**BOOTH 23125**

If you're looking for new tires for your chopper or cruiser bike, look no further than Vee Rubber's Vee Twinz. It features an inverted motorcycle-style engine wire bead, according to Vee Rubber's Jim Wannamaker, and perfect for riding the streets of

Santa Monica or the boardwalk. "We've actually had requests from distributors in a 29 inch-by-1.75 inch, because there are people taking 29-inch bikes and commuting on them," Wannamaker said.

The Vee Twinz retails for \$20.

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### Stuck on you

**BOOTH 1052**

Tired of your ear-phones slipping or falling off while riding?

Well, Yurbuds has the solution with its new Ironman Series Inspire and Focus Pro. Both are sweat- and water-resistant and have three-button microphone capabilities. "They also allow you to hear ambient noise, so you're hearing everything that's happening while on your bike," said Ty Deville of Yurbuds. "It can also be sized to fit your ear. Some of our specialty retailers have the ability to size and fit it to your ear right in the store." Both models retail for \$60.



### Inside job

#### BOOTH 3115

Kind Shock is targeting the OE market with the LEV drop post that fits almost any cabling system (shown here by general manager Martin Hsu). A new version accommodates internal cabling. "What we see happening over the next couple of years is a transition," the company's Rick Taylor said. "OEs are going to start using internal routing as it becomes more readily available, just like they're doing with gear cables. With monocoque and composite frames, they've got so much room inside the frame, and smooth transitions between tubes, that it's really easy to do." The LEV weighs 460 grams, which Taylor said is about 100 grams lighter than competitors' products.

### Trailer spark

#### BOOTH 38076

It looks like a vacuum canister, but instead of sucking, it moves—and carries your groceries, too. The Ridekick is a twist on an e-bike. Instead of putting the motor and battery on the bike, Ridekick put them in a trailer that attaches to the rear hub with a quick-release hitch. A detachable throttle on the handlebar lets the rider obtain a top speed of about 19 mph. Made in Loveland, Colorado, the Ridekick retails for \$699. "It's a fraction of the cost of an e-bike," Ridekick president Mark Wanger said. The company soon will offer a lithium battery as an option, offering longer range and lower weight.



### Capturing the ride

#### BOOTH 22061

Inou was the first explorer to map the Japanese coast. Now, modern-day explorers can use the CatEye Inou to film their epic rides and share them online. The Inou is a handlebar-mounted, GPS trip recorder that takes videos or still photos, combines it with GPS data and allows the user to upload the results. "It allows the rider to share the experience of cycling or whatever else they're doing with folks who weren't fortunate enough to be there," said CatEye's Bill Peck. CatEye, a Japanese firm known for its lights and cycling computers, has created a website, [inouatlas.com](http://inouatlas.com), where users can upload their trip films.



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**SHOWSTOPPERS**



**Commuter comfort**

**BOOTH 5143**

British folding bike brand Brompton developed a super-upright handlebar to allow commuters a more comfortable riding position. Called H-Type, the bars offer an extra 60 millimeters of height,

with 30 millimeters built in above and below the folding bar hinge. Even with the added height, Brompton bikes still fold in the same method. While at the booth, take a look at the company's new folding pedal with no-slip surface and integrated reflectors and its smaller O bag. The waterproof O Bag is made by Ortlieb exclusively for Brompton's front luggage system with a 20-liter capacity. The new version offers about half that space.



**Raw deal**

**SAMPLE STATION**

Developed by a registered nurse seeking healthy food for hospice patients, Raw Revolution incorporates 90 percent raw ingredients and avoids all processed ingredients in its 13 food bars. The bars are vegan, gluten and dairy free, preservative free, Kosher, certified organic and peanut free. So what gives athletes energy? "Really good, healthy food always makes people feel good and recover faster," said Raw Revolution's Gelder Lewis. Flavors include raspberry and chocolate, coconut and agave nectar, hazelnut and chocolate and apple cinnamon and tropical banana, and costs about \$2 a pop. Raw Revolution is offering a show special of 20 percent off wholesale for dealers who meet a minimum order requirement. Check out Raw Revolution at the Sample Station at the Sands' main entrance on advocacy row near Trips for Kids.

**DB AIR**  
DOUBLE BARREL

**CANE CREEK**  
DEFINE YOUR GREAT



**Carbon 'cross**

**BOOTH 22011**

Redline unveiled its first line of carbon fiber cyclocross bikes at Sea Otter earlier this year, but the two disc-ready bikes arrived at the 2011 Outdoor Demo with a new feature of particular interest to racers:

As of about two weeks ago, the 2012 Conquest Pro and Conquest Team are UCI approved, the company's Tim Rutledge said. The two models share the same frame and fork—with a 140-millimeter rear post mount—and weigh in at less than 19 pounds. The Team gets a SRAM Force drivetrain and Easton EA50 wheels, while the Pro is outfitted with SRAM Apex/Rival and Mavic Aksium Race wheels. MSRPs are \$3,499 for the Team and \$2,599 for the Pro.





