
TREK
WATERLOO, WISCONSIN | SINCE 1976

25 Great rides & the people who love them

The beauty of the bicycle lies not in riding the latest model or having the newest gear. It's about the places you go and the people you meet along the way.

Make your way through the pages of this catalog and you'll be introduced to 25 exceptional people and the rides that embody their love of the two-wheeled life. Keep an eye out for familiar faces, and prepare for a serious case of wanderlust. You should probably just grab your passport now.

Cover: Catalina Island, California

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FAVORITE RIDE

Bo Bikes Bama Auburn, Alabama

On April 27, 2011, Alabama was ripped apart by one of the worst tornado outbreaks in history. The event left a trail of devastation in its wake, claiming the lives of 64 people and impacting thousands of others.

When one Alabamian suffers, all of Alabama suffers. Such is the way in the Heart of Dixie. Bo Jackson, a native of Bessemer, could not sit idly by when his brothers and sisters needed help.

"I had to do something. Something that could help unify Alabama. Help put it back together," he said. "I had this idea of raising money by riding my bike across the state, but I didn't know where to start. I called up Trek and we got to work. Our first Bo Bikes Bama started in 2012 on the one-year anniversary of the tornadoes, and it's been growing ever since."

Bo Jackson casts a large shadow, literally and metaphorically. The former professional baseball and football player and Auburn University standout is known the world over for his athleticism. Even today, the man fills a doorframe. And it might be intimidating, were it not for the size of his heart.

Eight years after the deadly storms, Bo Bikes Bama is one of the South's largest one-day charity rides. It has raised over $1.5 million for the Governor's Emergency Relief Fund, money that has been used to repair 585 homes, build 68 community storm shelters, and install 10 emergency warning sirens throughout the state.

I'm proud that we have been able to build something that helps people heal. And we're just getting started. I would love to see you in Auburn next April for Bo Bikes Bama 2020.

BEST WAY TO DO THE RIDE

Raring to ride with the legend himself? Sign up for the Bo Bikes Bama 2020 at bobikesbama.com. The Hotel at Auburn University is only a couple minutes away by bike if you need a comfortable and convenient place to stay.





1. Bo Jackson

LEGENDARY ATHLETE

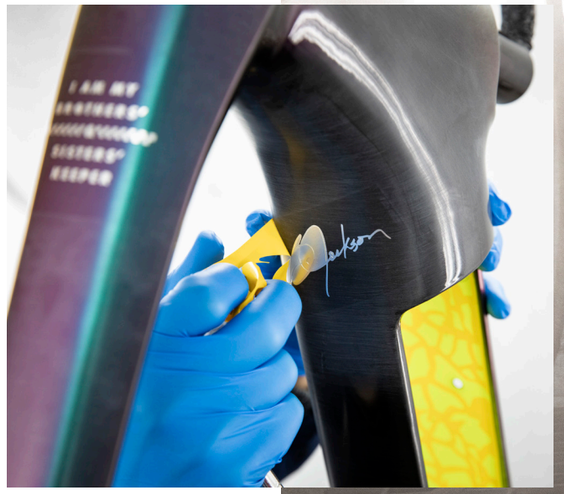


Creating an electric ride for a legendary athlete

Domane+ is an electric road bike that sustains speeds of up to 28 mph and can travel 70 miles on a single charge. It gives you the right boost at the right time so you can fly in the face of headwinds and hills. Why does one of the world's greatest athletes ride an e-bike? "Because I don't slow down for anyone," he says. "Not even Father Time."





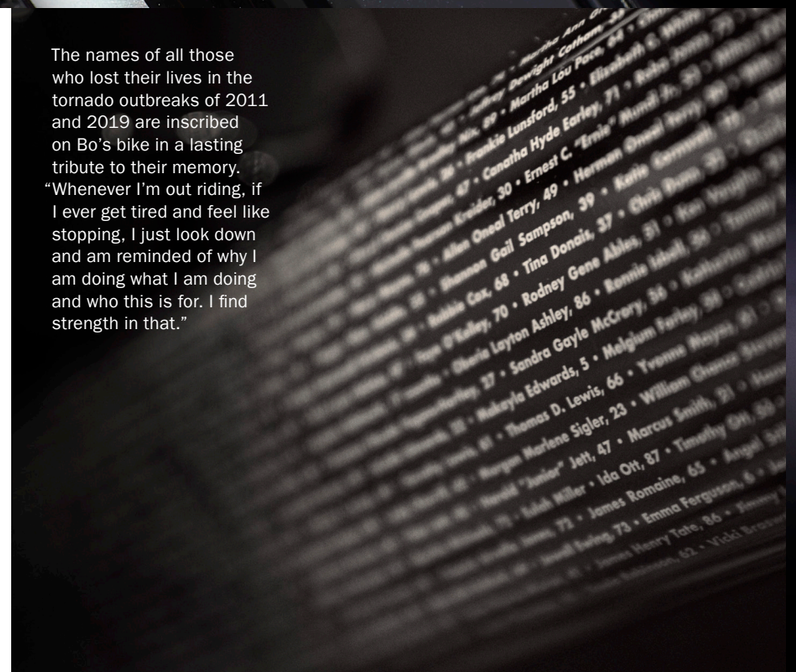


Project One Painter
Kyle Doney





The names of all those who lost their lives in the tornado outbreaks of 2011 and 2019 are inscribed on Bo's bike in a lasting tribute to their memory. "Whenever I'm out riding, if I ever get tired and feel like stopping, I just look down and am reminded of why I am doing what I am doing and who this is for. I find strength in that."



HOW TO GET YOUR ONE OF ONE

Project One Ultimate gives you a direct line to a Trek graphic designer, who will partner with you to make your wildest bike dreams come true. Can we really paint anything? Let's just say we've never gotten a request we couldn't deliver.

To get started, contact project_one@trekbikes.com



24672

DOMANE+

$6,999.99



2.

Ellen Noble

TREK FACTORY RACING PRO

FAVORITE RIDE

World Cup Waterloo
Trek Global Headquarters
Waterloo, Wisconsin

Trek Factory Racing's Ellen Noble is on a quest to make things better for those who follow in her tracks.

She's a strong advocate for equality in cycling (and society), she hosts a summer camp for young women riders, and she started the hashtag #bunnyhopthepatriarchy to prove women's riding is just as exciting as men's. And that's just the half of it.

When Ellen races, she's not just battling for a spot on the podium. She's working to inspire and empower everyone who watches. It's a wonder that the fire in her belly hasn't been banned by the UCI.

Given Ellen's passion for gender equity, it makes sense that her favorite ride is one that prioritizes equality and puts women's racing at the forefront.

"Trek's decision to move the women's event to the marquee spot is one of the biggest changes we've seen at the World Cup level, second only to the event being the first ever to offer equal pay to men and women," Ellen said of the World Cup Waterloo. "These changes send the message to women athletes everywhere that we have a spot in this sport and our racing matters."

