TREK

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On the cover:
Lizzie Deignan, winner of the first-ever Paris-Roubaix Femmes, in the iconic showers of the Roubaix Velodrome. It's a long-standing tradition for riders to wash away the grit of the grueling race here. Some of cycling's most dramatic photos have been taken in this very room, among shower stalls featuring bronze plaques commemorating past winners—all of whom were men. Until Lizzie in 2021.

Welcome to the performance issue

This is an ode to the athletes. The doers. The triers. The day-by-dayers. The adrenaline junkies, goal crushers, 4am wake-up-and-chase-the-sun-risers. Anyone who has ever pushed past their limits and then, somehow, reached deep within themselves to push even further.

Winning isn't everything. But hope is. Inspiration is. Pride is. And these things count whether you're hopping on the bike for the first time in years or training with dreams of one day riding with the pro peloton.

Don't think you're an athlete? Think again. However you move your body — whether you're commuting by bike, walking toward a new step goal, or just riding for fun — makes you an athlete in our book.

Flip through the pages of this catalog and remember you're stronger and more capable than you ever thought possible.

To the riders who give us something to cheer for, the fans who keep us pedaling, and the innovators who help us reach new heights, this one's for you.



1984
7-ELEVEN Women



1995
Saturn



1998
U.S. Postal Service



1999
U.S. Postal Service



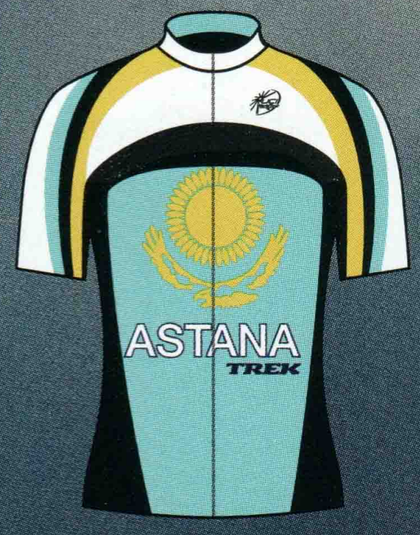
2005
Discovery Channel



2006
Discovery Channel



2007
Discovery Channel



2008
Astana



2011
Leopard-Trek



2011
MTN–Qhubeka



2011
RadioShack



2012
RadioShack-Nissan-Trek



2017
Trek-Segafredo



2018
Trek-DROPS



2018
Trek-Segafredo Women



2018
Trek-Segafredo Women



2000
U.S. Postal Service



2001
U.S. Postal Service



2002
U.S. Postal Service



2004
U.S. Postal Service



2009
Trek-Livestrong U23



2010
RadioShack

40 years in the peloton

For over four decades, we've supported athletes who've tested themselves against the world's best. Many riders have represented Trek (these are just some of the jerseys from our road teams). Many have inspired us. All of them they've challenged us to make bikes that give them every chance of winning — and that's helped us build better bikes for everyone.



2013
Bontrager-Livestrong U23



2013
RadioShack-Leopard



2014
Trek Factory Racing



2016
Trek-Segafredo



2019
Trek-Segafredo



2021
Trek-Segafredo



2022
Trek-Segafredo



2022
Trek-Segafredo Women

WATCH “NEVER LOOK BACK,” A SHORT FILM ABOUT TREK-SEGAFREDO WOMEN AND THIS HISTORIC DAY

Forever the first-ever

Three Trek-Segafredo racers finished in the top ten in the first-ever Paris-Roubaix Femmes. But this race was about far more than the results.

Rain fell from grey clouds as the women of Trek-Segafredo raced onto the first of 17 cobblestoned sectors on a grueling 116-kilometer course. The fabled pavé of Northern France became slick and treacherous, but this did not slow the racers. They expected nothing less from Paris-Roubaix.

Ask any cycling fan, and they'll tell you there's a special kind of reverence around this one-day Monument. Paris-Roubaix boasts a history of heroism, beauty, and triumph. Its punishing cobblestones and perilous conditions have earned it the nickname "Hell of the North," and have destroyed equipment and riders alike. Many greats have won there; many more have been humbled.

In Paris-Roubaix's 125 years of existence, this premier event on the Classics calendar has developed rich traditions. Since the 1940s, it has finished with a lap in the Roubaix Velodrome. Winners are awarded a trophy made from a cobblestone taken from the course. And, after the race, riders wash away the mud and grit in iconic concrete shower stalls, which are adorned with brass plaques commemorating past winners.

But until 2021, something was missing from the tradition of Paris-Roubaix: women.

On a grey and muddy October day, history was made as the professional women's peloton took their first pedal strokes in the first-ever Paris-Roubaix Femmes.

There were crashes. There was chaos. And with nearly 80 kilometers to go, Trek-Segafredo's Lizzie Deignan broke from the peloton and never looked back. Over muddy slick cobbles, she held her lead, charging at last into the Roubaix Velodrome with her arms held high, celebrating a victory over something bigger than any bike race.

"I raced today with the power of generations of women who were denied the opportunity," Lizzie said after her win.

She was followed by teammates Elisa Longo Borghini in third and Audrey Cordon-Ragot in eighth.

It was a dominating performance by Trek-Segafredo. More importantly, though, it was a victory for riders everywhere—for those who raced, for those who watched, and perhaps especially for a future winner of Paris-Roubaix Femmes, somewhere in the world, who thought to herself, *"That's what I want to do someday."*

Daniel D. Teoli Jr.
Archival Collection


I think not a lot of people were believing that we could ride those cobbles. We showed them that we can ride them, plus we can ride them on really difficult conditions. So for us it was entering the history in the best way we could.
–Audrey Cordon-Ragot
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TREK
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Vive le Tour!
Cochonou
Auchan



There was a collective joy at having Roubaix —at finally being able to tackle it, to take it on, to have the respect that we deserve that we are able to take on The Hell of the North.

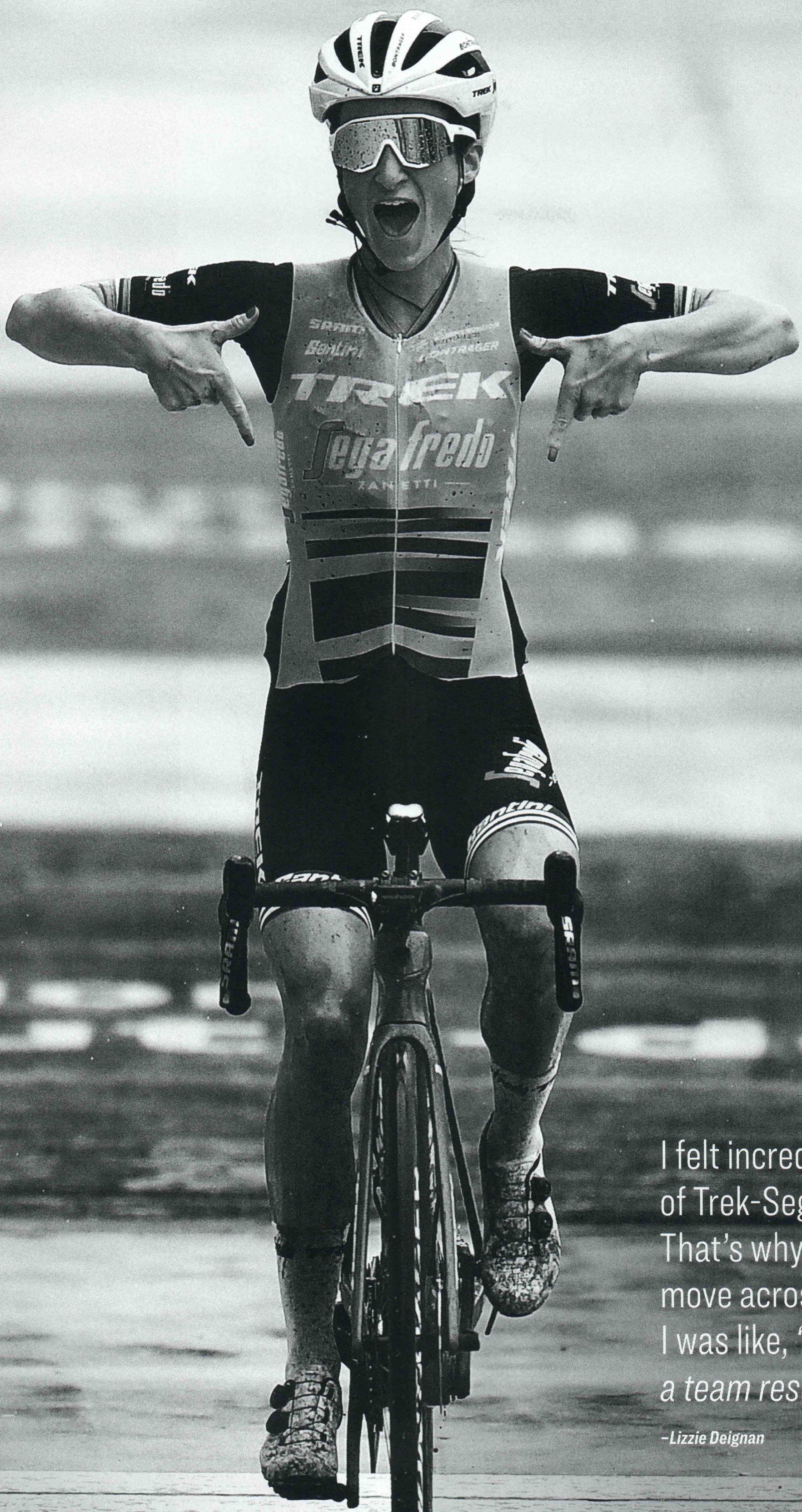
–Lizzie Deignan

We all knew it
would be hectic,
there would
be crashes,
there would be
mechanicals.
So the plan was
to be in front
and go from there.
We all know that
anything can
happen in this race.

–Ellen van Dijk

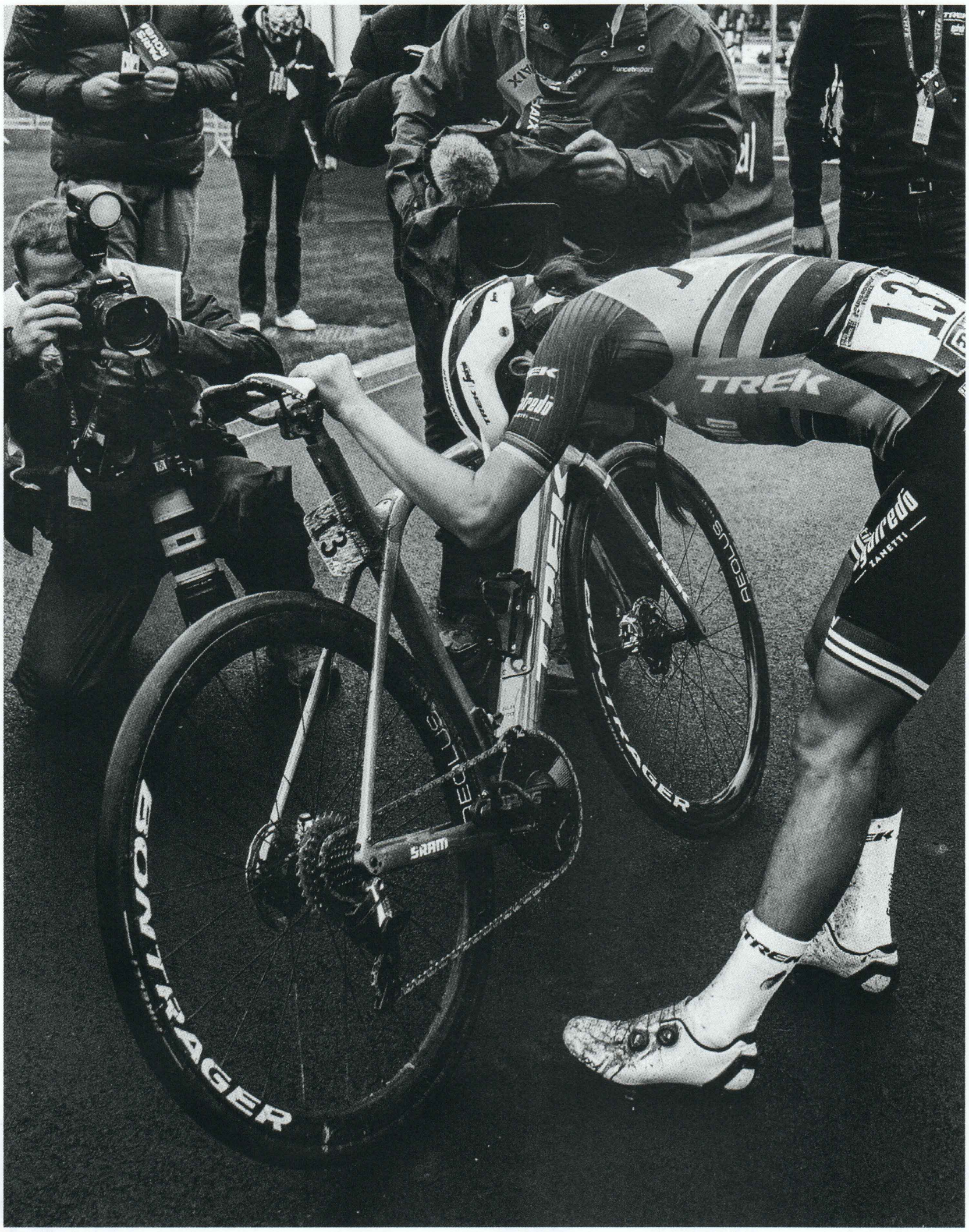






I felt incredibly proud of Trek-Segafredo. That's why I did that move across my chest, I was like, *"This was a team result."*