**Lightweight winner**

**BOOTH 17115**

The fork that helped Julie Bresset, BH Suntour team rider, stir up the World Cup circuit and climb to the top of the podium is in production and on display on the show floor. The \$1,150 Axon RC weighs in at 3.2 pounds with a tapered steel steerer; the fork with a carbon steerer (price not set) is well under that in weight. The weight is impressive, but check out the cartridge damper. "With a \$70 retail, the cartridge is priced so a rider can keep a spare cartridge in the garage so they are always ready to race," said Russ Lebaron, Suntour's demo technician. Noting that fork rebuilds are typically more than \$200 and turnaround time is rarely as quick as needed, a spare cartridge eliminates those worries.



**Lightning strikes twice**

**BOOTH 10109**

In celebration of its 35th anniversary, Breezer is bringing back one of the original models Joe Breeze

launched back in the day—the Lightning. But the steel modern version has a few tweaks. Last year, the mountain bike frame was resurrected in a 26-inch version. For 2012, it's available as a 29er. "The only thing retro about it is the paint," said Breezer brand manager JT Burke, referring to the spears-and-diamonds graphics. The Lightning 29er hardtail is made from hydroformed steel, has a BB92 press fit bottom bracket, integrated head tube and large asymmetrical chainstays. The frame retails for \$899; a complete Lightning 29 Pro equipped with X9 retails for \$2,249. "A lot of people wanted this bike—steel is close to heart for Breezer customers," Burke said. It bears the original Breezer head badge featuring Mt. Tam.



**Stop at 'crossing**

**OUTDOOR DEMO ONLY**

Cyclocross braking solutions are a big part of TRP's focus, and Parabox is the future of 'cross braking. The \$469 hydraulic brake adapter comes complete with rotors and below-stem mount. There are a growing number of hydraulic disc brake conversions, but this is a complete turnkey system. TRP made the front master cylinder and caliper larger than the rear, allowing riders fantastic stopping power out of a 160-millimeter front rotor. The smaller rear system provides just the right braking modulation from a 140-millimeter rear rotor, saving weight.





**LAS VEGAS** SEPT 14 2011

**WED SEPT 14, 2011**  
**FIRST NIGHT OF INTERBIKE**

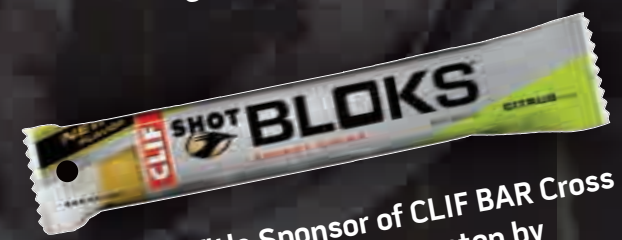
\$8 admission for the best show in Vegas!

**SCHEDULE:**

- Gates open at **6:00 PM** - Beer and Food
- WHEELERS & DEALERS Race at 7:00 PM** 
- ELITE WOMEN at 8:20 PM** 
- ELITE MEN at 9:30 PM**
- Full Awards Ceremony Following the Mens Race

**FREE SHUTTLE** from the Sands to CrossVegas runs all night from 6:00PM > 11:00PM  
COURTESY OF **interbike**

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SAISON  
 FRIEDRICHSHAFEN

## Bypassing the buffet: healthy Vegas dining

By Forte Creative Media

**W**ho says you can't eat healthy food on the Strip in Las Vegas? Forte Creative Media, a health and fitness PR agency in Las Vegas, found five restaurants offering delicious meals that are healthy at the same time:

**Canyon Ranch Grill:** While you're at the Sands at the Venetian, skip lunch at the convention hall and head up to Canyon Ranch Grill with its healthy menu that focuses on balanced meals. Here you can find organic, nutritious and frankly delicious meals for breakfast and lunch. Try the breakfast relleno with a poblano chili, organic eggs and chorizo served over polenta for breakfast or the Mongolian barbecue salmon for lunch. All calorie counts are included on the menu.

**Canyon Ranch SpaClub at the Palazzo,**  
 3325 Las Vegas Blvd. S.; (702) 414-3600  
 Open 7 a.m. to 4 p.m.  
[www.canyonranch.com](http://www.canyonranch.com)

**NM Café:** One of the best-kept healthy dining options in Vegas is within Neiman Marcus at Fashion Show mall across the street from the Sands at the Venetian. NM Café features Go Figure items on its menu with lower-cal options. Calorie counts are featured for each menu item so you know what you're eating. Look for the roast turkey Italian melt clocking in at 480 calories or the grilled lemon shrimp with romaine hearts at 490 calories.