To Ellen, World Cup Waterloo is more than just a cyclocross race. It's a chance to show a whole generation of riders how talented, skilled, and badass women can be. Oh—and it has plenty of barriers to bunnyhop, too.

BEST WAY TO DO THE RIDE

Want to ride Ellen's favorite route in Waterloo? Register for the 2019 Trek CX Cup at trekbikes.com/TrekCXCup.

17465

BOONE 5 DISC $3,549.99

Our flagship race bike is built for flat-out speed on the most demanding 'cross courses. Boone's OCLV Carbon frame with IsoSpeed is fast, light, and always fun to ride. More cowbell, please!



25335

BONTRAGER CAMBION MOUNTAIN SHOE $225.00

Shredding the singletrack all day, every day until the next World Cup? Slip on these stiff and durable kicks for uncompromising control on every trail.

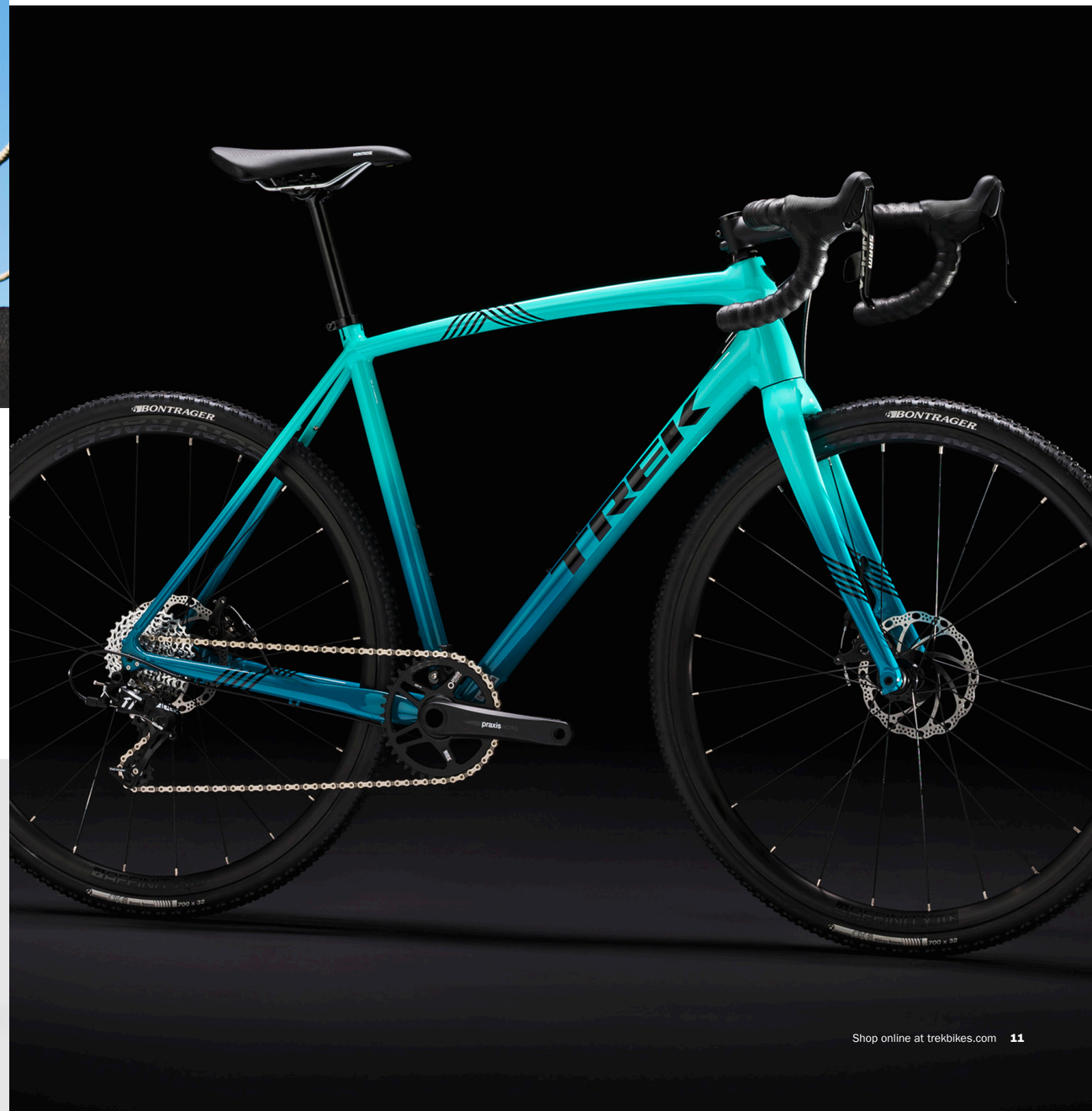


27889

CROCKETT

Looking to get into cyclocross and still have some cash for race entry fees? Crockett is the versatile, alloy, disc-equipped ride that's friendly on your wallet but not your competition—and it's also the 'cross bike Ellen Noble said she'd buy. (If she paid for her own bikes.)

3 models starting at $1,679.99.





SPECIAL ORDER

MADONE SLR 9 DISC ETAP CUSTOM PROJECT ONE $12,299.99

Aerodynamics. Light weight. Ride quality. Madone is the only road bike in the world that nails this trifecta, so it's your best choice if you're looking for every advantage in speed, handling, and integration.

3.

Ellen van Dijk

TREK-SEGAFREDO RIDER



FAVORITE RACE

Tielt to Waregem, Belgium



Early season bike racing in the European lowlands isn't a particularly inviting affair. The steady beat of rain, cold, and wind mixed with cobblestone roads and impossibly steep hills is an understandable deterrent to most.

And yet, there are riders who work their entire lives to race in the notoriously difficult conditions. Journalists mythologize the bergs along the route. Millions of fans—drenched in rain, knee deep in muddy fields—line the course and cheer themselves hoarse. To an outsider, it's madness.

But if the roads that make up the Dwars door Vlaanderen course are your home roads, the hype makes perfect sense. Trek-Segafredo's Ellen van Dijk loves these familiar roads, and she's blessed with the optimal mix of attributes—strength, stamina, explosiveness—to succeed here. She's spent years racing in more exotic and hospitable locations, but the annual run from Tielt to Waregem remains her favorite route.

"Dwars door Vlaanderen is early in the season, it's so close to home, and the route really suits a rider like me," she says. "Weather makes things more interesting."

Van Dijk won the event the last two years. "It's a shorter race than I typically like—everybody goes full gas right from the start. I'm good with that."

Next time a light drizzle has you considering skipping out on your favorite route, think of Ellen. And remember: no matter the weather, there's no place like home.