–Lizzie Deignan



It's quite surreal when you win a big race like that. Suddenly, how you've been in this kind of tunnel vision for over 100k, and then the bubble is burst and there's just noise and attention. And somehow you do kind of want to just bow your head and just have a moment for yourself. And I think in that photo that's what I'm doing—I'm just taking a moment for myself, taking a breath, and letting it settle in what just happened.

–Lizzie Deignan


Vainqueure de PARIS-ROUBAIX 2021

That shower photo—obviously to non-cycling friends it's a difficult one to explain, but it's so iconic because there have been so many photos of men doing that for years, and the photos are often dramatic and you can see the kind of suffering that was etched on the faces of the men, and that they're washing away that pain. And there's this underestimation of women for so long, for 125 years, and finally we got to kind of wash that away. And that's how it felt in the showers. It was like, *"This is our time."*

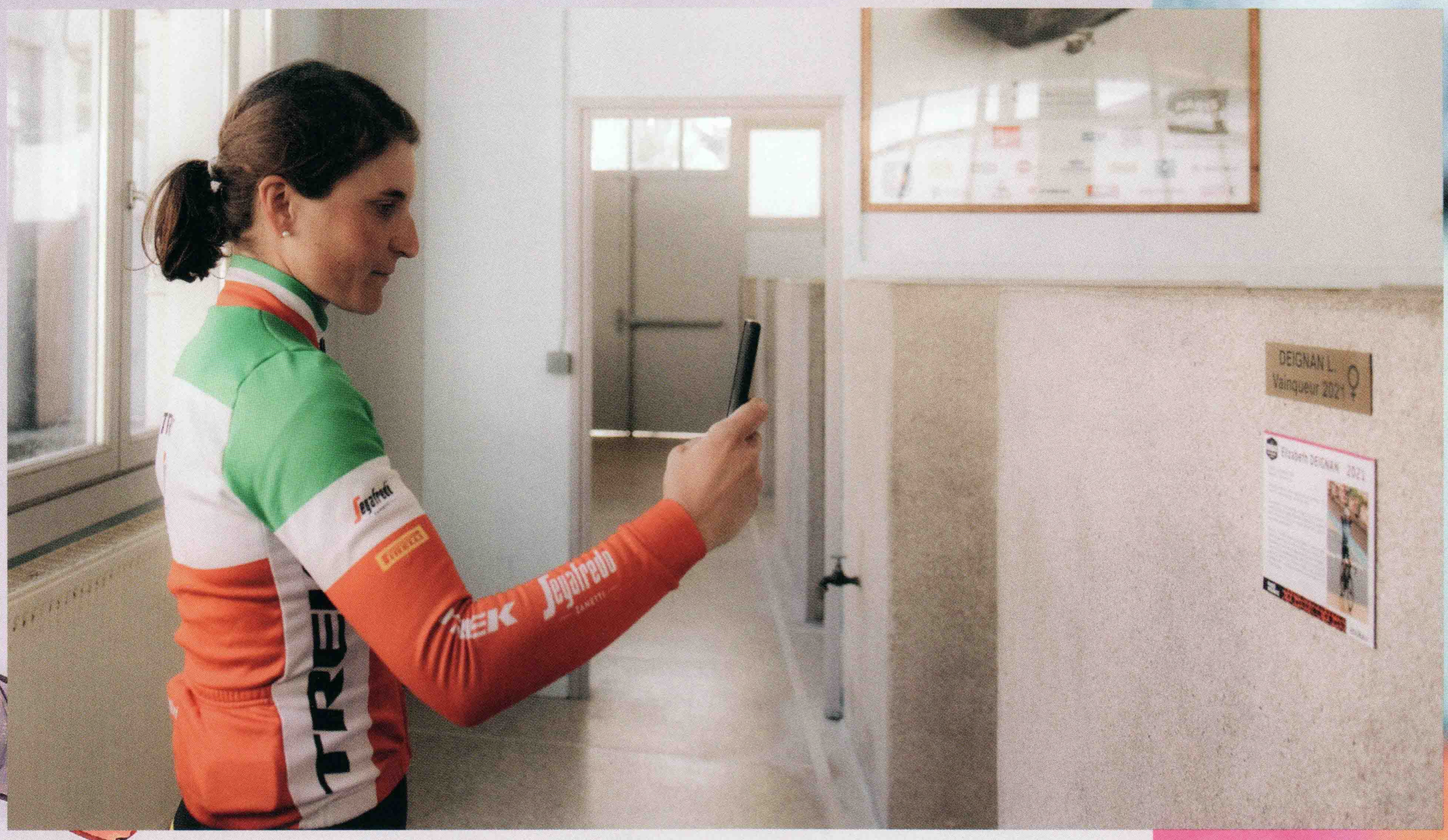
–Lizzie Deignan

When I crossed the line and saw Lizzie there, I started screaming so loud and hugging her with my bloody hands. Lizzie was smiling, Audrey was crying, I was screaming. I think it was a show of emotion, we never actually had so much.

–Elisa Longo Borghini

SECOND YEAR, SECOND TO NONE

In the 2022 edition of Paris-Roubaix Femmes, Elisa Longo Borghini followed Lizzie Deignan's win with another spectacular solo breakaway to victory, carrying forward Trek-Segafredo's undefeated streak on the iconic cobbles. Like Lizzie, Elisa was quick to credit her team for the triumph. "Honestly, I wish I could bring all my teammates to the podium today because it was really a very good team performance, and I need to thank everybody," she said. Here, she captures the shower plaque honoring Lizzie's win. Soon, Elisa will have one of her own.






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UCI WOMEN'S WORLDTEAM
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The smallest details make the difference — in all things, but especially in bike racing. In this world, millimeters become mountains. Good thing we have a team in Waterloo tasked specifically with ensuring every detail on every Trek race bike is perfected before competition.

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Nearly every Trek in professional competition, from the Tour de France to Red Bull Rampage, goes through the skilled hands of the masters in the Race Shop. They have the most discerning of customers: those whose livelihoods depend on the performance of their equipment.

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More specifically, Radioactive Coral. Train like Trek-Segafredo in all-new replica kits that stand out in more ways than one. Made with moisture-wicking materials, full-length mesh side panels, and a streamlined fit, these kits were made for your most heart-pounding, sweat-dripping, goal-crushing workouts.

Trek-Segafredo's Letizia Paternoster takes her visibility up a notch with a "million-watt smile" at team training camp.

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Trek-Segafredo's Amanuel Ghebreigzabhier is part of a second generation of African cyclists changing the future of the sport

Eritrean endurance

Among the 54 countries that make up Africa, there is one that rivals Belgium and the Netherlands in terms of cycling passion. In Eritrea, children dream about becoming pro cyclists instead of soccer stars. Such was the vision for Amanuel Ghebreigzabhier.

"In Eritrea, the bicycle is part of our daily life," Amanuel says. "It is the favorite game of many children and the means by which thousands of people, every day, move around. It is Africa's happy island of the bike.

"I remember, when I was a child, I used to sit by the side of the road in Asmara, the capital of Eritrea and the city where I grew up, watching cycling races. The most important ones attracted so many people! These were, and still are, very popular events. In those years the bike was just a game for me. Then, as a teenager, thanks to a friend who practiced mountain biking, I began to look at the bike with a different eye. I accompanied him in his training and the bike became my favorite sport. After a couple of years, I joined the main national cycling club, As.Be.Co, and started competing. I was 15 years old."

Cycling in Eritrea grew from a vestige of colonial Italy. And although many signs of that colonial past are gone, Eritreans have claimed cycling as part of their modern culture. In the new millennium, the country gained notoriety alongside the African cycling movement.

"The growth of the MTN-Qhubeka project, Africa's first team, brought a lot of people to follow the races on TV. My teammates and I would follow together the most important races. The Northern Classics were and still are the ones I like the most, but the Tour de France was the most awaited event. You can't imagine enthusiasm following the Eritrean riders, Daniel Teklehaimanot, Merhawi Kudus, and Natnael Berhane. It was like the spark for me.

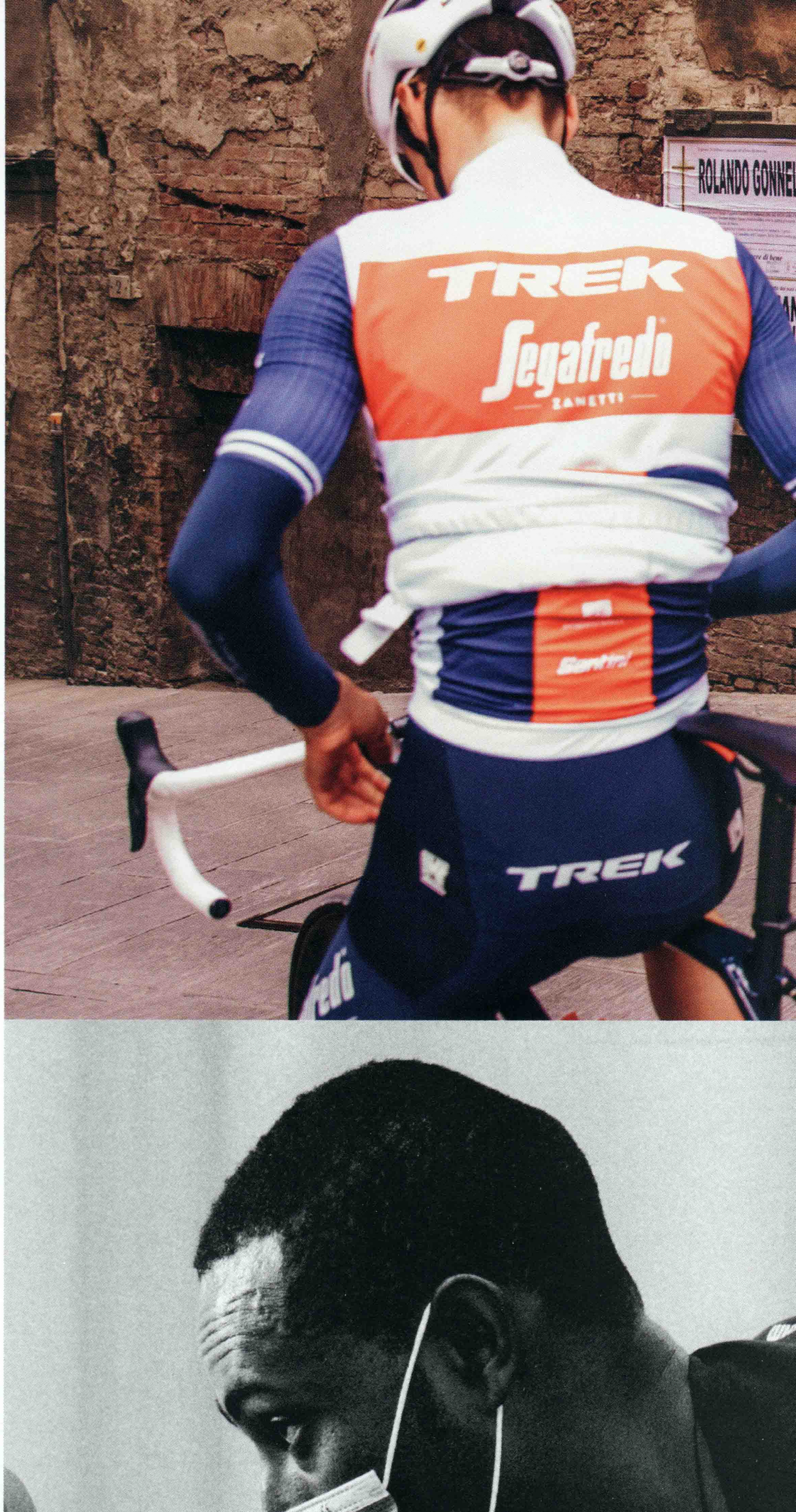
"In those same years I also started to go outside the national borders, thanks to the Eritrean selection, and to become aware of my potential. In Eritrea every weekend there were competitions, but to improve I wanted to race the most important events on the continent. In 2013, I raced at Tour of Rwanda, and the following year, at the age of 20, I won the national title, the most beautiful cycling memory I have so far.

