



Sea Otter Classic Newsletter

Issue Two

The Buzz from the Fairgrounds

April 16, 2010

TODAY'S KEY HAPPENINGS

All Day: Syncros raffles off a Freakin' Light cockpit. **Booth 762.**

7 to 8 a.m.: Yoga with Ryan Leech. The Norco trials rider leads a free Vinyasa Flow class. **Chapparel Campground B, in Meeting Building.**

9 a.m. to 4 p.m.: Kids Bike Playground. Kids 12 and younger can try their budding bike skills on obstacles. **SRAM Mountain Bike Ride Zone.**

10 a.m.: Sea Otter Egg Hunt. Skipper the Sea Otter hosts this free event for children 8 and under. **SRAM Mountain Bike Ride Zone.**

10:30 a.m., 1 p.m. and 3 p.m.: Ryan Leech Trials Demo Show. **Next to team parking.**

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

11:30 a.m. and 2 p.m.: The Kenda Mike Steidley Professional Mountain Bike Stunt Show presented by Haro Bicycles. **Next to sponsor area.**

Noon to 2 p.m.: Stop by Cannondale **Booth 724** and try your speed and skill in a BB30 crank service contest. Winners crowned daily.

Noon: Kids Races. Open to racers 12 and younger. Races broken up by age. Ages 9 and under at the **SRAM Mountain Bike Ride Zone.** All others meet near the finish of the dual slalom.

1 to 3 p.m.: GT's Diversion for Overly competitive Riders who like Kids (DORK) challenge. Challenge the GT rider of your choice in a ping-pong contest. All players win cool swag and entered in a drawing for a new bike. **Booth 721.**

2 p.m.: Three-time 24-hour World Champion Rebecca Rusch signs posters. **Booth 361.**

2 p.m.: Anthill Films newest movie "Follow Me" autograph session with the riders. Meet Gee Atherton, Sam Hill, Cam McCaul and Brendon Semenuk. **Pinkbike Booth 551.**

6 to 8 p.m.: "Follow Me" movie premier. **Specialized Expo Area.**

Big Wheels Turning for Women

Big wheels aren't just for men anymore. At least Giant and Specialized think so. Both brands are introducing women's-specific 29ers here at Sea Otter, much to the delight of many female riders who have been clamoring for big wheels to call their own.

Giant's women's-specific 29er is called the Rainier. The Rainier 2, at **Booth 510**, comes in at a very competitive price point (\$750). "Having that Rainier really shows our dedication to our women's program," said Brad Klipping, marketing manager for Giant. The Southern California company recently launched its new national retail education program focused on helping retailers market and sell to women.

Giant's Rainier features a lower stepover and a components spec that caters to the female rider, such as a skinnier handlebar. The graphics are totally different as well. Giant designed them with more of a lady's taste in mind, Klipping said.

"I think women are deciding that a women's-specific geometry makes sense," Klipping said. for all other sizes. "I think we're drawing a few more women into the sport,



Giant's Jackie Baker takes the new Rainier 29er out for a spin.

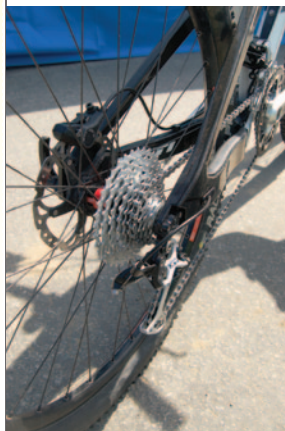
but there are also women here who are realizing it makes sense to have a bike that fits them a little better."

Specialized is also showing a women's-specific 29er—its first—called the Myka HT at **Booth 713**.

"Women were asking for a 29er that fit them better and came in smaller sizes," said Rachael Lambert, women's product and marketing manager for Specialized Bicycle Components. "We felt there was a huge opportunity to develop a better fitting and better riding 29er for women and so we focused on three key areas—stack, reach and standover. We also focused on maintaining the great ride characteristics that Specialized 29ers are known for."