BEST WAY TO DO THE RIDE

The Tour of Flanders Sportive (April 4, 2020) is your best bet if you want to ride like the pros. Rent a bike at Trek Bicycle Kortrijk and take it for a spin near the starting line in Oudenaarde. Recover with a few locally brewed Trappist beers or try your luck at acquiring the notoriously elusive, world-famous Westvleteren.











Santini Trek-Segafredo Men's Team Replica Cycling Jersey 23268 | $109.99
Bontrager XXX WaveCel Road Bike Helmet 25365 | $299.99
Santini Trek-Segafredo Men's Team Cycling Cap 23251 | $19.99
Santini Trek-Segafredo Men's Team Cycling Glove 23286 | $34.99
Santini Trek-Segafredo Men's Team Replica Bib Cycling Short 23437 | $119.99
Santini Trek-Segafredo Men's Team Cycling Jersey 23266 | $159.99
Santini Trek-Segafredo Women's Team Cycling Cap 27416 | $19.99
Santini Trek-Segafredo Women's Team Cycling Glove 27417 | $34.99
Santini Trek-Segafredo Women's Team Replica Cycling Short 23438 | $119.99
Bontrager XXX Road Shoe 11649 | $399.99
Santini Trek-Segafredo Women's Team Replica Cycling Jersey 23267 | $109.99















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Shop Trek-Segafredo
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DOMANE

Whether you're riding Roubaix or rougher roads, Domane Disc is synonymous with endurance and perseverance. It's both light and fast, but its greatest strength is its comfortable ride, which goes a long way toward accomplishing your longest, toughest journeys

19 models starting at $849.99.

25276
DOMANE SLR 7 DISC
$7,799.99

FAVORITE RIDE

Arras to Roubaix 2018 Tour de France, stage nine



Many who follow professional road cycling had written off Trek-Segafredo's John Degenkolb. Could the popular German rider ever recover from a training accident that almost ended his career? The answer came during stage nine of the 2018 Tour de France, a stage that closely followed the notorious cobblestones of Paris-Roubaix.

Dege and two other riders rode off the front with less than a kilometer to go. "I was focusing on the race, trying to stay calm. I felt good," he said. He sprinted through the finish first, and thrust his arms into the air. He'd just achieved the most significant and meaningful victory of his career.

"I'd been through a lot of things, and it was such a hard time." First the accident, then injuries, sickness, and last year a family friend perishing. But all this had only motivated Degenkolb more. "I was chasing this victory for so long. It's so great to be on the highest level again," John said. "There's no way to make it more dramatic, more fantastic, than winning a stage like this. It can't get better than this."



4.

John Degenkolb

TREK-SEGAFREDO RIDER



Fat bikes aren't just for winter. On your home trails or at the bottom of the world, winter or summer, Farley will keep you floating over whatever you encounter on your expedition.

5. Eric Larsen

POLAR ADVENTURER

To take on Antarctica is to stand face to face with a near infinite expanse of cold, snow, sky, and time. In such a severe environment, simple things like getting a drink of water or adjusting layers become monumental acts of survival when it's -30°F and a 10-knot wind cuts at the smallest bit of exposed skin.

As you might imagine, cycling there is very, very hard. Just ask Eric Larsen, the first person ever to ride a Trek Farley to the South Pole, a feat he accomplished in 2016.

Each day of the ride was a study in patience and perspective. Coping with deathly cold and shifting weather. Grappling with your mind as it grapples with itself. And trusting that once you finally make it to the bottom of the world, it will be worth all you've sacrificed.

FAVORITE RIDE

Union Glacier to South Pole, Antarctica

"For me, this expedition was the culmination of a lifelong love affair with both cold places and bicycles," he said. "I had made an unsuccessful attempt to bike to the South Pole four years prior and it was a hard defeat. Being able to return with better equipment and greater knowledge was a nice bookend to many years of effort and planning."

Like adventure, but not this much adventure? Just like Antarctica itself, what you can learn from Eric's expedition is vast—and you can apply it to outings on a much smaller scale. His best advice? "Never make a decision at the end of the day. You will be surprised how much a warm meal and a good night's sleep can improve your perspective."

BEST WAY TO DO THE RIDE

Interested in riding to the South Pole? You... probably shouldn't. But you can get close with Eric by joining him at a fat bike expedition training course in Svalbard, Norway, March 24–31. Check out his book about another Antarctic Expedition, *On Thin Ice*.





6. Tim Atkinson

FATHER, ATTORNEY, PROJECT ONE OWNER

FAVORITE RIDE

Triple Bypass, Evergreen to Avon, Colorado

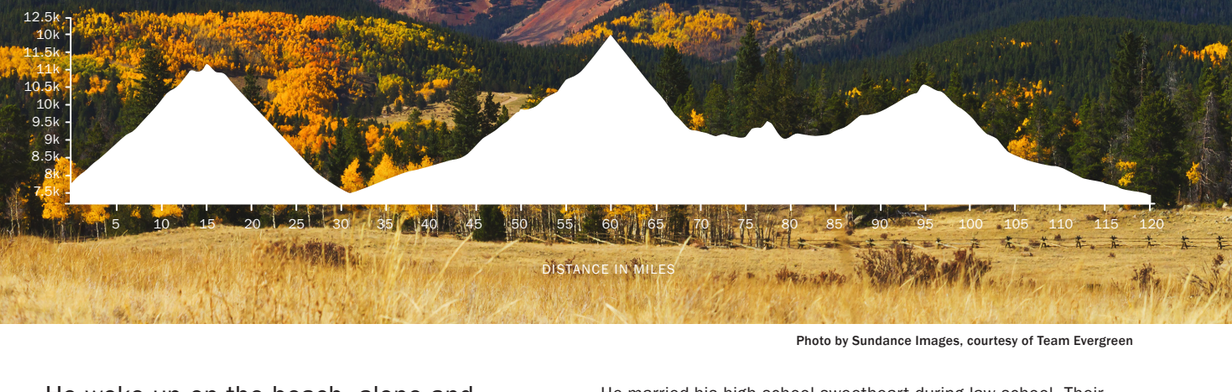


Photo by Sundance Images, courtesy of Team Evergreen

He woke up on the beach, alone and disoriented, with an injury that would result in the loss of his left arm.

The sailboat he'd been on drifted down the channel a few dozen yards away, without its crew, unharmed and oblivious to the fact that it had touched a high-voltage power line. He was not so lucky. The current had knocked the life out of him, throwing him from the deck to the shore. A friend had swum to him, resuscitated him, and gone for help.

Now, on the beach, seventeen-year-old Tim Atkinson was a new version of himself. He was still every bit the teenager he had been, but now things would be different.

By the time he started college a few months later, the accident had brought a new way of life—along with a new nickname. His brothers had taken to calling him The Bandit, after slot machines. They now also believed whatever money Tim won from them on the golf course was an act of pure larceny.