**NM Café, Neiman Marcus, Fashion Show mall,**  
 3200 Las Vegas Blvd. S.; (702) 697-7340  
 Open 11 a.m. to 6 p.m.  
[www.neimanmarcus.com/store/info/store.jhtml?storeId=15/LV&\\_requestid=27474](http://www.neimanmarcus.com/store/info/store.jhtml?storeId=15/LV&_requestid=27474)

**Red Velvet Café:** Vegans and vegetarians unite at Red Velvet Café, a Vegas fave among the healthy crowd that recently opened a second location within Fashion Show mall. You can request soy cheese and substitutes; vegan meats such as ham, turkey, chicken, tuna, salmon or ground beef; and gluten-free products.

**Fashion Show mall,**  
 3200 Las Vegas Blvd. S.; (702) 998-9799  
 Open 10 a.m. to 9 p.m.  
<http://theredvelvetcafe.com>

**American Fish:** Vegetarians will love the new five-course menu from Michael Mina at American Fish at Aria. The restaurant is designed to look like a lodge, and Mina's executive chef Sven Mede uses salt baking, wood grilling, cast-iron griddling and ocean-water poaching to give his cooking a camping flavor. The new menu features a grilled eggplant carpaccio as a starter, heirloom tomato trio, artichoke agnolotti mixed with sweet corn and green asparagus and wild mushroom pot pie, and finishes with farmer's market seasonal melons in a crème panna cotta. The \$65 menu can be upgraded to include a wine tasting for \$35.

**Aria, 3730 Las Vegas Blvd. S.; (877) 230-2742**  
 Open 5 to 10:30 p.m.  
[www.ariasvegas.com/dining/american-fish.aspx](http://www.ariasvegas.com/dining/american-fish.aspx)

**First Food & Bar:** The heart-pumping action of walking the halls of Interbike all day will have you chomping the bit for First Food & Bar. The restaurant, open until 2 a.m. nightly, features a hip late-night vibe next to healthy items on the menu. Look for dishes such as blackened mahi tacos, sliced charred tuna and chicken paillard that make the cut as healthy options.

**First Food & Bar, Palazzo,**  
 3325 Las Vegas Blvd. S.; (702) 607-3478  
 Open until 2 a.m.  
[www.palazzo.com/Las-Vegas-Restaurants/Casual-Dining/First-Food-Bar/](http://www.palazzo.com/Las-Vegas-Restaurants/Casual-Dining/First-Food-Bar/)

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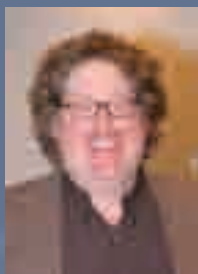
Sands Exposition Center room 303.  
Open to all Interbike attendees!

### Expo Day I: Wed, Sept 14

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

**Killer Strategies, Tactics and Techniques To Get the Tons Of NEW Customers For Little or No Money!**

*Bob Negan, Founder, WhizBang! Training*



### Must See

10:30 a.m. to Noon

**Wheel Learning Lessons of Bicycle Retailing or The Seven Laws of Bike Shop Success**

*Chris Kegel, owner, Wheel and Sprocket*

Chris Kegel, owner of the successful Wheel and Sprocket stores in WI will share his business philosophy based on more than 35 years in the bicycle industry. He has distilled his thinking into seven laws to guide his business:

- > 1st Law: Follow your passion.
- > 2nd Law: Learn the science of financial discipline by identifying the key indicators and monitoring them
- > 3rd-4th Laws: "Karma Score Card," settle only for win-win
- > 5th-6th Laws: Bike retail is a dream and a nightmare: a formula for solving all challenges and problems
- > 7th Law: Play a lot of the time

> 12:30 noon to 2 p.m.

**A Step-By-Step Plan to Find, Hire and Train a Team of Retail Superstars**

*Bob Negan, Founder, WhizBang! Training*

> 2:30 p.m. to 5 p.m.

**All Grown Up: Social Media for Big Kids**

*Mark Graff, SmartEtail.com and Chris Carter*

Visit [nbda.com](http://nbda.com) for complete seminar schedule and session details!



