



Sea Otter Classic Newsletter

Issue One

The Buzz from the Fairgrounds

April 15, 2010

TODAY'S KEY HAPPENINGS

Little Bellas Day Camp. Open to girls ages 8-14 looking to try out mountain biking and those ready for the next level. Inquire at registration.

Stop by Exposure Lights and guess how long before the light goes out. When the stopwatch trips, the closest guess wins. **Booth 355.**

Stop by Speedplay for no-charge pedal and cleat cleaning, maintenance and lubrication. Available for anyone riding Speedplay pedals. **Booth 182.**

Stop by the Mountain Bikers of Santa Cruz Booth 239 and enter to win a Titus El Guapo. Proceeds from raffle go toward effort to rebuild and reopen the SDSF parking lot and expanding mountain biking facilities in Santa Cruz County.

Retro Bike Show. Bring your classic GT bike to **Booth 721** and tell your favorite riding story. It'll be recorded and uploaded to GT's Web site. Story with the most votes wins an HD Riding Camp from Epic. Win a chance to display your bike at the GT booth. The best bike on display wins a retro Zaskar frame signed by Hans Rey.

Cannondale Innovation Tour. Cannondale displays many of its cycling innovations as part of its National Innovations Tour. **Booth 724.**

Noon and 2 p.m.: The Kenda Mike Steidley Professional Mountain Bike Stunt Show presented by Haro Bicycles. Next to sponsor area.

1 p.m. and 3 p.m.: Ryan Leech Trials Demo Show. While chatting on his wireless mic, Ryan jumps and balances his bike on a custom course. Next to team parking.

Festival Celebrates 20-Year Milestone Big Crowds to Land in Laguna Seca

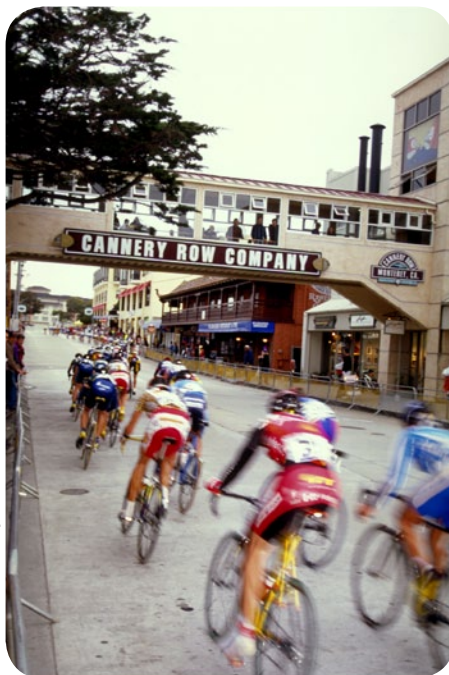


Photo courtesy Sea Otter

A Look Back. A road race and circuit race were added to Sea Otter in 1993.

Over the course of the next three days, some 8,500 athletes will compete in mountain and road disciplines; 325 bike companies will show their wares in the exhibitor area; and 4,700 spectators will see all the action unfold here at the Laguna Seca Raceway.

That's a far cry from Sea Otter's humble beginnings back in 1991 when 150 spectators saw 350 athletes battle it out for a place on the podium. And exhibitors? Well, they didn't set up tent.

It's a little known fact that the Sea Otter Classic wasn't even called the Sea Otter Classic 20 years ago. And that its first year featured such activities as roller hockey, inline skating and a grass volleyball tournament.

"The early years we had a lot of freedom to do different things," said Frank Yohannan, president and chief executive officer of the Sea Otter Classic, who founded the event with brothers Ron and Rick Sutton. "There was even one year that we had a wedding at Sea Otter."

Today Sea Otter has blossomed into a major event on the cycling calendar—a kick-off to the mountain biking season for top pros and beginners alike, and a chance for companies to demo new bikes for the first time to consumers.

The Laguna Seca Challenge—as it was called the first two years—started off rather innocently. Yohannan, a former U.S. Marine Corps aviator who flew F-4s over Vietnam, wanted to get into event management after his 22-year military career ended; he just never thought the event he would manage would be a bike race.

"My business partner and I happened to be in a local bike shop and the owner said, 'You guys should put on a mountain bike race,'" Yohannan said.

Continued on page 3

XC Racers' Long-Awaited Wish Is Granted

A dozen elite cross-country racers competed at Sea Otter last year on the newly released Geax Saguaro 26-inch tubulars. And ever since then they've been pestering Geax for a 29er version of the tire.

"Racers love the 26-inch version, but many want to compete on 29ers so they were waiting for 29er tubulars. We've got production 29er Saguaro tubulars, 29 by 2.0, here at the booth," said Ryan DeLong, Vittoria/Geax's marketing manager. "We also have our new Geax aluminum mountain bike tubular rims for 26-inch and 29ers. They are coming in 24-, 28- and 32-hole drillings."