In college, Tim had a successful career as an elite alpine ski racer. Later, while studying for a master's in economics, he chanced into a highly competitive job coaching for the National Sports Center for the Disabled in Winter Park, a position that later in life led to his coaching the Special Olympics ski and cycling teams on which his daughter Hanna competes.

He married his high school sweetheart during law school. Their four kids grew. His career progressed. The loss of his arm never kept him from doing the things he loved, though sometimes he had to adapt his approach. And sometimes the things he loved had to adapt to him.

On many road bikes, the front derailleur and front brake are controlled by the lever on the left side of the handlebar. There was no off-the-shelf alternative for someone like Tim. He reached out to Trek and partnered with a team of designers to create a unique, right-handed road bike that had all the controls where he needed them to be. He gave it a fitting name: The Bandit.

Tim's custom bike carried him on countless adventures, and it was a conversation starter wherever he rode it—from Ride Across Wisconsin to his daily loops to Colorado's Triple Bypass, which summits three major mountains in the Rockies. It led to lasting friendships with people around the country, and within Trek.

Each summer, Tim and The Bandit returned to Waterloo for the Trek 100, an annual ride that raises money to end childhood cancer. The engineering team was always happy to see them both. "Their work makes a difference," Tim said, "I think The Bandit reminds them of that." (It does.)

Objects of personal meaning can mark moments in a person's life. A letter, a photograph, a piece of jewelry. We keep these things because they help us feel close to a moment in time and the people who shared it with us.

Five years after Tim and his friends at Trek created The Bandit, Tim's life took an unimaginably painful turn. He and his wife were home in Colorado when they received news that their 22-year-old son Jeff had been killed in a backcountry skiing accident in New Zealand.

People who have faced such hardship will tell you there is no one right place to find solace. "I found myself on The Bandit, on the trainer, tears streaming down my face and sobs catching in my throat," Tim once wrote. "Two hours later, the bike was still planted on the trainer, not an inch away from where I started, a taunting metaphor to the crushing reality that I could not pedal away from this tragedy."

Bikes are just objects, but they can be more than that. They are vehicles for change and agents of freedom. And, sometimes, they can help heal. "A bicycle ride does not hide the world," Tim said. "It brings it into sharper focus, the good and the bad. The windows are always rolled down, opening us up to the sights and sounds and smells that surround us."

Riding reminded Tim of his son, like everything did—so he chose to embrace rather than avoid the things that brought these memories to mind.
His memorial took shape in The Bandit 2.0. "The first Bandit had started so many conversations, and I wanted the same for the second," he said. "I turned to the story I wanted this bike to tell, or more appropriately, the stories I wanted to tell when I rode it."

Once again, he worked with Trek engineers and Project One designers, relying this time on artifacts of deep meaning for artistic direction. The frame's color is inspired by photographs Jeff took of New Zealand's lush forest on his final journey. The fork displays an image of a Maori teardrop pendant called a roimata, a talisman Tim wears around his neck on almost every ride, which was carved by Jeff's friend in New Zealand and blessed by a priest.

And everywhere on the bike: arrows pointing the only direction one can go after tragedy.

"This is a bike about recovering from injury and unimaginable loss," Tim said. "It's about rejoining the world that still holds so much promise—a world my son saw every morning when he woke up in a meadow, surrounded by snow-capped mountains waiting to be climbed and skied, a world he captured in pictures and dreamt about on the days he was confined to more mundane tasks."

The Bandit 2.0 is about the journey forward.

And all bikes are, in a way. "The paint on a bike does not need to be custom," according to Tim. "It can be chipped and peeling, yet from the seat of a bike, we can find joyful stories filled with vibrant color, strangers waiting to become friends, quiet moments amidst vast beauty, and the parts of our surroundings that need our attention."

Watch for Tim and The Bandit 2.0 at the Triple Bypass and other rides around the country. If you're lucky enough to spot them, say hello. This man, and this bike, have a story to tell.





PROJECT ONE ULTIMATE
The parameters are simple: there aren't any. If you can dream it, we can make it.

With Project One Ultimate, you'll have more control and more input than any other Project One rider—and we'll be here to guide you through every step of the process.

You'll come to Waterloo, sit one-on-one with our designers and artists, and tell your story. And in the end, you'll have a true one of one that does your story justice.

To get started, contact project_one@trekbikes.com.

7. Ben Kanute

TREK-FACTORY RACING TRIATHLETE,
OLYMPIAN

FAVORITE RIDE

Mount Lemmon, Arizona

Mount Lemmon is formidable, to put it mildly. The tallest peak in the Santa Catalina is considered one of the toughest climbs in the US, proffering 42 kilometers of winding roads and nearly 2,000 meters of constant elevation gain. Tucson resident Ben Kanute, an Olympian and professional triathlete, often accepts the challenge.

Within the span of a few hours, you're transported from the heat of the desert to another altitudinal dimension. There, the air is cool, the saguaro give way to scattered pines, and your lungs fight harder to collect their fuel. This ride entices with breathtaking views while exacting penance from your legs.

For Ben, this long, winding climb is a welcome change of pace. "Most triathlon courses are a straight shot. I like the challenge and benefit that comes with training here." He tackles the mountain on his Madone Speed, which excels at climbing and handles exceptionally, even when descending switchbacks at top speed.

BEST WAY TO DO THE RIDE

Want to give Mount Lemmon a shot? A popular start to the climb is the Safeway on the intersection of East Catalina Highway and East Tanque Verde Road. Plan for a full day of climbing and bring lots of water! Restrooms are available at Molino Basin (5.5 mi), Bear Canyon (12 mi), Windy Point (18 mi), and the Palisades Ranger Station (24 mi), and the Mt. Lemmon Cookie Cabin in Summer Haven is a great place to replenish your water and grab something sweet.



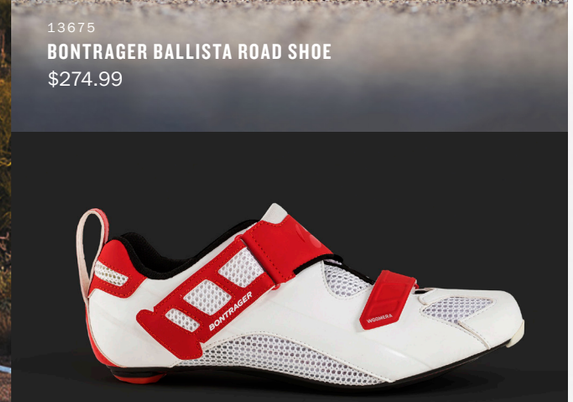
Madone Speed has the ideal balance of aerodynamics, light weight, and comfort. If triathlon's not a full time job and you want one single bike you can ride, train, and race on, this is the perfect choice.