"In 2014, I also raced my first World Championship in Ponferrada, and I took part in the most important competitions in Africa. I started to learn about the world outside my country and I raised the bar of my ambitions. I have always tried to set concrete goals in my life and once achieved, to continuously set new ones. In 2016, I was ready for a new leap forward, joining the Dimension Data's development team and moving to Europe.

"Away from Eritrea, my life has always been marked by the rhythms of cycling. We lived in a team house in Lucca, Italy. We were all young and ambitious guys. We helped each other; it was a great experience. Our passion for cycling was the key that helped us adapt to a new country. Italy has a great cycling culture, and we were comfortable with it. However, with no disrespect to my Italian friends, between Italy and Eritrea, there is a gulf in respect for cycling: riding in Asmara is a paradise compared to Lucca!

"Cycling has given me the opportunity to travel in Europe and Africa, and learn about a world different from my own"

Of course, I feel the distance from home and sometimes this brings a bit of nostalgia, but the idea of discovering new places and new cultures fascinates me so much."




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Trek athletes Amity Rockwell, Kiel Reijnen, and Ruth Winder are sharing the love across the toughest races in North America

Fast rides



good vibes

Trek's new all-surface program doesn't fit a neat definition, just like cycling's burgeoning scene of gravel and adventure races.

The program's three riders — 2019 UNBOUND Gravel champion Amity Rockwell, and former Trek-Segafredo riders Kiel Reijnen and Ruth Winder — take on the ever-evolving North American calendar of gravel, mountain bike, and occasional road events under the "Driftless" moniker, referring to an area of eclectic terrain, flora, and fauna in the Upper Midwest. Much like riders in Trek's C3 freeride program, they'll compete as individuals with a shared passion for riding, each with unique sponsors, as well as kit and bike designs that reflect who they are.

They will be trying to win and push their physical limits, yes. But they'll also be ambassadors of an evolving discipline, working to strengthen its foundations on community and the simple joys of riding. They'll also be paying tribute to the outside influences — the streets and trails, the people and land — that have made cycling a spiritually rewarding endeavor for them and countless others.

"I think that's why the gravel model has been so successful. It is presenting all these different personalities that you can really get behind and get to know, and really support in a genuine, human to human way," Amity says. *"You can get close to it."*

Gravel racing is cycling's fastest-growing discipline, coming of age in North America. The races are often long — 200 miles to complete UNBOUND's premiere event — over rocky, rutty, muddy, and terse terrain. But though undeniably challenging, gravel racing is also cycling's most inclusive discipline. At many races, anyone can sign up and take the starting line next to a pro. And before, during, and after every race, riders will often assist each other with the inevitable flat tires and broken chains that come with punishing conditions.

If gravel racing seems to contain a lot of gray areas, well, that's because it does. It's a young sport, with a culture and community that is still taking shape. But if there is one encapsulating feature, it's shared experience. As Reijnen once explained to the Race Shop, *"The finish line is not the whole point."* Wherever the Driftless riders go, expect to see them swapping stories with fans and fellow competitors along the course and basking in the experience, no matter where they place.

"We'll support each other at the events, whether it's borrowing equipment or giving a hug when the day doesn't go well, or a high five when it does," Kiel says. *"And then talking about how best to relate those experiences to people."*

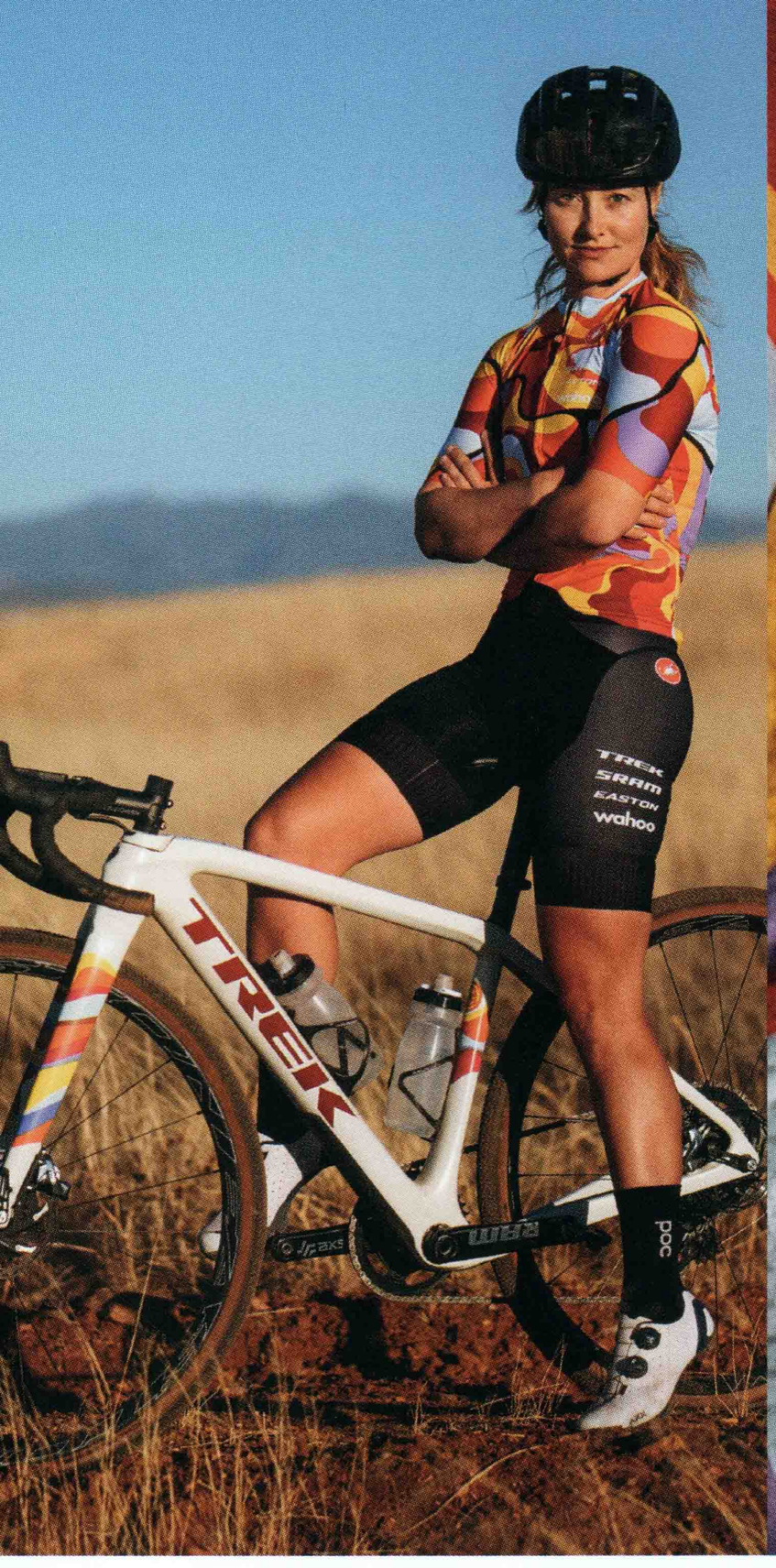
Trek's all-surface program is a tribute to everyone who has ever come home from a ride with dirt in their hair and a smile on their face. Whether you ride with aero bars or on a full suspension rig, there's a place for you. Follow along. It's going to be so much fun.



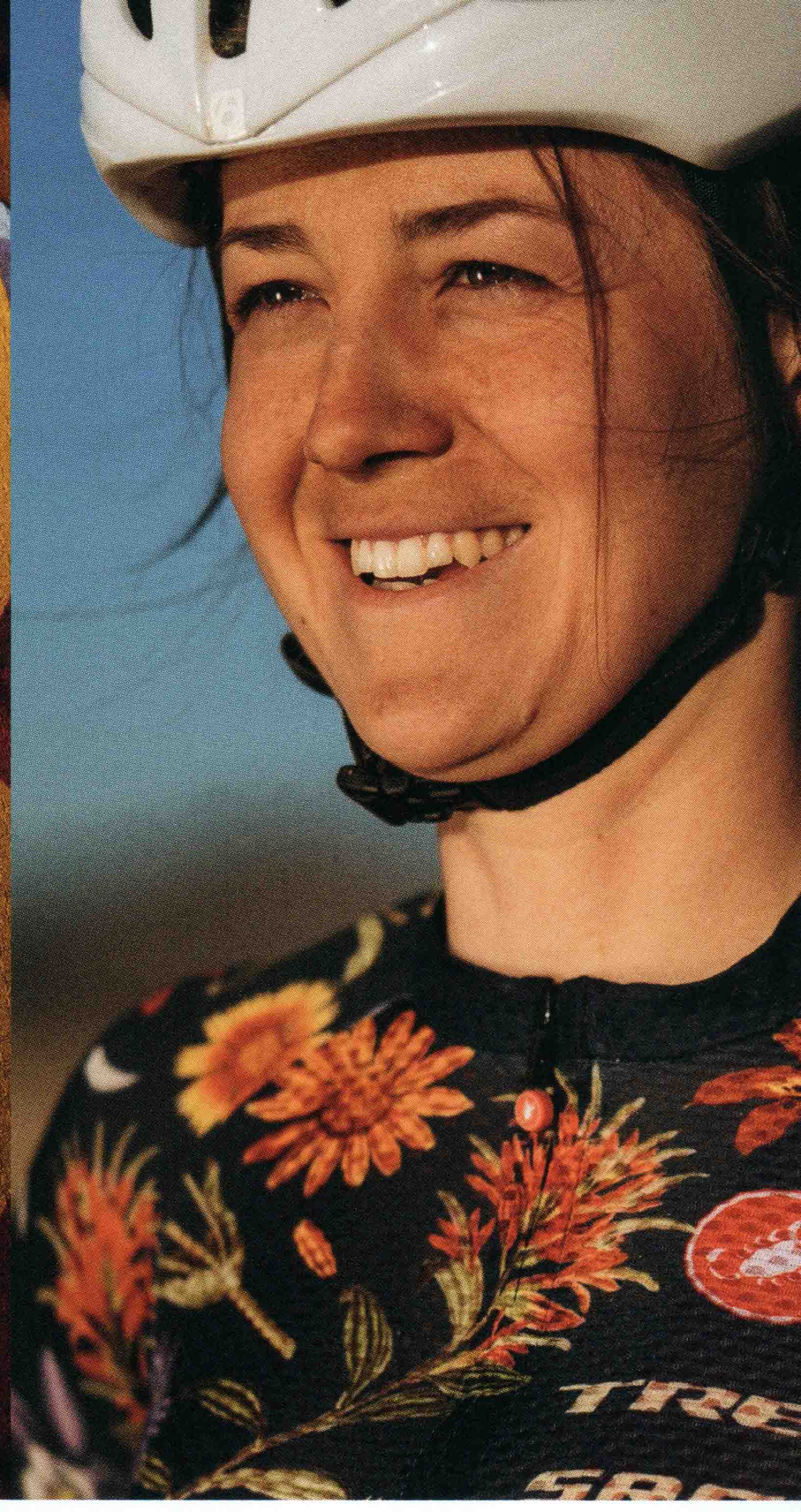



wahoo
TREK


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Amity Rockwell

Amity is one of the newest additions to the Trek family. Unlike Kiel and Ruth, who both had long careers in road cycling with Trek-Segafredo, Amity began her pro career in gravel racing, and has already staked her claim as one of the fastest riders in the scene. In 2019, she won UNBOUND Gravel, arguably the biggest event in gravel racing, then chased that performance with a second-place finish in 2021.