With most 29ers on the market, bigger wheels mean taller standover height. For recreational riders who want to get on and off their bike with total control, low standover height is key. Specialized reached its target standover height of under 690 millimeters (small)—and proportionally low

Continued on page 3



10-speed XT derailleur

Shimano Unveils Dyna-Sys to Media

Journalists lined up to take the first look at Shimano's revamped mountain bike groups—XT and SLX—at **Booth 760** yesterday. Both underwent a radical engineering makeover for 2010. Nine speeds are out; ten speeds are in. And to put a branding zing on the upgrade, the company calls it "Dyna-Sys," shorthand for Dynamic Systems.

Matt Robertson, Shimano's product manager, said Dyna-Sys is Shimano's next generation drivetrain. "It's more than just another gear," he said, "it's a generational advancement."

Adding the new 10-speed cogset and more closely stepped front chainrings lets riders comfortably push a bigger front gear without giving up a high-end gear ratio, Robertson explained.

Pushing a larger chainring also lowers chain tension, improves chain-line angle, lessens rear suspension bob and increases power efficiency. The system also gets a new directional HG-X 10-speed chain to enhance shifting smoothness.

Here's what Shimano did. Dyna-Sys revolves around a 42T-32T-24T set of chainrings

Continued on page 3

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BIANCHI

The Infinito 57-centimeter road bike features a monocoque carbon frame with Kevlar inserts for vibration damping; a complete Shimano Ultegra group (with a 105 12/25 cluster); a Bianchi K-VID carbon fork; an FSA Carbon pro stem; FSA Wing Compact bar; and an SL_K carbon post. Retail: \$2,999

Booth 213



X-FUSION

The Vector HLR rear shock can handle downhill, freeride and trail riding. It features various adjustments including low-speed compression, high-speed compression, rebound and preload, bottom-out air pressure and bottom-out air volume. Retail: \$449

Booth 541



TIFOSI

Pick up the contours of your favorite trail with ease with the Tifosi Optics Ventou with Backcountry Orange Fototec lens, which uses variable tint technology. In shade or low light, the lens is a bright orange at 45 percent light transmission. In full sun the lens darkens to deep reddish brown at a 15 percent light transmission. The Ventoux sunglasses are also equipped with an ultra-tough Grilamid TR-90 frame, polycarbonate shatterproof lenses, and hydrophilic rubber adjustable ear and nose pieces. Retail: \$59.95

Booth 158



MARIN BIKES

The 120-millimeter-travel Mount Vision 5.8 has a 200-gram lighter weight swingarm, narrower suspension links, revised geometry and updated construction. A 68.5-degree headtube angle and lower bottom bracket height increase stability at speed. Retail: \$3,299

Booth 369



RITCHEY DESIGN

The WCS Carbon Curve road bar has a compact drop of only 128 millimeters for aggressive positioning in the drops and tops. It's ideal when using a short headset stack. It features a carbon monocoque construction with 3K weave finish. Retail: \$284.95

Booth 762

TITUS BICYCLES

The 2010 FTM carbon is the first full carbon trail bike from Titus. Steering precision is enhanced by an oversized, tapered internal headtube. The frame retains clean lines through internal cable routing. A replaceable stainless steel plate protects the carbon on the down tube from rocks and debris kicked up from the front wheel. S-bend seat and chain stays provide maximum heel clearance. The frame weighs approximately 5.25 pounds. Retail: \$2,695

Booth 611



Big Wheels Turning...

Continued from page 1

"We topped the package off with custom women's-tuned spring rates, Body Geometry contact points and size-specific component spec," Lambert said. "What we achieved is the Myka HT 29er that fits the broadest range of female riders and provides women with an all-new trail experience."

But 29ers abound here at Sea Otter. Many companies are introducing new models or revamped big-wheeled bikes. Make sure to stop by Gary Fisher to see its hardtail 29er (\$3,800) and Superfly full-

suspension 29er (\$5,500) at **Booth 730**.

Norco's new Shinobi targets the mid-travel (140 millimeters) 29er rider. The bike, here at **Booth 755**, features a new hydraform design, tapered steerer, post-mount brakes and new swingarm design.

Santa Cruz's Tallboy at **Booth 535** has garnered much attention in a short amount of time from many media outlets, and Focus launched its 29er at the SRAM XX lounge, **Booth 700**, marking the first time the German company has dipped into big wheels.