28014
MADONE SLR 6 DISC SPEED
$6,499.99



13675
BONTRAGER BALLISTA ROAD SHOE
$274.99



13687
BONTRAGER WOOMERA TRIATHLON SHOE
$179.99



25365
XXX WAVECEL HELMET
$299.99

VIRGINIA TECH
★★★★★5
HELMET RATINGS



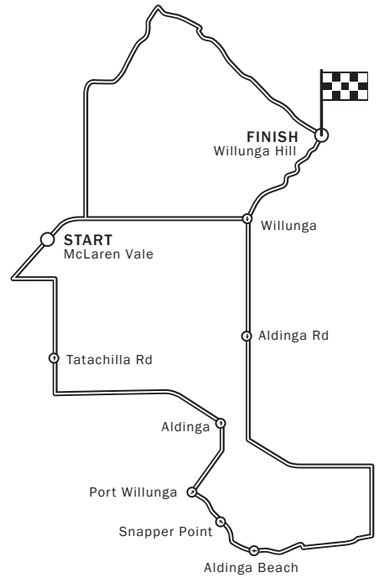
8.

Richie Porte

TREK-SEGAFREDO RIDER

FAVORITE RACE

Willunga Hill Australia



Aussie native Richie Porte is always a big draw at Australia's annual pro road racing kick-off, the Tour Down Under.

The pivotal stage of the race is Willunga Hill—a 3km climb that's infamous to some, iconic to many, and just so happens to be Richie's favorite ride. And if Willunga Hill is the queen stage of the Tour Down Under, Richie Porte is the undisputed king. But that doesn't mean it comes easy.

"You have to climb better than the sprinters and then sprint better than the climbers," Richie says of his home race.

It's the hardest-fought victories that are often the sweetest, especially with friends and family looking on. Richie has had ample taste of this triumph, taking home his sixth straight win at Willunga this January.

"The race recently started giving surfboards to the riders who win on Willunga. I have two so far. I'm not sure anybody needs more than that, but I hope my collection continues to grow."

Cowillunga, Dude!





9. André Holland

ACTOR

FAVORITE RIDE

Central Park Loop New York City

When you're shooting critically acclaimed projects like Moonlight and The Knick, finding time for yourself can be a real challenge. But even actors need an escape. And for André Holland, time on the bike is exactly what helps him find balance in an otherwise hectic life.

"I grew up in rural Alabama, so mobility was always something that was really important to me," he says. "I just loved riding my bike. It's pure freedom. I love my hometown, but it's small. The bike was the way to get out. See new things. It's not that different for me today. My schedule is crazy and riding is an escape for me. I live in New York and it's great that I have a place like Central Park where I can just ride and think about what's going on, without having to deal with the traffic and the city."

Holland is a serious rider who can be found riding his Domane Disc road bike in Prospect and Central Parks—but he relies on his FX Sport hybrid for the day to day.

"For me, the FX has been access to what I love to do. When I was shooting The Knick and doing Shakespeare in the Park, I could just ride my bike to work," he says. "It's also given me access to escape. I've gone through some tough times. And I would ride my bike, leave everything behind, and feel better. Riding my bike today still gives me that same feeling of freedom."

BEST WAY TO DO THE RIDE

The city is better with bikes. Rent a Trek FX at any of Manhattan's Trek stores and let our in-store guides give you directions to the park, tips on where to stop for coffee, and advice on what landmarks to check out along the way.





10. Candace Shadley

FOUNDER OF DIRT SERIES



FAVORITE RIDE

Top of the World trail Whistler, British Columbia

As you inch closer to the Top of the World, the sky stretches before you in a way that feels like you're flying. And when you dip your front wheel onto the trail and begin to flow down the peak of Whistler Mountain, you're even more convinced that somehow you've achieved the impossible.

Wildflowers blur past your feet in broad strokes of purple and yellow—the smell of nearby forests connecting you to the earth that moves beneath your feet, the granite spires of Black Tusk beckoning in the distance.

To Trek Dirt Series founder Candace Shadley, the Top of the World trail is the embodiment of the sport of mountain biking, and the perfect place to push your limits.

"It's no surprise this trail is absolute magic, with a name like Top of the World," Candace says. "But being able to share such an enchanting place with the riders who join me at Dirt Series makes it even better. It's a special thing to experience with someone who's already riding high from a weekend of conquering their fears and doing things they never thought possible."



Want to experience that top-of-the-world feeling firsthand?

Trek Dirt Series mountain bike camps offer transformative experiences on the best trails in Western Canada and the United States.

You'll experience personalized instruction from incredibly talented staff and a program that strikes the perfect balance between structured learning and flexibility. Plus, there's a women's-only or co-ed camp for everyone—whether you're new to the sport or an experienced shredder.

Ready to hone your skills, push your limits, and have an outlandishly fun time? **Sign up now at dirtseries.com.**

Upcoming Dirt Series camps

August 3-4	Mammoth, CA
August 10-11	Park City, UT
August 17-18	Fernie, BC
August 24-25	Canmore, AB
September 7-8	Bellingham, WA
September 13	Whistler, BC
September 14-15	Whistler, BC
September 21-22	Angel Fire, NM
September 28-29	Sedona, AZ
October 5-6	Fruita, CO



25359
BLAZE WAVECEL
$299.99

THE BEST BIKE FOR DIRT SERIES
If you want to shred with Candace at Dirt Series, Fuel EX is the perfect plus-one. It's the ideal full suspension trail bike for riders who want one MTB that does it all—whether you're taking on the Top of the World or exploring your local singletrack.

11 models starting at $1,999.99.

23593
FUEL EX 8 29
$3,449.99







“It’s not that I don’t see color. I just see every color in a beautiful way now. It’s amazing.”



11. Jason Hall

FOUNDER OF DETROIT’S SLOW ROLL AND RIDETROIT



FAVORITE RIDE

RiDetroit

What if you invited everybody you know on a bike ride and they all showed up? Now, what if all of those people invited everybody they know to the bike ride and they all showed up? And what if this pattern continued until your ride got so big you needed to tell the police where you were riding so they could clear the streets? That’s essentially the story of Slow Roll Detroit, the nation’s largest weekly bike ride. And it all started with one amazing person.

“When I first started to ride bikes,” says Slow Roll Detroit founder Jason Hall, “I had no idea what I would get back from it. I didn’t think about my community the way I do now. I didn’t think about my health the way I do now.”

As it turns out, bikes changed everything for Jason—serving as transportation, inspiration, and a massive opportunity to connect people of various cultures and backgrounds through the simple act of riding bikes together.

“I grew up as a black kid in Detroit, and that meant I looked at people in a certain way,” he said. “But then all of a sudden, you’re on a bike and you’re changing tires with somebody and you forget all that. It’s not that I don’t see color. I just see every color in a beautiful way now. It’s amazing.”

Today, Slow Roll has grown to take on a life of its own, allowing Jason to pursue new opportunities. His new brainchild, RiDetroit, provides guided bike tours of Detroit’s cultural landmarks and public murals. Through this, Jason helps others see Detroit the way he sees it—in a beautiful new way.