Amity may have big ambitions in the sport, but she loves gravel racing for the moments of perseverance and human connection it creates. She is a gravel racer, pure and simple, and she can't wait to push herself and the sport even further.

"Gravel just feels like the gates are wide open, and if anybody wants to put in the work, they can get there," Amity says. *"It's really been super easy to feel supportive towards anyone who also wants what you have, because I very much feel like we can all have it at this point."*

Amity's custom bike and kit have a touch of Bay Area psychedelic flair and reflect her love of printmaking and iconic concert posters. Her mother was a child of early-'60s San Francisco, and made sure Amity listened to plenty of Jefferson Airplane, Janis Joplin, and other artists from the Summer of Love when she was growing up.

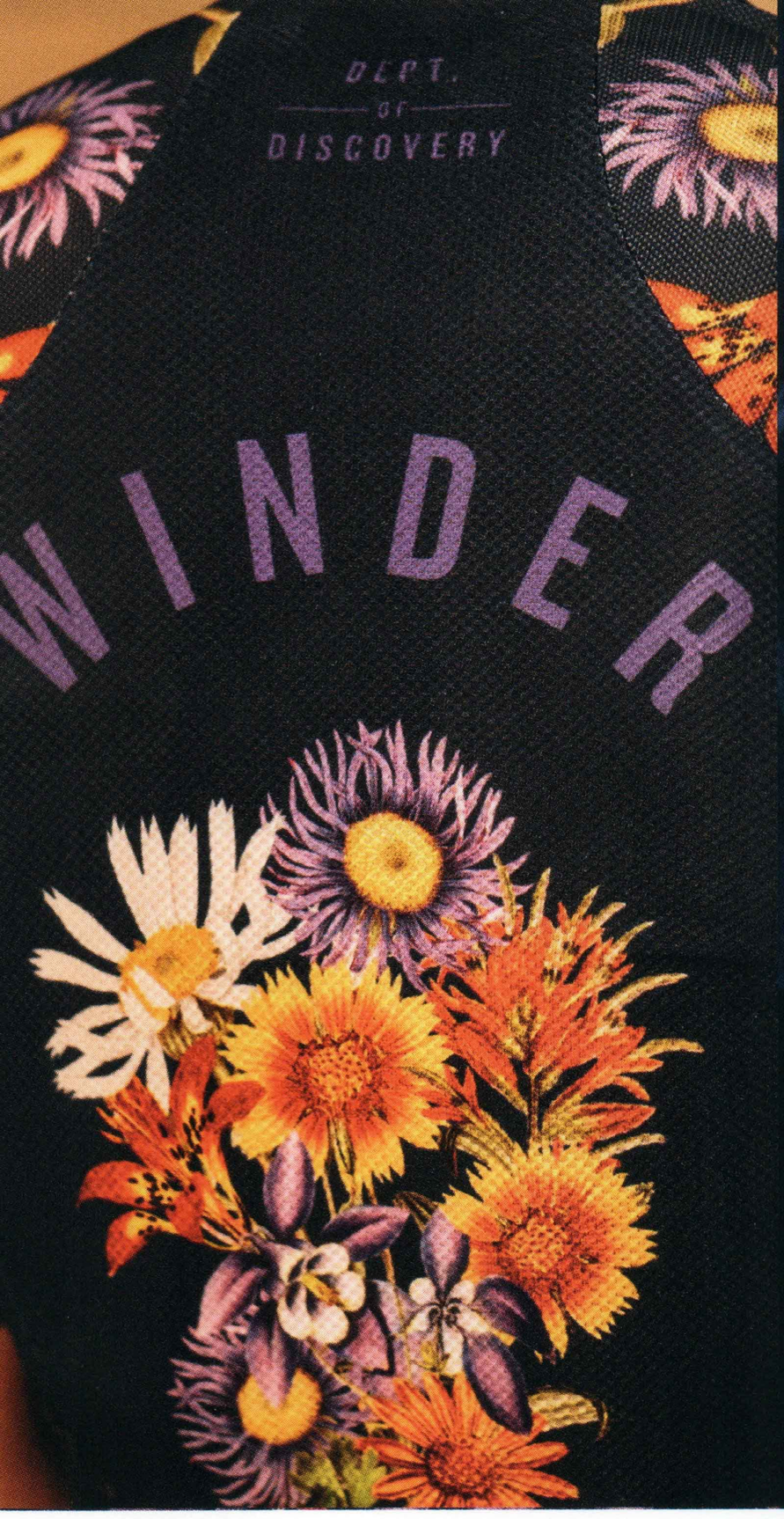
Amity's top tube includes an icon of Sutro Tower, the enormous radio and television tower overlooking San Francisco. Sutro Tower was Amity's guiding beacon on long bike rides. It reminds her of family.

Ruth Winder

Ruth retired from road cycling with Trek-Segafredo after this past season because she felt, like Kiel, that it was time to come home. She left the sport at just 28 years old, after compiling 17 wins including 2021 Brabantse Pijl (thanks to an all-time great bike throw), the general classification at the 2020 Tour Down Under, and the 2019 United States women's road race national title.

"I don't think I'm looking for any sort of physical gain or soul searching that comes from suffering. I feel like I've had quite enough of that, actually," Ruth says. *"I hope I can learn this year to put that aside and enjoy bikes for bikes, people for people, and slow down."*

Ruth doesn't have any competitive goals this year. For the first time in a long time,







she doesn't even have a coach. That's not to say she's taking competitions lightly. But she's also working to unload the WorldTour's heavy baggage, rediscover why she enjoyed putting herself through pain on her bike when she started her career, and create community in the process.

Ruth calls Boulder County, Colorado, home, and she's excited to explore the surrounding area even more. Despite a career that requires a lot of travel, she's a self-described "homebody," and she's most looking forward to racing events within driving distance of her house like the LeadBoat Challenge.

Her custom kit and bike depict Colorado's spring and summer wildflowers, and her bike is also a functional field guide to the flora, complete with a legend on the downtube identifying each species.

Kiel Reijnen

Kiel is shifting to North America's all-surface scene after spending the last six years racing primarily in Europe as a domestique for Trek-Segafredo. Though Reijnen has staked his pro career thus far in road racing, he has always held a special place in his heart for gravel. A noted outdoorsman, he has already made regular appearances at races like UNBOUND, including a particularly adventurous outing in 2021.

At 35 years old, Kiel is ready to spend more time at home with his wife and two daughters. He has also picked up work at his father's small local residential construction company. He's settling back into a rhythm in Bainbridge Island, Washington, a place he loves, after years of near-constant international travel.

Kiel is a member of the Cowlitz Tribe. He consulted with local tribes before working with Trek designers on a custom bike and kit that incorporate Northwest Coast art styles. He spends so much time riding on tribal land that he wanted to pay tribute.

"I am of this place, and I can't think about my career as a cyclist without relating to the place that I live," Kiel says. *"And so I'm really excited to share this place with the world."*

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If you can't stand the heat, get out of the kitchen

The technical world of on-the-fly cooking with Trek-Segafredo team chef *Bram Lippens*

In one sense, Trek-Segafredo team chef Bram Lippens was destined for his role. He remembers being in the kitchen of his family's Flanders restaurant with his father *"since I could walk."* And growing up in the geographic heart of road cycling's Classics season, just outside Oudenaarde, meant cyclists made up a significant portion of the restaurant's clientele. Lippens, like so many in the area, was a cycling nut.

But despite extensive experience feeding the rolling masses, he struggled to break into the WorldTour as a chef just like a rider might struggle to land a spot on a roster. After earning a culinary degree and spending 10 years applying to teams, Lippens had nearly given up his dream of combining his twin passions of cooking and cycling. Then, six years ago, he saw an ad posted by a WorldTour team looking for a kitchen assistant.

"And a week after, I was in the Giro d'Italia," Lippens says.

He parlayed the freelance gig into a full-time appointment. In 2021, he joined Trek-Segafredo. He and fellow team chef Mirko Sut split the races, following men's and women's teams wherever they're most needed. There are no sous chefs — Lippens and Sut are largely by themselves when they're working.

For a big one-day race like Paris-Roubaix, Lippens will often feed the riders beginning four days before the start. He sets menus well ahead of time with guidance from team nutritionist Stephanie Scheirlynck. What riders eat varies with the course profile and proximity to race day, but ranges from 6,000–8,000 calories for a typical Grand Tour stage.

A breakfast might consist of a two- or three-egg omelet and overnight oats made with milk, water, or almond milk. Lippens may also serve bread with any combination of marmalade, Nutella, ham, and cheese.

Dinner depends on the next day's program. If a race is truly well and done, riders might get steak and sweet potato fries, or a Mexican dinner of tacos, burritos, and guacamole. If riders are fueling the night before a race, the menu is often low frills. Just good, simple, carb-heavy meals to fuel massive efforts.

In addition to culinary skill, the job requires uncanny logistical coordination. Prior to arriving at a hotel, Lippens will arrange ingredients through the hotel's suppliers. During a Grand Tour, that often means he's arriving at new hotels every evening, hoping that he's received everything he ordered.

Sometimes, something goes wrong — perhaps a supplier missed a delivery, or a key ingredient was unavailable. In those situations, he'll track down the nearest grocery store and take care of the shopping himself.


TREK
Segafredo
ZANETTI





His biggest fear is being told he can't use the hotel kitchen. It happens occasionally, he says, when *"they don't want anybody else to see what's back there."* He'll try to sweet talk the staff at that point. *"I'm super friendly and put a cap on their head, and five percent of the time they say, 'It's OK, it's OK, you can go into the kitchen.'"*

If hotels steadfastly refuse access, Lippens resorts to the soigneurs' mobile kitchen: an induction plate and refrigerator in cramped quarters. He might use a disposable grill as an additional heat source. Regardless, he's forced to change the menu, eliminating items that require multiple burners like pasta and relying on cold items like salads.

The job is demanding, but Lippens derives satisfaction from it. He particularly likes his customers. And the riders appreciate his efforts.

"They're there to do their job, and that's riding bikes really hard and fast," he says. *"They don't want the feeling that they're in a high-end restaurant getting Michelin-star cooking. Sometimes I do something a little special, but not too much, because basically they need carbs, some veggies, and protein."*

When the opportunity does present itself, Lippens flexes his culinary creativity. His carrot cake is reportedly legendary, and Milan-San Remo winner (and chocolatier) Jasper Stuyven is a fan of Lippens' chocolatey desserts. Lately, Lippens has been developing a potato and chocolate cake recipe for Toms Skujins.

But that carrot cake ...

"They are crazy about the carrot cake," Lippens says. *"I do it almost every race, and they keep asking for the recipe. I made a gluten-free version so everybody can enjoy it."*

For all the challenges of the job, Lippens enjoys its unpredictability. *"I just love being in the circus,"* he says.

Luckily, he hasn't experienced many kitchen disasters while on the circuit. (Please pause here to knock on the nearest piece of wood.) The first incident that comes to mind occurred four years ago during the Tour de France. He was setting up a breakfast buffet and put some porridge on an induction burner, then left for 10 minutes to take care of other dishes. When he returned, the porridge was in flames and smoke filled the restaurant.

A rider told him *"I think we have a problem,"* and Lippens said, *"I think you're right."* Alarms went off in the hotel. The porridge and the pot were ruined. Lippens still doesn't know whether he accidentally set the burner to high or if someone touched it while his back was turned. He just remembers the smoke — there was a lot of smoke.

"That was a little bit stressful," he admits.