Shimano Unveils...

Continued from page 1

that power an 11-36 rear cogset. Compare that to older versions of XT and SLX that came with 44T-32T-22T chainrings and rear gearing ranging from 11-32; 11-34; and 12-34.

Dyna-Sys uses a new cogset so that the "sweet spot" gears are spaced at 17-19-21-23, providing close-step gear options where the rider most needs them. Dyna-Sys chainrings keep riders in their mid and upper chainrings longer. More importantly, Dyna-Sys avoids that momentum-losing drop that happens when switching to a granny gear. With Dyna-Sys, when riders drop into a granny they

can regain the "sweet spot" without excessive down-shifting.

"The resulting optimized gear array creates smoother, seamless and more efficient pedaling regardless of the rider or the rig," Robertson said.

Cosmetics are mostly unchanged, but the new chainrings combine an alloy granny and upper with a steel middle ring stiffened with a composite material that's cut to improve shifts. It's all powered by HollowTech II cranks.

XT and SLX will use the same front shifters as spec'd on earlier models, but has a new rear derailleur for the 10-speed.

New Company Seeks Members For Product Testing Program

How much would you pay to ride a new personalized, Pro Tour level bike outfitted with top-of-the-line components for a year?



Kovi Founder Patrick Walters and Robb Zbierski man the booth at Sea Otter.

A new company called Kovi launching here at Sea Otter is soliciting members to join its test ride program, which allows consumers to ride product concepts then provide feedback to manufacturers.

For \$2,500, you get a TeamKovi membership, outfitting you with a pro level bike for one year and additional test products throughout the year. You'll also be tapped to participate in events and training camps. For \$500 a year, you get the ClubKovi membership, which comes with a Kovi riding kit and \$500 purchase produce at a discounted rate. The TourKovi membership is free and

is targeted toward enthusiasts who want to be in the know about new products.

Kovi founder Patrick Walters consistently noticed two problems during his 20 years working in product development in the bicycle industry. One, product testing was often invalid because riders' evaluations were influenced by the brand image. Two, consumers wanted access to better products before they made it to the market.

"I thought if I put those two together, I could solve two problems in one business," Walters said.

Kovi isn't meant to replace testing done by sponsored athletes. Walters said that falls more into the marketing category while his program is for the development side.

As a third-party, Kovi can gather unbiased feedback for manufacturers from its pool of testers on new products and concepts since it has no affiliation to the brand, Walters said.

"If you want to know what your consumers really think, you have to get them out of your brand," Walters said.

Manufacturer programs range from \$3,500 to \$10,000 per year depending on the level of testing required. For more information, go to www.teamkovi.com or stop by Booth 186.

spotted at sea otter



THE MOB PACK.

Camelbak's answer to growth in the freeride category is its new line of All Mountain Freeride (AMF) hydration packs designed for the crowd that's more apt to ride the chairlift to the trails than grunt uphill. The line consists of three models: the Don, Capo and Consigliere. The two largest, the Don and Capo, have straps for full-face helmets, and all three have armor attachment points, fleece-lined goggle pockets and lift line pass holders. The Don carries 100 ounces of water and has 1,070 cubic inches of cargo room. It retails for \$120. The \$100 Capo is a bit smaller with 670 cubic inches of space and a 100-ounce reservoir. The \$90 Consigliere carries 70 ounces of water and has 470 cubic inches for gear. **Booth 107**

GET YOUR BLING ON.

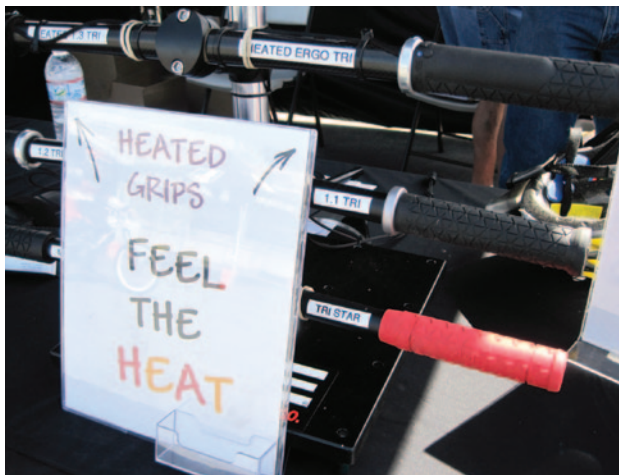
Check out Sidi's 50th anniversary limited edition Ergo 2 Carbon shoe. The Italian brand is only selling about 1,500 pairs of these in the U.S.