BEST WAY TO DO THE RIDE

If you’re ready to ride with 5,000 new friends, Slow Roll is an open invitation to anyone with a good attitude and a working bike. Check it out and register now at slowroll.bike. Looking for something a little smaller? Book a bike tour with Jason himself at ridetroit.com.

12. John Burke

PRESIDENT OF TREK BICYCLE

FAVORITE RIDE

L'Étape du Tour





Every year, the Tour de France's governing body opens one stage to the public for a citizen's race called L'Étape du Tour. I've done this race with my wife, Tania, every year since 2006, and every year has been spectacular—except for the first.

The night before my first L'Étape, France played Italy in the World Cup final. We were under the impression that L'Étape was just a ride, not a race, so we enjoyed the evening with the rest of France. Maybe we enjoyed it a little too much.

The start was packed the next morning. When the officials hit the go button it was like the Running of the Bulls. I quickly realized this was not a ride—it was a race.

It was 9am by the time we reached Col d'Izoard, the first climb of the day, and it was already starting to get hot. We stopped at the base to get water, but the rest stop was bone dry. Two-thirds of the way up, my heart was pounding and I came face to face with the hard reality that I hadn't prepared for the ride as well as I should have. But we rallied and got to the top, only to find there was no water and no food there either.

In moments like this one, it's easy to fill your mind with might-haves. I might have made it to the summit with a faster group. I might have carried more emergency food and water. I might have been more keenly aware that rest stops in races aren't typically stocked up with enough fuel for the stragglers like me.

We descended to Briançon with just enough money to buy a couple of Cokes and a Magnum bar. If you've ever tried to shift with a melting Magnum bar in your hand, you can understand the kind of comic scene I was making on the next climb up the Col du Lautaret.

We summitted four minutes before the 3pm time cutoff. Tania knew the manager of the hotel at the top of the climb, so we slammed down three Sprites and a sandwich, then descended into the valley toward Alpe d'Huez, feeling better and better by the minute and taking in the beautiful views of the surrounding French Alps.

But at the bottom of the historic mountain, we discovered we'd missed the time cut by 12 minutes. A gate was locked across the road. Our day was over, and I wasn't happy about it. The rest of our group was waiting for us at the summit, but we had to wait three hours before we could head up. I would have crawled up the mountain for a cold beer at that moment, but Tania reminded me that we had no money.

I looked across the square and saw a couple of English guys sitting outside a café, their Trek road bikes leaning against the wall beside them. I walked over and introduced myself. We were comrades in our shared failure, all of us resigned by that point that the day we'd imagined having ended up not working out the way we'd hoped.

I cut to the chase. "I never play this card," I said, pointing to their bikes, "but I happen to own that company. If you'd buy my wife and me a few beers, I'll make sure you're repaid in kind."

They agreed, and we ended up having a great time.

I think about that day a lot. You learn more from your failures than your successes, and the truth is failure can be really good for you.

My 2006 L'Étape was a humbling experience, but it kicked off a 2007 campaign that started a 14-year finishing streak for Tania and me.

That's the story of my worst L'Étape. All the others have been outstanding, but 2007 stands out as the best for me because it was a spectacularly difficult course. 120 miles, five mountain passes, in 100-degree heat. We were prepared that year. We trained a lot. We had no beers the night before. We carried our own fuel and water. We were ready to race, not ride.

On the final descent of our 2007 L'Étape, a woman Tania had been competing with all day flew by us. I shouted to my wife, "Get on my wheel!" I took five pedal strokes and had nothing left, so I pulled aside and Tania put the hammer down, eventually catching her competitor and winning the sprint. It was a great thing to witness.

For the most part, any bike ride is a good one. But you're bound to have bad days on the bike just as you're bound to have bad days off the bike. That's life. It's what you learn from the bad days that matters.

And there's another lesson here, too. When you see someone who needs a beer—or a coffee, or a meal, or anything—and you have the means, get it for them. You might not get a load of free gear out of the deal (along with a donation made in your name to your favorite cycling non-profit). But if you're in the right place at the right time, you just might.



23184

ÉMONDA SLR 9 DISC ETAP

$11,299.99



THE BEST WAY TO EXPERIENCE L'ÉTAPE

Want to do L'Étape du Tour the right way? Join Trek Travel on the cycling vacation of a lifetime to France, Italy, Spain, or one of the many other exotic destinations Trek Travel can bring you. Ride, make memories, and enjoy all the fun and luxury this award-winning tour operator delivers.

Book your adventure at trektravel.com

TRAVEL+LEISURE WORLD'S BEST AWARDS 2018

THE BEST BIKE FOR L'ÉTAPE

When you don't want to carry anything extra on the way up and need the confidence of disc brakes on the way down, Émonda Disc is the right choice.

14 models starting at $1,759.99.

Pictured: Émonda SLR 9 Disc eTap

13. Lizzie Deignan

TREK-SEGAFREDO RIDER,
WORLD CHAMPION,
NEW MOM



FAVORITE RIDE

World Championship course Yorkshire, England

It's a special thing when a professional athlete gets to perform in their hometown—and it's a rare experience for pro cyclists. For this and other reasons, Trek-Segafredo's Lizzie Deignan considers herself lucky.

In September, during the World Championship road race, she'll pass directly by her family's garden. She probably won't have time to wave from the saddle, but you can bet her parents have already staked out the best seats and started planning the party.

"Yorkshire roads shaped who I am as a rider and who I am as a person," she says. "No matter what was going on in my life, they've always been there. I'm thrilled to race in a place that is so significant to me."

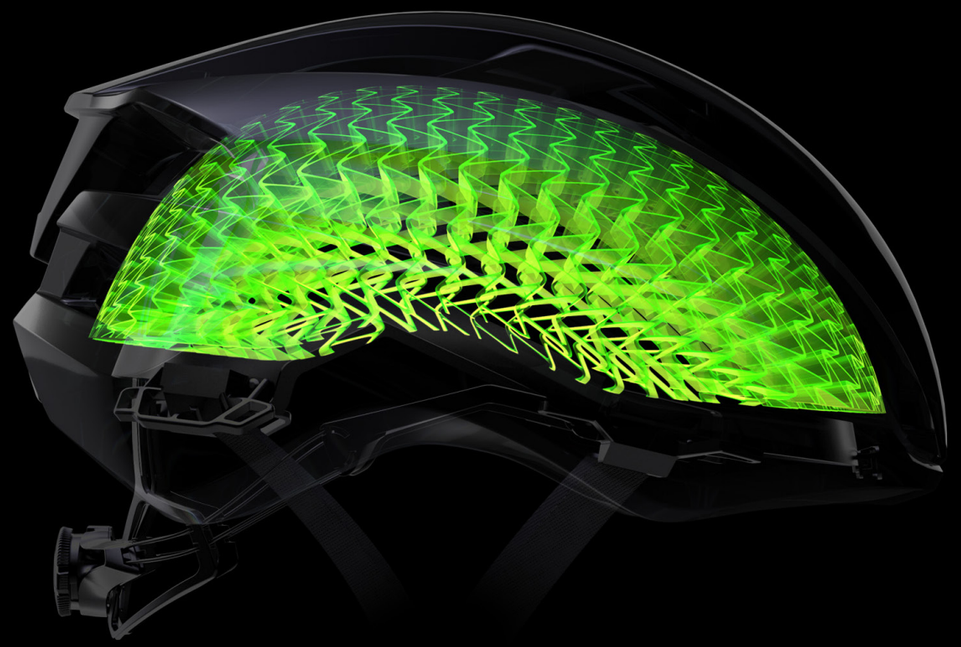
Home roads are special like that. They hold your history like an old friend. They stay the same, even when your life changes. And Lizzie's life changed a lot last year. She welcomed a daughter in September. Of all the experiences she's had on her hometown roads, riding them with a little passenger while she trained through her pregnancy was the best.