In spare minutes of decompression, Lippens will go for a walk or catch up with rival team chefs. There's no sense of competition between the people who keep the ever-charging peloton fed. They don't fight over kitchen space, though they often share hotels. Instead, they see themselves more like members of an exclusive club.

"It's a world that not many people know because it's so small," Lippens says. *"I think in the whole world there are maybe 50 people doing what I do."*

To escape from the high tension of their own profession, they unwind by discussing another. They certainly don't talk about cooking. God no.

"After a long day, sometimes it's nice to disconnect and just talk about the race."

The world's fastest mountain bikes



TREK TOPS THE LIST WITH A CLEAN SWEEP OF ALL THREE MOUNTAIN BIKE CATEGORIES IN PINKBIKE'S ANNUAL ROUNDUP

DOWNHILL #1 SPOT: TREK SESSION – 13 WINS

"Totaling 13 wins across World Cup races and the World Champs in Val di Sole, the Session is leagues ahead of the other bike that took home victories this season."

CROSS COUNTRY #1 SPOT: TREK SUPERCALIBER – 9 WINS

"With 9 wins across 2021 and even a Olympic gold medal in Tokyo, it's no shock to see Trek's Supercaliber sitting at the top of the list this year."

ENDURO #1 SPOT: TREK SLASH – 5 WINS

"The Trek Slash saw Jamie Edmondson take three wins in the U23 category and Harriet Harnden piloted her Trek to two wins in the Elite Women's racing."

How Trek Factory Racing's "you do you" approach gives athletes the freedom to be their best

A place to call home

Last season, Trek Factory Racing's cross country mountain biking team produced arguably the two best women's performances of the year. In Tokyo, Jolanda Neff stormed away on a slippery, technical course to win gold in Tokyo by more than a minute. In Val di Sole, Evie Richards put on a stunning display of power, going solo on the second of five laps to win a World Championship, also by more than a minute.

Within a month, two teammates had collected the two biggest prizes in their sport. That fact is no coincidence.

Sure, XC racing is an individual sport. Neff and Richards race on their own; there's often very little actual "teamwork" on the race course. And outside of racing, Neff and Richards have distinct training methods, with their own coaches and very different ways of mentally and physically preparing for every race and new season.

Trek Factory Racing was designed to encompass riders' differences. That's perhaps the biggest benefit of being part of the team: with full control over equipment, communication, and logistics, Trek can more easily give riders what they need to race their best.

For Richards, team support has meant, at times, giving her space to recover from the season, both mentally and physically. Richards has been candid about her difficult transition into the offseason after an incredible late-season stretch of wins that included two World Cups in addition to her rainbow stripes. Soon after the XC season, she was scheduled to fly to the United States for the Cyclocross World Cup opener in Waterloo, Wisconsin, but she wisely stayed in Great Britain.

"I was lucky. For me, after [Tokyo], I was super motivated. I didn't want any time off. I just wanted to train super hard," Richards says. *"After the season, it was a bit different. By the time I'd finished the final World Cup in Snowshoe, I had been through so much training and so many emotions, my body needed a rest."*

Neff came to Trek Factory Racing in 2018, just after winning a World Championship, in part because she wanted to feel like she was part of a team, rather than by herself in a sometimes ruthless sport. She was grateful for the strong relationship with teammate Maja Wloszczowska at her previous teammate. With Trek, she felt she had another sporting family to lean on.

"When I came to Trek, that was also always my goal, to have a team where everyone can be great and everyone feels great about themselves," Neff says. *"There should never be a one-man or one-woman show. I never liked that approach. You see other teams, they have one star rider, and everyone else is just way behind them suffering somewhere, unnoticed."*

The personalized attention that Neff and Richards receive extends to all six of the riders on the team's official XC roster. Perhaps the most important person in the entire operation is Tracy Moseley, a legendary rider herself with four World Championships across downhill and enduro.

Moseley is a rider liaison, relaying riders' needs to Trek, and vice versa, to make sure that all parties are as happy as possible.

Moseley started with Trek as a rider in 2009. She became involved in team management with the burgeoning Trek Factory Racing program after she retired from racing the Enduro World Series in 2015. She hadn't worked much on the logistical side of racing to that point, but she was a magnetic personality who had begun mentoring young riders as part of her racing program, T-Mo Racing. One of Moseley's major focuses, then and now, has been creating a team environment where people can share and feel heard.

"How can we make this group work well and function well? That's no easy task," Moseley says. *"I've realized the strength of communication, of good communication versus bad communication, and how hugely important that is. And I think the biggest thing I've realized is that it's better to be transparent, to be open and honest, and give people knowledge rather than being the kind of manager that wants to control it all and not pass information down the food chain."*

Richards is particularly grateful for Moseley's influence. She met Moseley when she was roughly 14 years old. Moseley gave her equipment and encouragement as she was beginning her XC career.

"We are so, so lucky to have Tracy on board," Richards says. *"I think having a manager who has been a racer, they really understand how athletes think, and she is just doing such a good job to set up the best racing environment. She created this race team I've always dreamt of being part of. And you know when she's made a decision, she has really thought about it in great detail, taking into account every rider."*

It's easy to forget that the Trek Factory Racing program is still relatively young — the cross country, enduro and downhill teams launched in 2013, 2014, and 2019, respectively — and that some of its vital components have only recently been ironed out. Neff has said that one of the biggest boosts to the team was the addition of a team chef, which allowed the riders to share a house when they went to races, rather than silo themselves off in hotel rooms.




TREK
TREK
OAKLEY


SPECIALIZED
X.I.O.
5
HSBC UK
GRD
10
SPECIALIZED
SPECIALIZED
TRENTINO

"I think especially going into next year, we have such a good team at the start. With the new signings, of course, but also the team that we already have," Neff says. *"I think we are a much more tight-knit group now than we were a couple years ago. And everyone is supporting each other, and to me that elevates everyone's feeling and everyone's belief in themselves, and the success of the whole team."*

Richards and Neff not only feel they have their needs taken care of with Trek, they consider themselves part of a family. It's difficult to quantify just how important that "family" feeling has been to their success, but no one can argue that it hasn't worked for them. Just look at the results. Two teammates, one a champion in Tokyo, the other a World Champion. Who could possibly argue that being part of a team doesn't matter, even in a sport where riders are racing for themselves?

"Obviously I could list the bikes and the equipment because they are the best in the world, but for me it's the happiness I get when I am around the team," Richards says. *"As soon as I roll to the tent, I have the biggest smile and feel so much pride to be wearing the Trek jersey. All the staff and riders are like my second family, and I have so much joy from traveling with them over the summer.*

"When I am happy I race my bike fast, and being with Trek makes me super happy."

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Born to fly

Across Dinétah, Pathfinders scholarships and passionate cyclists are creating a more diverse future for competitive mountain biking

Diné is the name given to the Navajo people by their creators. Directly translated, it means “The People.” Diné are intimately connected to the earth, believing nature to be sacred and humankind to be just one part of a greater whole.

Dinétah (Navajo Nation) spans between four sacred mountains, covering over 27,000 square miles and extending into the states of Utah, Arizona, and New Mexico.

The land is vast and picturesque, miles of arid desert interrupted by towering plateaus, blazing red mesas, and the occasional lone-standing home. Alpine forests, sparse grass, and sagebrush sprout from the dust-covered ground. Canyons carved by eroded volcanoes, ancient waters, and mighty winds serve as a reminder of life long ago.

Free-roaming reservation dogs wander in and out of hiding. Flocks of birds soar overhead, cutting through the air like riders on a switchback. And here in the sun-drenched landscape, a group of kids gather with their bikes and wait for practice to begin.

Diné youth are more generationally connected to this land than most anyone who has ever stepped foot on it. And over the past year, mountain biking has provided a new way for them to connect with the land that has long been a part of them.

In 2020, 10 youth on and around the Navajo reservation received Pathfinders scholarships and were awarded mountain bikes, gear, and race stipends to cover a season with the National Interscholastic Cycling Association (NICA). The recipients, between the ages of 12 and 15, are members of two local NICA teams, Gallup Comp and Diné Comp. The teams were organized by former pro road rider Scott Nydam, a thoughtful and charismatic leader with a penchant for one-liners and rambling wisdom, who has dedicated his time to growing a mountain bike culture on the reservation.

Through the Pathfinders scholarship, mountain biking has become a part of these kids' daily routine, and a new way to explore their natural world.

"The mountains they're riding are part of them," says Shaun Price, a Diné photographer who grew up on the reservation and volunteers with Nydam.

"They're connected to this land for the rest of their lives."

This is what fueled Nydam's efforts to get more Native kids on bikes. Through his non-profit Silver Stallion Bicycle & Coffee Works, Nydam and his team have fixed over 800 bikes for riders across the reservation, given away 125 bikes through a partnership with Free Bikes 4 Kidz, and provided locals with mechanic training in an attempt to fill another resource gap. There's not a single bike shop on the entire reservation.

"We're trying to build Wimbledon around a tennis racket," says Nydam, regarding his team's efforts to foster a mountain bike culture on the reservation. *"NICA was designed for places with an established culture, so our NICA league has to look completely different. And DEI efforts have to be the sharp end of the knife."*

Silver Stallion's efforts have transformed the lives of adults and children across the reservation, but giving kids bikes that truly belong to them through the Pathfinders scholarship has proved its own unique benefit.

"Now that these kids have their own bikes, they have a sense of ownership and responsibility," says Vincent Salabye, a volunteer coach and mechanic for the reservation-based NICA teams. *"They provided immediate equity to riders who otherwise might not be able to afford it."*

Like most adults, the volunteers for the Navajo NICA teams want a better future for the generations that come after them. And access to bikes, according to those most involved with the team, is a big step in the right direction.

"The bike is everything to me. My best friend, my therapist. I take it with me everywhere," says Franklin Cook, an avid rider and team volunteer whose little cheii (nephew) Kelson, known by friends as Deeko, received a Pathfinders bike. *"No matter what I go through, as long as the bike is there, it gives me hope."*

Cook is elated to see Deeko offered with resources that weren't available to him when he was a kid, though he often has to look away when Deeko takes on especially technical terrain. He's also grateful for the mentorship the team has provided.

In Mariano Lake, New Mexico, Jennifer and Jerry Brown huddle around the kitchen table in their hogan, a traditional Navajo home with one room and a rounded ceiling, discussing the changes they've seen in their daughter Mary Helen since she received a Pathfinders scholarship. Her sunset-colored Trek hardtail leans against a dresser nearby, and the family laughs as they recount how her last bike, a department store hybrid, got eaten by sheep.