About 500 or so have already been presold according to Matt Ryan, customer service manager for Sidi America. He said the brand has only released about three special edition shoes so far in its history. This gold-accented model with new Carbon Lite sole will retail for \$550 and it will come in men's sizes 40 through 48. It should be arriving at bike shops in early May. **Booth 743**



HOT HANDS.

If you ride at night, early morning or in the cold, you'll find heated grips can make riding more comfortable. A'ME Grips is showing what it claims to be the first-ever heated mountain bike grips. Powered by a lithium ion battery, the grips can last up to two-and-a-half hours according to Bob Rutten, who handles promotions and marketing for the company. Six settings allow you to heat them up from 95 to 130 degrees. And they can be used on aluminum or carbon fiber handlebars. The heated grips retail for \$129.95; the kit with battery and charger sells for \$320. Rutten said A'ME is working on heated tape and pad for road bikes. **Team Parking area**



TWO BIKES WON WORLDS

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



spotted at sea otter



TOPEAK TEAM ISSUE.

Topeak is stepping up its high-end accessories offerings this year with its Team Issue Collection, a line of products developed around the image of the 3-year-old Topeak Ergon professional mountain bike racing team. The collection includes several Red Dot Design winners like the AirBackpack, the first air tunable cycling pack, and the Mega Morph floor pump. The Mega Morph, which retails for \$59.99, has a full size cylinder packaged in a compact and simple design making it great for travel. **Booth 304**



FULL PACKAGE.

So you love Crankbrothers, but wish they had a more full components line. Well, your wish has been granted. The Southern California company best known for its stylish high performance pedals—and more recently wheelsets—is adding handlebars (pictured with product director Chad Peterson), seatposts, stems and grips to its lineup for cross-country and all-mountain riders. “This is the visual story we’ve been dreaming about,” said Crankbrothers founding partner Andrew Herrick. “This is a new visual language. We want to go our own way.” **Booth 126**

HEAVENLY WHEELS.

How can you improve Easton’s Haven all-mountain wheelset? You can make it in carbon fiber. And that’s exactly what Easton did with both its 26- and 29-inch options that become available this fall. The Haven carbon (\$2,300) features a 100-grams savings over its aluminum counterpart, a wide 21-millimeter diameter and it’s UST compatible. It comes with a two-year warranty, but you probably won’t need it. “If you saw the tests we put this one through—it’s crazy,” said Mark Riedy, who handles PR for the company. **Booth 831**



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



Ryan Leech wows the crowd by balancing and jumping his bike on a custom-built trials course.



Sara Ecclesine, brand manager for Sidi America, sizes up riders' feet to find the perfect fit. You can't buy Sidi shoes at the expo, but you can purchase them at your nearest Sidi dealer. For a full list of dealers, drop by **Booth 743.**

Photos by Nicole Formosa

CO2 bandits Marty Mares (left) and Michael "Roscoe" Drabousky walk the fairgrounds to promote Genuine Innovations' new Mountain Pipe—a hand pump/CO2 tire inflator—along with the newly redesigned Air Chuck Elite CO2 tire inflator.



Chris Dorsett and Rich Albert get blasted with more than 10,000 watts of sound from Rockford Fosgate's Mercedes-Benz van parked in the Thule booth. The mobile "sound lab" is equipped with 12 15-inch subwoofers, four pairs of separates, four 2,500-watt amplifiers and two 1,000x4 amplifiers. Check out the boom boom at **Booth 709.**

MTB racing legend Hans Rey discusses the Wheels 4 Life Dream Bike Project that was spurred on by Crankbrothers, where 20 high-end mountain bikes spec'd with Crankbrothers parts will be auctioned off at year's end with all proceeds going to Rey's charity.



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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