"When you have a child, your entire world expands," she says. "There's more to get home to at the end of the day." When she's home in Yorkshire, and anywhere she rides, she wears a Bontrager WaveCel helmet and uses a Flare R tail light—two things you can do right now for your loved ones and yourself.

You could call Lizzie's situation exceptional, but there's not much about her that isn't. Look for big things come September. If everything goes to plan, the World Championships are going to be an amazing first birthday for Lizzie's daughter.



BONTRAGER / WAVECEL



YOU ONLY GET ONE BRAIN

WaveCel has been shown in a recent study to be up to 48x more effective than traditional foam helmets in protecting your head from injuries caused by certain cycling accidents.*

Read the full study. You'll never ride in anything else.
trekbikes.com/wavecel

*See Evaluation of a Novel Bicycle Helmet Concept in Oblique Impact Testing, Accident Analysis and Prevention 123 (2019) 58-65. www.trekbikes.com/what-is-wavecel. Based on reduction in rotational acceleration at impact (6.2 m/s at 45°) of head + neck model wearing traditional EPS foam helmet vs. helmet modified with WaveCel insert. Probability of injury in an actual accident depends on numerous factors, including nature of impact and individual health.

25359
BLAZE WAVECEL HELMET
$299.99



25365
XXX WAVECEL HELMET
$299.99



25368
CHARGE WAVECEL HELMET
$149.99



25362
SPECTER WAVECEL HELMET
$149.99





14. Kiel Reijnen

TREK-SEGAFREDO RIDER,
BEST MULLET IN THE PELOTON

FAVORITE RIDE

The gravel roads of Bainbridge Island

In a sport as steeped in tradition as professional road cycling, Kiel Reijnen is a bit of an anomaly. The mullet-sporting native of Washington's Bainbridge Island is geographically and metaphorically as far from the roadie stereotype as possible.

"Professional road cycling can be a bubble," he says. "When I'm away from the team, I like to be as far outside the bubble as possible. When I'm here, riding the roads and trails, I'm not looking at my watts. I'm not comparing times. I'm just enjoying riding my bike."

Riding for the pure joy of it—yes, even professionals do that. And when Kiel's looking for a good time in the saddle, he turns to Checkpoint and the familiar gravel roads of his home island.

"I'm a road cyclist by trade, but certainly not in style," he says. "I've always gravitated towards mountain biking. Gravel riding, I hope, is my opportunity to bridge those worlds."





Kiel's custom Checkpoint was designed for his 2019 Dirty Kanza campaign.

CHECKPOINT
Chamois or cut-off shorts, bikepacking trip or brutal day of gravel racing—with Checkpoint, you're going to ride far, go fast, and have a great time.

9 models starting at $1,199.99.

"I love riding Checkpoint because I won't be judged for riding in a cutoff flannel on this bad boy."

15. Jolanda Neff

TREK FACTORY RACING PRO

FAVORITE RIDE

Mont-Sainte-Anne Quebec, Canada

Picture yourself rolling through an idyllic woodland expanse. Mountain peaks rise to greet you, lush green grass meets crisp blue skies, a refreshing wind blows through the trees.

You listen to the hum of the path below your tires, the song of nearby birds, the whisper of a distant stream and—wait—is that… a cowbell? The sound of chanting fills your ears and grows louder and louder as you find yourself in the midst of a crowd of rowdy onlookers.

"Jo-lan-da! Jo-lan-da! Jo-lan-da!"

A flash of curly blonde hair speeds past you and the cheering intensifies. Two Lycra-clad streaks of color hurry behind. And then another. And another. That's when it dawns on you—you've stumbled across the MTB World Cup.

Mont-Sainte-Anne has served as a venue of the MTB World Cup for 26 years now, and its tranquil landscape serves as a stark contrast to the excruciating climbs and tough, technical descents that gave the course its reputation as one of the most challenging courses on the UCI circuit.

And that's why it's Jolanda Neff's favorite.

"Mont-Saint-Anne offers everything that mountain biking should be. Long, steep, demanding uphills and challenging, exciting, fun downhills. That's what I love about the sport." Jolanda says. "And it's beautiful to ride there, too. It's cross-country mountain biking at its best."

BEST WAY TO DO THE RIDE

Want to explore the course? Mont-Sainte-Anne is hosting this year's UCI MTB World Championships August 31–September 1. If you plan to check it out, we recommend flying into the Québec City Jean Lesage International Airport. Mont-Sainte-Anne is about an hour drive from there.









16. Payson McElveen

US NATIONAL MARATHON XC CHAMPION



5 models starting at $3,149.99.

FKTs or good ol' fashioned fun times on singletrack? The new Top Fuel gives you both. Every model has a 120mm fork and 115mm of travel, a dropper post, and an updated XC geometry that's faster, slacker, and more stable in the rough.

FAVORITE RIDE

White Rim Trail Canyonlands National Park, Utah

The rules of an FKT (Fastest Known Time) are simple: ride a set route, record your time, and make it public. The fastest time gets a moment of personal glory that lasts however long it takes for someone else to ride the same route faster.

FKTs are popular in trail-running, especially on historic routes like the Appalachian Trail and Vermont Long Trail, but they're a rarer phenomenon in mountain biking. Payson McElveen, the mustachioed mountain bike cowboy out of Durango, is leading a charge to make them a part of mainstream cycling culture.

He recently set the FKT on the 100-mile White Rim Trail in Utah's Canyonlands National Park, besting the previous record by nearly 15 minutes.

"The only way to get better is to explore your boundaries, and I knew tackling this epic loop as fast as I could would push me to my absolute limit," he said.

His record created a lot of buzz about the whole idea of FKTs in mountain biking and what it could mean for the future of the sport.