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10 a.m. Thursday: Ben King

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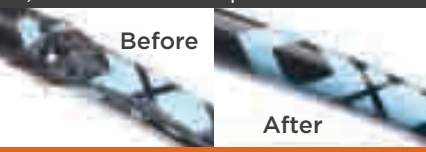
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Campus Cycles in Denver, Co is seeking qualified applicants for the Service Manager position. Applicants must have experience with bicycle repair, be adept at managing experienced staff and be comfortable selling service. Outstanding customer service 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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The International Cycling Law Association (ICLA) educates the bicycle industry about the legal and commercial issues affecting your business. The ICLA is a global network of passionate lawyers, legislative advocates, business people and bicycle industry veterans who can help you grow and protect your business. Regardless of the legal or business issue, ICLA is here to teach you the basics and help you find a competent, reasonably-priced advisor.

On the web at:  
<http://www.cyclinglaw.org> Facebook:  
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Quality Bicycle Products is looking for experienced outside sales representatives in the following four territories:

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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/careers](http://www.qbp.com/careers) or by email to [saleshiring@qbp.com](mailto: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.



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



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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](mailto: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

Bicycle Retail and Repair shop for Sale. SW Las Vegas NV, open 5 yrs, Trek Dealership Turn Key, Great for owner/operator, located on major Blvd, 1.5 mi from Expressway, 1500sq/ft, shower/ toilet. Call Paul 702 283 4241.



The visual result of a mix of rain and sun during the first day of Demo.



After riding all day, attendees entertained themselves with a little bean bag toss.



Giant's An Le and his crew braved the rain during the Tour de Lake Mead.



Approximately 150 people took part in the annual Tour de Lake Mead in the rain. Park officials cut the ride slightly short due to the stormy weather and flooded paths.



The Circulus velodrome is a new addition to the first floor of the show. It will see a lot of action in the next couple of days.



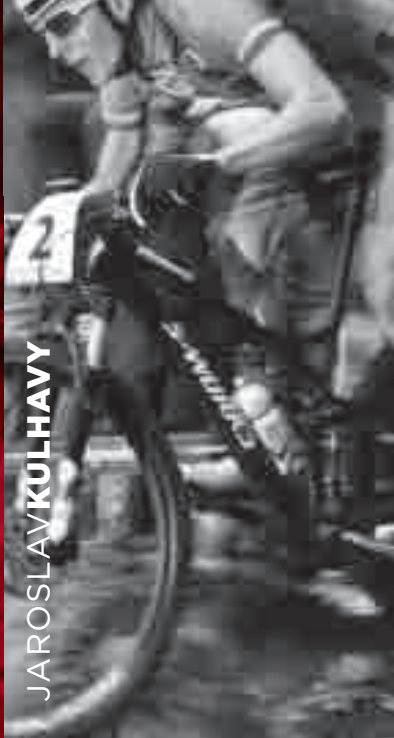
Yakima's Vince Mazzuca sets up the Whipbar windtunnel at the rack company's booth.



ANKE BEERTEN



TROY BROSNAN



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## FIVE STRIPES, FIVE WINS, ALL SRAM PRODUCT GIVEAWAY CONTEST

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- 1 Stop by the SRAM booth on Wednesday and/or Thursday to pick up your entry card.
- 2  **SRAM MTB** on Facebook.
- 3 Read the five questions posted on our FB wall that day. Complete the entry card with your answers and desired prize option (XC, AM, DH).
- 4 Submit your entry card at the SRAM booth.
- 5 Attend our Happy Hour for that day to hear HB say your name. Must be present to win. It's that easy.

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**FIVE STRIPES, FIVE WINS PRODUCT GIVEAWAY CONTEST**  
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**

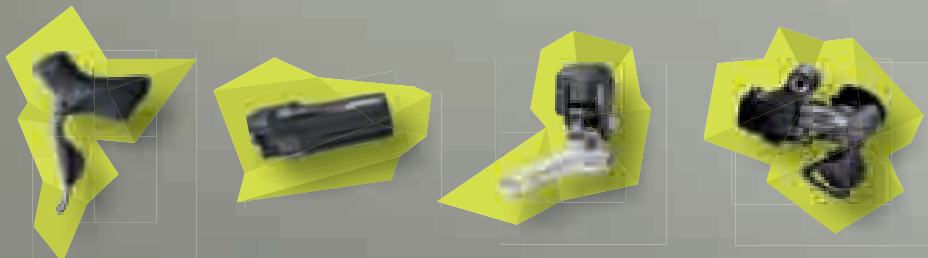
**MTB - AUTOGRAPH SESSION**  
Wednesday, September 14  
3:00pm to 5:00pm  
Santa Cruz Syndicate Team  
Subaru Trek Team  
**SRAM Booth 7033**

**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**

**SRAM TECHNICAL SEMINAR**  
Wednesday, September 14  
8:00am to 9:30am  
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