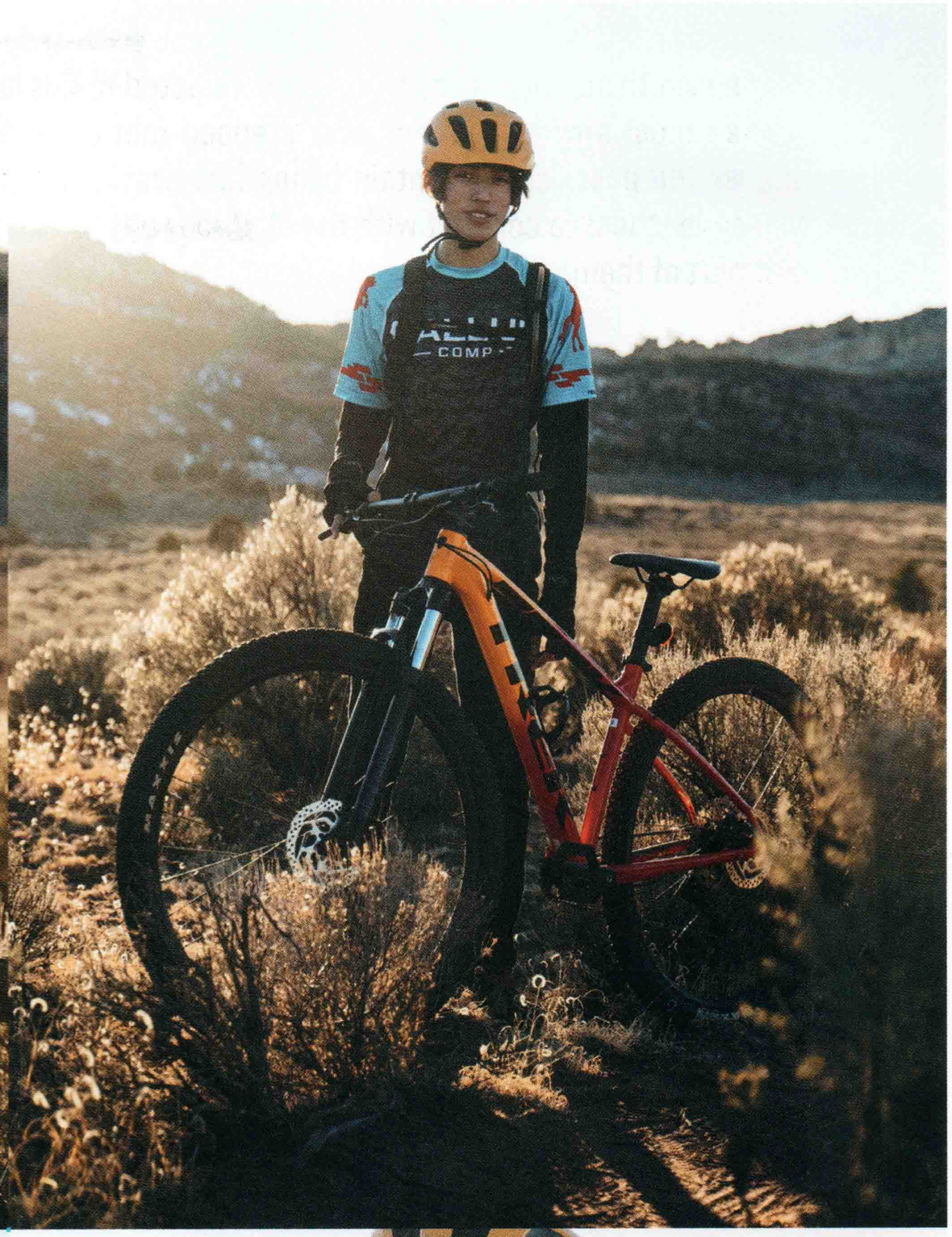
Mountain biking can be expensive. And buying a brand-new bike and gear to go with it wasn't an option for Jerry and Jennifer, who work on the reservation as an artist and teacher. But access to the sport has proved priceless.

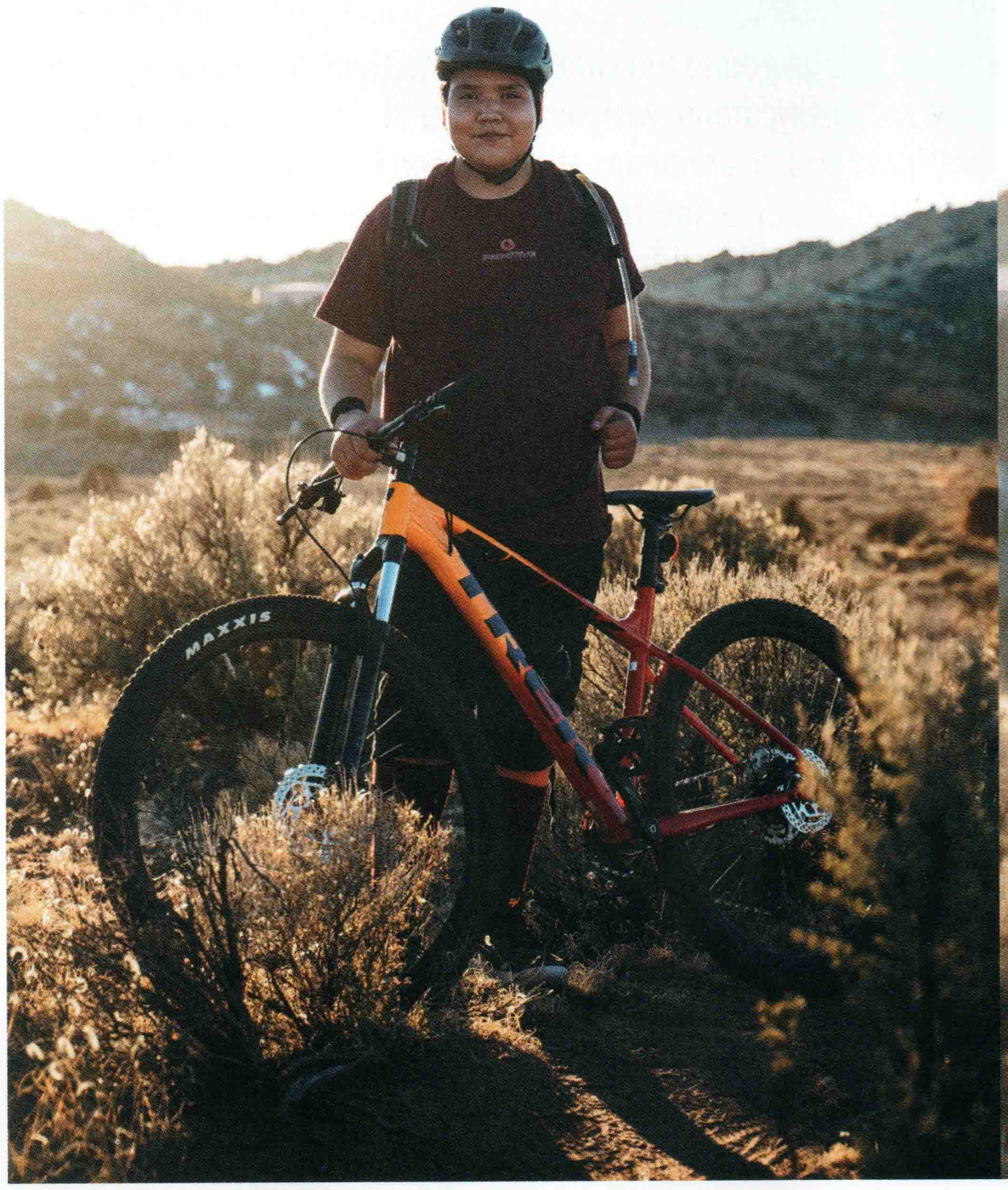
Not only did they notice Mary Helen's increased confidence on the bike, but they saw it in other aspects of her life, too.

14-year-old Mary Helen was recently diagnosed with dyslexia, a reading impediment they refer to as her superpower.

"I've been laughed at, made fun of, called dumb. But mountain biking doesn't involve reading. It just involves being there. Not having to think about the past, future, or present.


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1976




MAXXIS


I DON'T CRASH
I DO RANDOM
GRAVITY
CHECKS

"Overcoming fear, issues, race — all of the challenges just fade into the bike," she says.

When she was first asked to join the Gallup Comp NICA team, Mary Helen was hesitant. She had never mountain biked before and had no idea what to expect. Her mom convinced her to attend just a few practices. If she didn't like it, she could quit.

After her first day in the saddle, Mary Helen was hooked. She enjoyed the solace mountain biking offered, but appreciated the camaraderie of being on a team, too.

"One of my proudest moments was when Mary Helen stopped to help her teammate who had just crashed during their first race," says Jennifer. *"She stayed back to make sure her friend was okay and convinced her to get back on the bike and keep going.*

They were the last two to finish, but that didn't matter. Mary Helen wouldn't finish without her."

About 75 minutes away, in the town of Fort Defiance, Arizona, Mary Helen's teammate Deeko stands at the top of a red rock cliff, waiting for the perfect moment to drop in. His uncle Franklin, friend and team mechanic Lorenzo, and a docile pack of dogs look on in anticipation.

The crew had spent the afternoon and many afternoons before building new lines on the rocky hillside, just a stone's throw from the homes they grew up in. Without many established trails in the area, this effort is a must if they want to get any riding in without having to drive an hour or more.

When he's not riding with his uncle, Deeko often hits the trails with a group of boys thoughtfully named the Derailleur Bashers. And, like Mary Helen, the soft-spoken 14-year-old boasts an admirable level of bravery when he's on the bike.

"I never feel scared scared," Deeko says. *"When I'm having a bad day, riding clears my mind. Even if I crash, I feel happy I did it. Like I got an A+."*

Deeko encourages other kids to power through their hesitation if they've ever wanted to try mountain biking but were too nervous to take the plunge.

"Push yourself. Don't quit," he says. *"That's how you reach the top. Never give up. Just go."*

Aiming his wheel toward his desired line, Deeko takes a deep breath and sends it. He soars across the loose terrain with ease, gliding over rocks and roots as if they aren't even there. As he heads for the final drop, dogs weaving closely behind, Deeko's bike lifts off the ground, and Deeko off the bike. He dives straight into the dirt.

Franklin, who hears but does not see the crash, winces. The dogs run for the commotion. Deeko gets on his feet quickly and raises his thumb proudly before pushing his bike right back to the top.

* * *

At the end of a late-afternoon practice, as the sun makes its way out of the sky, athletes of the New Mexico NICA league discuss past and future races between bites of pizza.

Some compare crashes, others discuss Red Bull Rampage aspirations. Most look forward to lining up at the starting line, feeling familiar race-day jitters, and rooting on their teammates from the pit zone.



Not a single rider mentions winning. Not once. What matters most to these kids is hanging out with their friends, having fun, and proving to themselves and each other that they're capable of more than they ever thought possible.

Like most of their coaches, the Diné youth find a level of solace on the bike that feels out of reach elsewhere. When they're in their jerseys riding with their team, they're able to escape their day-to-day stresses and have a chance to do what kids do best: have fun.

In addition to providing a welcome escape, the Pathfinders scholarship has provided Navajo youth with access to reliable transportation — a few of the kids even commute to school — a healthy and lasting hobby, and a new tool to connect with their culture, land, and each other.

"I love giving kids the tools they need to explore their communities," says Price, who rediscovered the reservation on his bike after traveling for five years. *"There's nothing cooler than getting out on your bike and falling back in love with the land you grew up on."*

While it's clear Nydam and the other volunteers at Silver Stallion have made massive strides in creating a mountain bike culture across Dinétah, their efforts haven't been without significant challenges.

WiFi connections in areas of the reservation can be unreliable, and a lack of bike shops means parents and family members have to learn how to service their kids' bikes or hope Silver Stallion has the bandwidth and resources to take care of any mechanical issues.

But Nydam and his team don't give up easily. Just getting New Mexico registered as a NICA league was a huge win. And they're constantly looking for more ways to share the magic of mountain biking with more people.

"This whole process is relational, not transactional," Nydam says of their efforts to build a cycling culture that lasts. *"What we do now affects eternity."*

In Navajo culture, birds are seen as a symbol of internal peace, carefree minds, and unburdened hearts. Many Pathfinders recipients compare mountain biking to flying.

"I'm just sitting in the air like a bird," says Mary Helen.

So, what's next for her and the New Mexico NICA league? With the support and strength of the Diné community, one thing is clear. The sky is the limit.

Know a kid whose life could be transformed by a Pathfinder scholarship? Learn more and apply here: trekbikes.com/pathfinder-scholarship

Want to support Silver Stallion? Donate to their efforts here: www.bicyclecoffee.org




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SHIMANO × TREK

A humble pursuit of perfection

The Trek Project One Ultimate bike honoring Shimano's 100 years of excellence

In his youth, Shozaburo Shimano apprenticed in knife-making, a traditional industry in his home city of Sakai, Japan. After years of instruction in machining and hard work in the service of others, Shozaburo forged a personal path forward with a single lathe. In 1921, he formed Shimano Iron Works. In the early days, his fledgling company focused on the repair of machines. He quickly gained recognition for his technical skills and sincerity in business.

Shozaburo's first product was the seemingly humble singlespeed freewheel. While easily taken for granted today, in 1921 freewheel production in Japan was especially difficult. Together with his employees, Shozaburo worked tirelessly to develop new processes that would ensure a quality product. The keys to the success of Shimano's freewheel were heat treatment and the sourcing of higher-quality bearings. This began a Shimano tradition of never compromising in the pursuit of product performance, a tradition that continues today.