Saguaro 29er tubular

The Saguaro 29er tubular sells for \$115 and weighs around 700 grams. The tubular mountain bike rims sell for \$85.

Geax recommends using Vittoria mastik glue and carrying Geax's Pit Stop large CO2 inflator including a latex sealant for racers who ride tubulars.

Geax has production AKAs at **Booth 347** as well. It's the small tread block tire it has been teasing for the past year. AKA tires are as light as 520 grams and Geax is promising a 29er AKA.

For 29er clinchers its Gato 29 by 2.3 is on display as is a new 26-inch tubular, the Baro Race 2.0.

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COOL NEW GEAR



A-CLASS WHEELS

Weighing only 1,350 grams, the VXD1 wheelset jumps into the top level of ultra light wheelsets. Its 32 DT Aerolite spokes for the front and rear wheel offer performance, strength and serviceability. It's available with six-hole IS Standard hub. A Centerlock version will follow later this season. Retail: \$1,399

Booth 813

YAKIMA

The HoldUp hitch rack can hold two bikes. A pin release allows the tray to fold up when not in use. A RocSteady hitch tongue provides stability. Retail: \$399

Booth 251



STEVENS

The Xenon road frameset features carbon dropouts and increased stiffness. The 1,000-gram frame is suited for recreational and professional cyclists alike.

Retail: \$1,899

Booth 238

HYDRAPAK

While large enough to work as an all-day cycling pack at 800 cubic inches, the lightweight rip-stop with new Pinnacle Ventilation System back panel makes the Morro comfortable enough for every hike or ride. It comes with a 100-ounce Reversible II Reservoir with new Surge Valve and Magnetic Quantum Clip. Retail: \$109.99

Booth 826



TWO BIKES WON WORLDS

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



Big Crowds to Land...

Continued from page 1

Yohannan also had no idea it would grow into what it has become. "I thought it would be a more regional event," Yohannan said. But then a lot of recognizable mountain bikers from around the world started showing up in the mid '90s, and with them came the media. "Then it just snowballed," he added.

Sea Otter's big break came in 1999 when Outdoor Life Network (now Versus) brought Mercury Automobiles on as the event's title sponsor.

"It was that funding that put us over the top," Yohannan said. "These sponsorship funds gave us the opportunity to accelerate our growth over the next three years." That same year gravity events were added to Sea Otter.

"Mountain biking is certainly our core," Yohannan said. "We have a great riding course due to our relationship with the Bureau of Land Management."

Yet at the same time by adding events like the 2010 Gran Fondo Yohannan has looked to put more emphasis on the road category.

"We've actually done road cycling events for many, many years—road races around Fort Ord, circuit races around the

track, crit races in downtown. We understand that road cycling is an important element," Yohannan said.

Sea Otter's Gran Fondo—new this year—will offer three fully supported ride distances: 28-mile and 45-mile coastal routes, and for more experienced riders, a 100-mile inland route.

"We couldn't think of a better way to ring in 20 years of Sea Otter than the addition of a Gran Fondo," Yohannan said. "It promises to be a great opportunity for recreational cyclists to get out and ride with friends, see all that the Monterey Peninsula has to offer, and enjoy the terrific festival experience of Sea Otter."

Recreational cyclists will also have the opportunity to go on a mountain bike tour this year. Distances of 10 and 20 miles cater to different fitness levels, and will take riders on a portion of Sea Otter's XC course.

Looking ahead at the festival's future, Yohannan envisions steady growth. "I'd like to continue to see Sea Otter as a gathering place for cyclists and those who love cycling to come from around the world to kick off the cycling season with the focus on the consumer," he said.

Forks, Rotor, Shoes, Helmets And More at Magura Direct

Magura Direct is showing a ton of new products at **Booth 515**, including a new rotor design.

"Our goal was to find the ultimate rotor—lightweight, high strength and good heat dissipation," said Jeff Enlow, general manager for Magura Direct. "This new rotor is lighter and stronger than our old rotors. We must be the innovators in the market. That's our roll and mission."



Magura 2011 rotor

Magura is also highlighting its 2010 forks including the Durin SL that's available with a white crown. It features fixed compression damping, with self-adjusting race setup; super stiff 32-millimeter upper legs; and 9-millimeter safety drop-outs for hub engagement. The Durin SL weighs three pounds and retails for \$869.

Its other brands, Vaude and Uvex, are also introducing new products. Vaude has a couple different shoes for different disciplines. The Vaude Basin RC is ideal for high-performance, fast and technical riding typical of mountain bike competitions and marathons. The Power Cage and Race sole ensure power transmission

to the pedal, and the stable ratcheting closure provides fine-tuned adjustability. It retails for \$109.