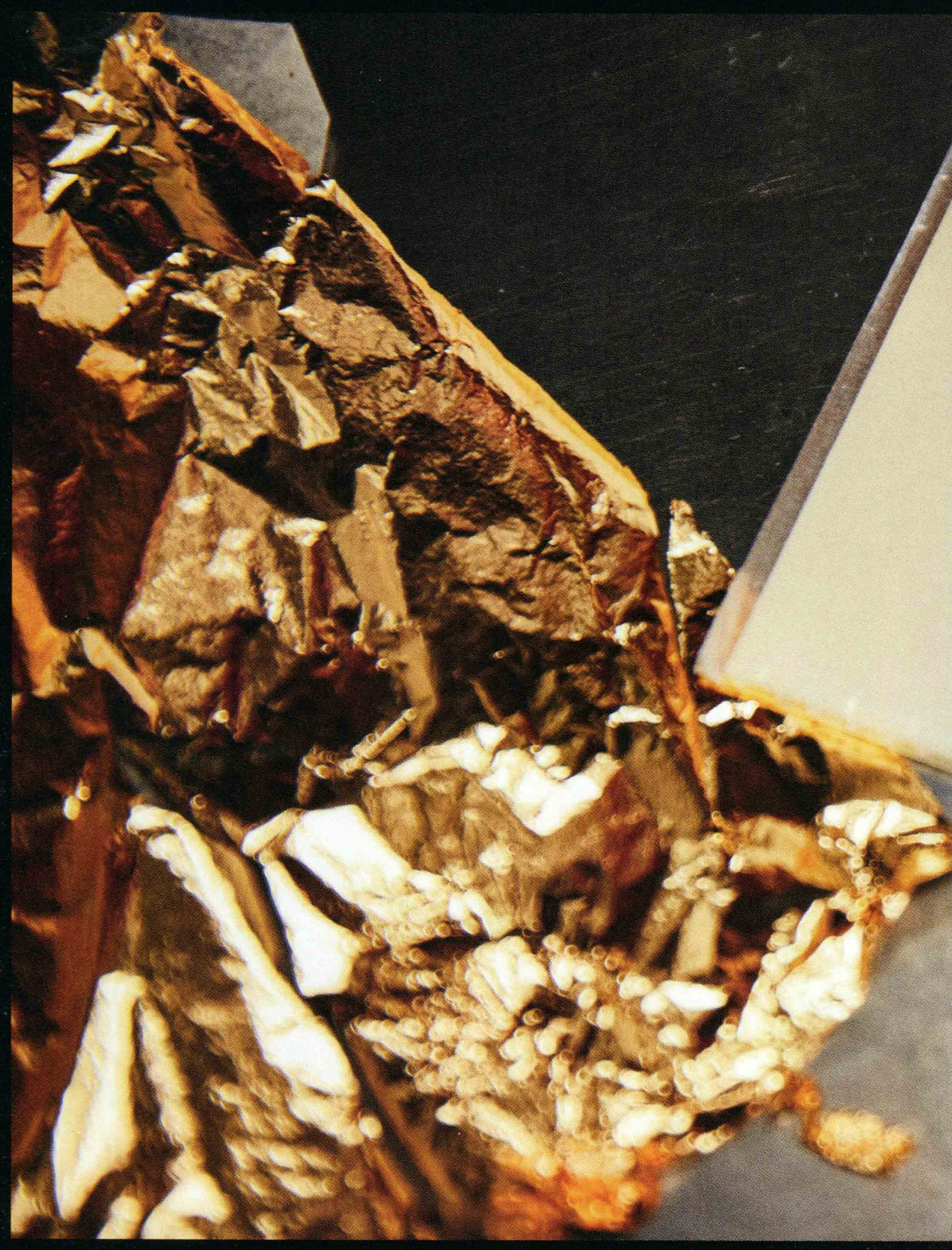
To celebrate both Shimano's 100th anniversary and its long relationship with Trek, the Project One team collaborated with Shimano on a unique bicycle. The design honors Sakai's forging history, taking inspiration for the bike's special finish from the Japanese tradition of kintsugi, a form of artistic pottery repair that uses lacquer mixed with precious metals to not only mend but also highlight imperfections in handmade items.

In its own way, this Project One Ultimate bike brings the seemingly contradictory forces of perfection and imperfection into harmony. It's a marvel of precision engineering, but it's not meant just to be marveled at. This bike, like all bikes, is meant to be ridden — to collect scratches and scars that tell of past adventures, which then become part of a greater story.

There is beauty in imperfection. And although no piece of art or engineering is ever truly flawless, pursuit of better performance is always a worthy endeavor. Shimano's 100-year history is a testament to this fact.

Tell your story through a custom bike. In Project One Ultimate, you'll work directly with Trek designers to create your dream ride.

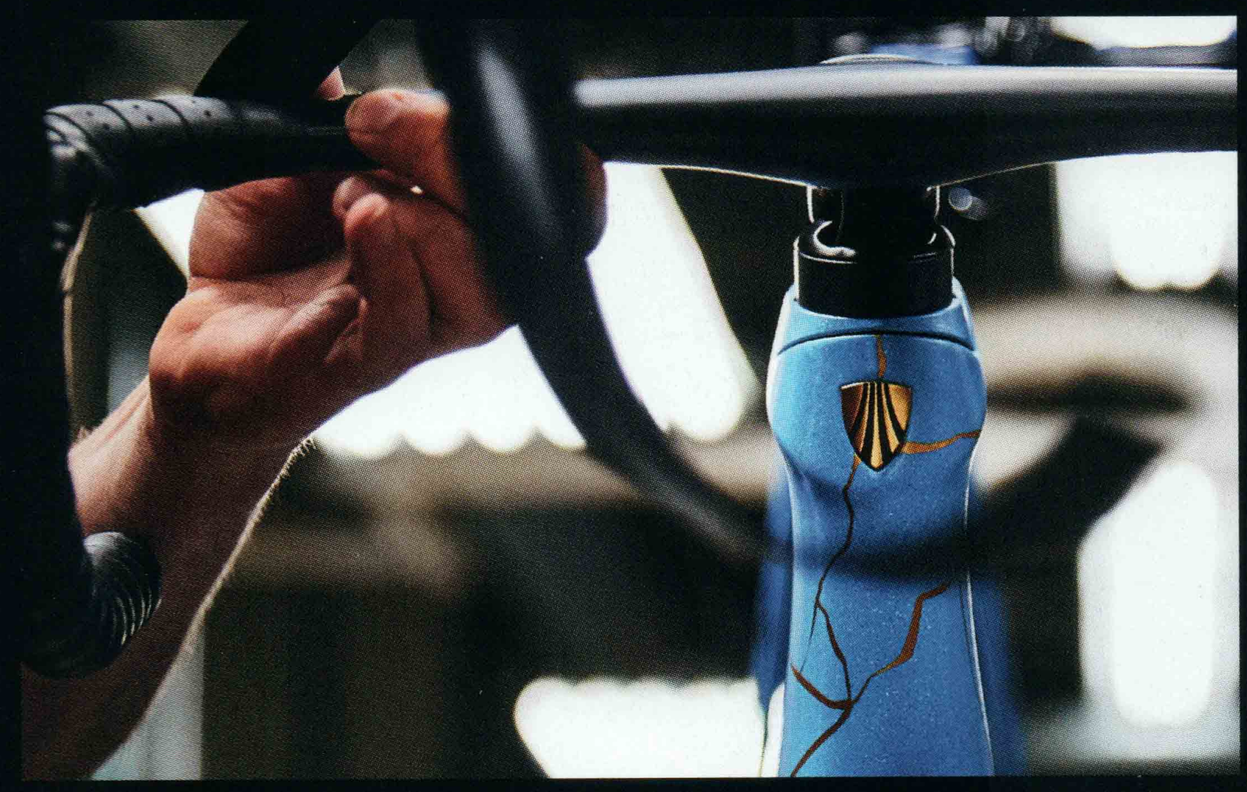
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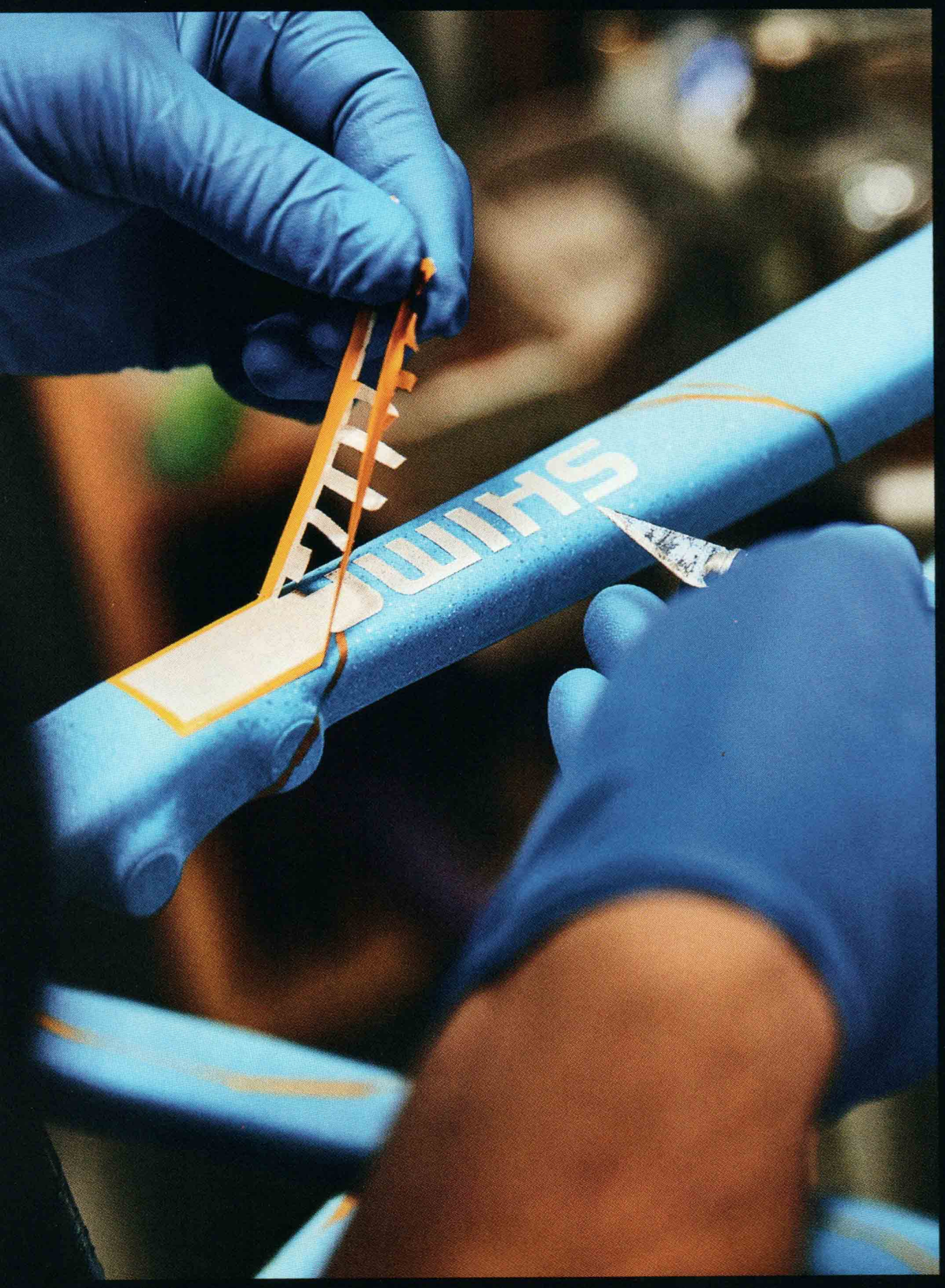





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Trek Travel Ride Camps are part vacation, part training camp, and full-on fun in some of the world's finest riding destinations

The word "vacation" means different things to different people. For most, it's a time to disconnect, explore somewhere new, and relax. But if you're a dedicated cyclist, an ideal escape might have a whole lot less sun-bathing and a whole lot more Strava segments.

That's where Trek Travel Ride Camps come in. Over the course of four or seven days, you'll test yourself with big miles and epic climbs in a world-class riding destination, from charming Solvang in California's wine country to the legendary shores of the Mediterranean Sea, on a Di2-equipped Domane SL7 that'll be tuned, fit to your measurements, and waiting for your arrival.

Each Ride Camp is thoughtfully designed to give you priceless, uninterrupted time to focus on your riding goals. And while these trips keep it intentionally simple — ride, rest, and relaxation — they also deliver the kind of unforgettable hospitality that's made Trek Travel a world-renowned tour operator, with a mix of guided and self-guided road rides through some of the most beautiful landscapes in the U.S. and Europe.

Whether you're looking to carve out time to make fitness gains or are simply the kind of vacationer who'd rather have a day in the saddle than a day on a beach towel, you'll find the perfect escape in a Trek Travel Ride Camp.

GIRONA

Gaze at the crystal Mediterranean Sea, test your legs on the steps of the Pyrenees, and ride along the shores of Costa Brava. After your ride, kick back with a glass of Rioja, explore the time-worn streets of old Girona, or wind down in your hotel in the city center.

MALLORCA

This cycling paradise is where the pros of Trek-Segafredo train in the off-season, and for good reason: the beautiful Mediterranean climate, epic climbs through picturesque valleys, and views of the Tramuntana mountains from the restored manor house on 370 unspoiled acres of Mallorcan countryside where you'll stay.

SOLVANG

One part California wine country. One part Danish culture. All parts epic cycling. Solvang, a multi-year past host of the time trail stage in the Tour of California, is the ideal west coast basecamp for training. You'll find easy access to the legendary Gibraltar climb and Foxen Canyon, amazing local pastries, and of course plenty of excellent wine.

TEXAS

The landscape surrounding Fredericksburg, Texas, is a revered training ground filled with rolling countryside hills, meandering climbs, and classic Texas ranches. If you're looking to put on some serious mileage, there's no better way than multiple Texas-sized rides on seemingly endless asphalt around Gillespie County.

GREENVILLE

The foothills of the Appalachian Mountains are regarded as a secret training ground for pros. You'll find epic climbs, stunning views, and the beauty of the Blue Ridge Mountains — all in a locale that boasts a downtown with over 100 restaurants and shops.

Learn more and book your Ride Camp at trektravel.com





TREK100



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Hope for Kids

Join us for the best group ride of the year!

Ride with us on our home roads and go behind the scenes at Trek's global headquarters

TREK 100

FRIDAY AND SATURDAY,
JULY 29 AND 30

We've hosted the Trek 100 every summer since 1990. Over the years, the massive group ride that benefits Midwest Athletes Against Childhood Cancer (MACC Fund) has become more than just a charity ride.

This is our homecoming — our open invitation to the rest of the world to join us for a ride on a beautiful day with a few thousand friends.

You can join us at Trek headquarters in Waterloo, Wisconsin, support the cause from your home roads, volunteer, or raise funds. If you ride with us in Wisconsin, we'll kick things off with a Trek open house on July 29, complete with a behind-the-scenes factory tour, test rides, a charity auction, and more.

Whatever route you choose, your participation at the annual Trek 100 will help create a more hopeful future for families battling childhood cancer.

Learn more and register at trek100.org

FRIDAY, JULY 29

- "Night at the Bike Company" benefiting the MACC Fund
- 6–10pm drinks, dinner, desserts, auction
- Meet and greet with Trek President John Burke
- Tours of Trek Headquarters

SATURDAY, JULY 30

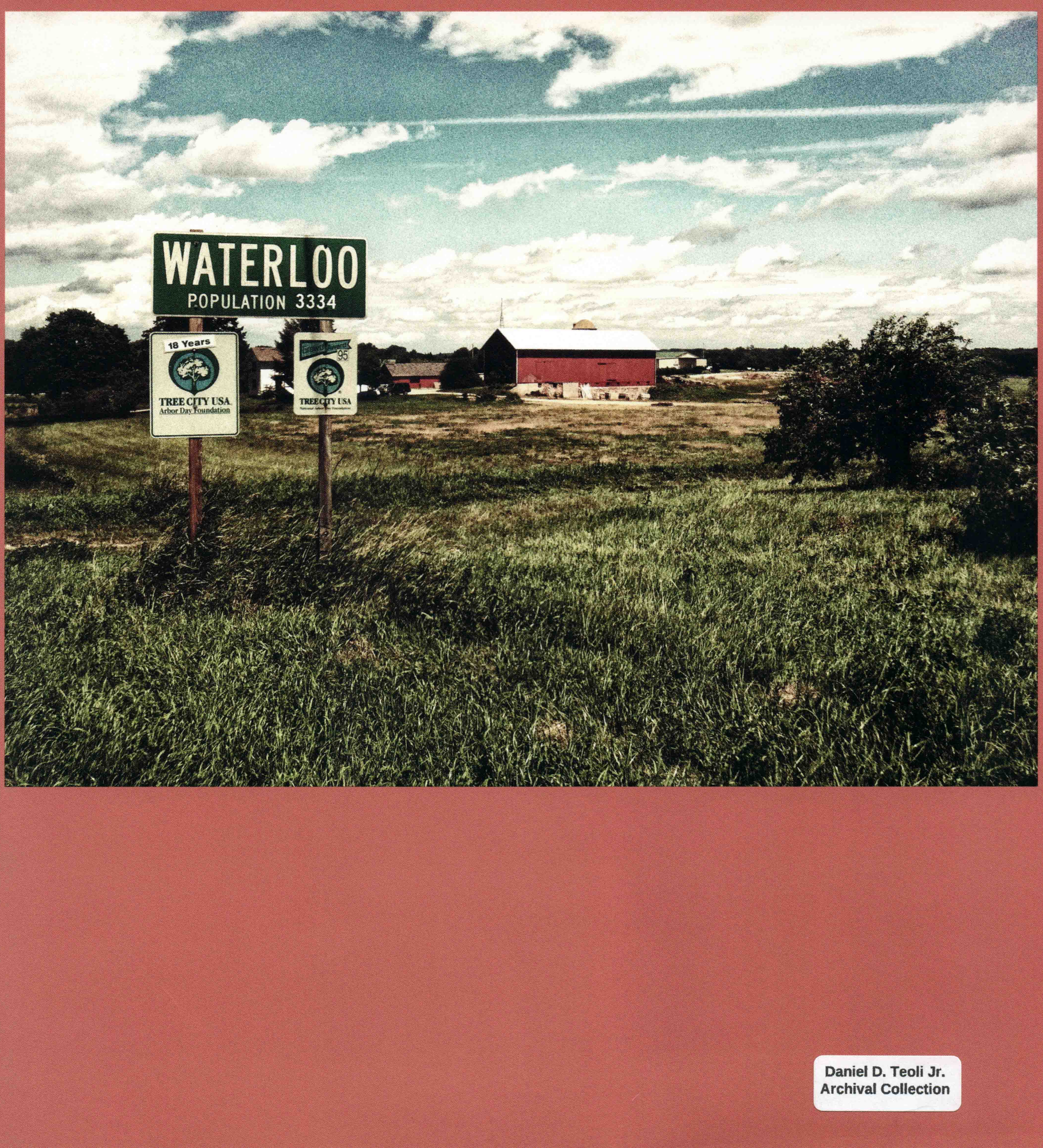
- The Trek 100 ride
- Route options of 19, 30, 67, and 100 miles
- Epic roads, legendary rest stops, post-ride BBQ

Town line triumph

You'll know it's lunch hour when you hear cleats on concrete and a chorus of clicking hubs in the hallways. Call it a ritual: the shedding of workwear, the zip of a jersey, the filling of tires and bottles by the locker room. All morning, we've watched the weather and the wind direction — almost always this time of day east off the lakes in Madison. At noon, we gather by the back door and head away from the wind, west out of Waterloo on familiar roads. Some lunch rides are extensions of meetings cut short. Not a race, a conversation. Riding for riding's sake. But others are an altogether different beast — and these, these have something powerful at stake.

There's a road sign nearby that's humbled the passing masses, marking the border of Waterloo, a quarter-mile from Trek. A flat, mile-long farm road leads to a slight rise before it — not a hill exactly, but a pitch you'll feel when you're winding up and all you hear is hard breath and chains on cassettes and everyone's waiting for the first to make the jump. When you can just see the sign over the ridge, beyond the oak with crooked branches, on a post slightly off-kilter from the hard winds of seasons past or the hit of a snowplow on an icy winter's day, that's the perfect time to start your sprint. How can it be there's so much glory in such a small thing as winning a race to the town line? Bikes make dreamers of us all. There is no podium or prize money, no trophy, no leader's jersey. But win or lose, however far or fast, there's pride in lining up at lunch hour on any road. And somehow, that matters more than anything.

Join our lunch rides at trekbikes.com/careers



Daniel D. Teoli Jr.
Archival Collection

Trek Bicycle Co.
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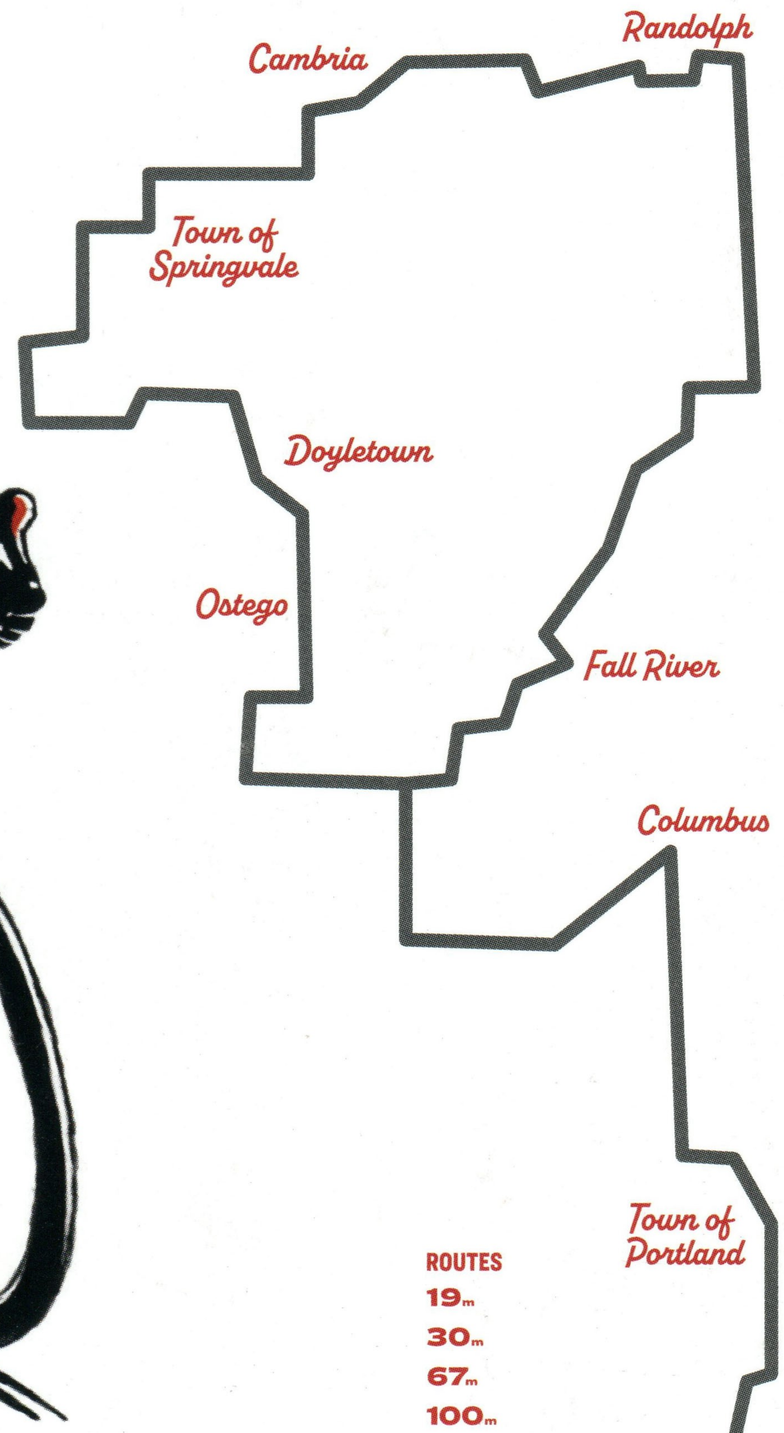
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