Vaude's Chain RC shoe is designed for cross-country touring and mountain bike competitions. The classic, three Velcro strap shoe retails for \$129.

You may recognize the Uvex brand from the Olympics as its sponsored athletes earned 50 medals in Vancouver. Uvex also supplies Team Columbia High Road with helmets in addition to other tour teams.

The Uvex FP3.0 helmet has 22 ventilation channels that are integrated in the shell, guaranteeing fresh air supply and exhaust air outflow even during the highest physical performance. It weighs 290 grams and retails for \$180.

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

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

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Charge Debuts Cruiser Line

Popular UK brand Charge continues its charge into the U.S. market with the introduction of two new



Charge's women's Lazy Susan

cruisers here at Sea Otter: the women's Lazy Susan and the men's Steamer.

Both retro-style bikes are internally geared 3-speeds with aluminum Sturmey Archer hubs. The aluminum frame has an integrated rack and custom chrome fenders and chainguards.

The brand's flagship Plug steel frame urban singlespeed is also here.

Sea Otter may not seem like the most apt testing ground for a couple of cruisers and urban bikes but Preston Martin, vice president of BTI, Charge's U.S. distributor, says the idea is to give people a taste of the brand while they're cruising the expo area.

Charge has been in the U.S. market for about two years and is quickly gaining steam.

"It's come from out of nowhere. The brand only started in 2006 and its managed to carve out quite a name in the urban freestyle scene," Martin said.

Cruise by **Booth 522** (Voodoo Cycles) and see Charge's bikes, as well as new product from BTI brands like Voodoo, Commencal, Cinelli and Dianese, which is unveiling its 2010 summer line of mountain bike armor and apparel at Sea Otter.



Charge's men's Steamer

Also, the Athertons' pit area is in the booth, as is Commencal's Young Guns team so swing by for riders' auto-

graphs.

Osprey Keeps Water From Sloshing In Raptor Packs

Good hydration is essential for long trail rides, but rocky terrain can cause water to slosh around in a pack.

Osprey has minimized water motion in its new Raptor Hydraulics Series, which uses a proprietary system to compress the reservoir. A sewn-in panel gives the pack an ergonomic shape and greatly reduces sloshing of water, said Osprey marketing manager Sam Mix.

"We stabilized the reservoir to the pack with foam blocking and a sewn-in sleeve. Then we stabilized the pack to the body, which is what we've been doing for the past 36 years," Mix said.

Well-established in the outdoor market, this is the 36-year-old pack brand's first foray into a hydration-specific series designed with mountain bikers in mind.

The Raptor series has bike-specific features including internal pockets to organize bike gear and the LidLock, an elastic that easily attaches a helmet to the outside of the pack. Available in four sizes with reservoirs that hold 6 to 18 liters of water, they range in price from \$79 to \$119.

"Osprey's entry into the bike market was a natural evolution of our brand," said Gareth Martins, marketing director of Osprey. "Our presence at Sea Otter demonstrates our commitment to this market and our passion to develop innovation solutions for outdoor exploration of all kinds."

The company is exhibiting here for the first time. In addition to showcasing the Raptor series, Osprey invites you to stop by **Booth 242** to participate in activities throughout each day including complimentary pack sizing and fitting, free pack demos, as well as gear giveaways.



Osprey's Raptor 10 pack



Visit Booth 514 for Great Giveaways

Photo: Aaron Rosen

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P.R.O. RD II

With its feather-light Uni-Directional Carbon 1:1 Power Plate and extremely low 7mm stack height, this shoe blurs the line between rider and bike. 1:1 Anatomical design holds foot in place, increasing pedaling power and efficiency.





P.R.O. MTB II

The same high-tech, 1:1 anatomic features of the road shoe, designed to get dirty. Low stack height keeps foot close to the pedal, maximizing power and efficiency for a seamless bond between bike and rider.



pearlizumi.com

 P.R.O. MTB II
weight: 390g (size 43)

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



OTTER SHOTS

Mammoth Mountain staff set up in the expo area. It's the first time the California ski area is manning a booth at the Laguna Seca Raceway.



Marcel Jakob and Rob Bohmcke hang the Race Face banner.



Workers prep the trampoline in the kids' fun zone.



Brent Foes' sidekick watches over the Foes Racing rig after the long trek from Pasadena.



Dan Crean pulls out an R-SYS SL wheel Wednesday afternoon while setting up the Mavic booth at the Sea Otter Classic.



Photos by Nicole Formosa

BIKES BANDS BEER

BOOTH #555



FRIDAY

2 PM — TREK WORLD RACING POSTER SIGNING

SATURDAY

1:15 PM — LIVE MUSIC — EULOGIES

5:15 PM — LIVE MUSIC — DARKER MY LOVE

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