There's beauty in simplicity. A rider on the trail, racing the clock. No race fees, no numbers, no crowd.

An FKT, the way Payson sees it, is an invitation. So when Quinn Simmons, a young rider out of McElveen's hometown with five junior National Championships under his belt, beat Payson's time by four minutes, Payson felt only respect and pride.

A few weeks after setting his record, Payson rode White Rim again, this time at a far more leisurely pace. A solo rider caught up to him on the trail and shouted, "I'm out here because of your project! I'm not gonna beat your record, but I wanted to see how I stacked up!" It was the biggest compliment Payson could have gotten. This FKT thing is taking off in all the right ways. The only question is: who's next?

BEST WAY TO DO THE RIDE

The White Rim Trail is located in Utah's Canyonlands National Park and requires a permit you can get online at canypermits.nps.gov. Once you get to Moab, stop in to Poison Spider Bicycles for bike rentals, gear, and local advice.

Return to Earth is a feature mountain bike film about the simple act of living in the moments that matter most. It features true-to-life examples set by riders of all ages, all around the world. It's an amazing film, one that Brett's really stoked about. You'll be able to watch him ride at a screening near you, download the movie, or check it out on trekbikes.com.

Brett Rheeder 17.

SLOPESTYLE LEGEND,
TREK C3 PROJECT RIDER



FAVORITE RIDE

Big Water, Utah

For the filming of this summer's biggest mountain bike movie, Return to Earth, slopestyle and Red Bull Rampage champ Brett Rheeder dropped in on the Utah desert to unplug and rediscover some rugged, natural riding.

"I've had several moments on this shoot where I'm up there on the ridge with no phone, no music, just me and a shovel taking in the scenery and fully enjoying how beautiful the surrounding area is," said Brett. "When I'm filming and I go out of my comfort zone and we build something sick and everyone is stoked that's when I get the most fulfillment."

Brett, photographer Sterling Lorence, and a build crew spent days planning and creating perfect lighting for the perfect natural quarter pipe, just to get one perfect shot that captures the pure magic that can only be conjured when one is fully locked in with his or her mountain bike.

If this photo is any indication, they succeeded. And with so much incredible talent and terrain packed into every frame, this film's gonna blow some minds.

18. Sterling Lorence

ACTION SPORTS PHOTOGRAPHER

FAVORITE RIDE

Mount Seymour Vancouver, British Columbia

If you've ever been inspired by a mountain bike photograph, you probably owe Sterling Lorence a beer. In his nearly two decades behind the lens, this Vancouver native has captured some of the most iconic mountain bike images of all time (including some you'll see in this catalog) and gotten countless thousands amped to ride.

There are plenty of good photographers out there, but Sterl is something different. His Canon shows the big and small ways the sport changes from year to year. He gets the spirit of the riders and the soul of the trail—the mood, the fun, the fear, the awe.

Sterl has ridden all over the world, and he has a lot of favorite trails. But Mount Seymour, which is one of three main areas near his home in West Vancouver at the base of Cypress Mountain, is currently at the top for epic everyday rides.

"I'm drawn here because it has a brighter canopy and more natural un-logged forest than other places in Vancouver," he explains. "This results in more green ferns, shrubs, and plants, and an environment with a great aesthetic for riding and shooting."

Also, Seymour has a climbing trail that's just as fun as the descent. The design allows for a longer technical loop, access to more trails, and less reliance on cars to get to the top. Whereas Vancouver was once all about gravity, centralized trails like Seymour are now making it easier for riders to stay on the bike and off the roads. "It's a testament to the evolving trail scene and the hard work of the towns and municipalities making mountain biking more accessible," he says.

"On a nice summer day on the climb," he says, "you look back and see a line of riders. I love to see that. It means that more people are getting higher into the mountains on their own, that what the trail stewards have done here is successful, and that we're going to see more of it." And Sterling Lorence will be there to capture it for us all.







24477

REMEDY 9.8 $5,499.99

It climbs, it rips on descents, it's perfect for Vancouver trails like Mount Seymour. Remedy has 150mm/160mm of travel for the rough stuff, 27.5" wheels, and a geometry that's just right for navigating technical climbs and fun, windy sections.

BEST WAY TO DO THE RIDE

Five steps to riding Mount Seymour stress-free: Get to Vancouver. According to our research, flights are cheapest in September and October. The autumn temperatures will be perfect for a long day of riding, and the fall colors will be popping!

Rent a bike. Flying with a bike is cumbersome and—depending on the airline—expensive. Save yourself the hassle and money by renting.

Head to the shop. The best places to demo a full suspension Remedy are Obsession Cycles, West Point Cycles, or the Trek Store of Burnaby or Port Coquitlam. They'll make sure your Remedy is tuned perfectly to your body weight, riding style, and the trail ahead.

Park at the Mushroom Parking Lot—it's a great place to set up for the day and provides easy access to the trails. Old Buck Trail, North Vancouver, BC V7G 1L3, Canada

Stick to the designated MTB trails. Mount Seymour is also popular with hikers, skiers, and campers, and not all trails are for mountain bikes.

TREK 1120
This rig was born to explore. 29+ tires, built-in racks for your gear, and a nothing's-gonna-stop-me attitude make it perfect for bikepacking adventures in Baja and beyond.

Available in one model
for $2,649.99.







19. Ryan Van Duzer

TV HOST, ADVENTURER, ALL-AROUND AWESOME GUY

FAVORITE RIDE

The Baja Divide. San Diego, California to San José del Cabo, Mexico

You might know Boulder's native son from his time in front of the camera hosting shows for National Geographic, Travel Channel, or History Channel. But we know Ryan Van Duzer as the adventure-hungry Peace Corps volunteer who decided to ride his Trek home to Colorado from Honduras and basically never stopped.

From Honduras to Colorado. From Colorado through all the western states. And then east, and then south. And on and on.

Most of us live life with a few moments of epic adventure. Ryan's life is like a never-ending adventure with a few moments of rest. Of all the miles, he cites the 1700 of the Baja Divide as some of the best.

Why do these stand out? In part, because the route is already set and there are enough opportunities for resupply in the mountainous desert to make a self-supported tour possible. Not easy, but possible. Plus, the weather is spectacular, you can jump in the Pacific, and this route falls right in line with Ryan's simple life philosophy: "Just go. You'll figure the rest of it out."

Refreshing, right? It's the kind of advice you'd expect from a golden-haired, golden-souled explorer like Ryan, a guy who embraces uncertainty with so much confidence it makes you feel like you're capable of doing exactly the same. Turns out, you are.

WHAT YOU NEED TO KNOW

Ryan Van Duzer's 11 essential tips for riding the Baja Divide

1 CARRY A LOT OF AGUA

On any given day, I had up to 10 liters strapped to my bike, which can add quite a bit of weight to your rig. But carrying a lot of water is vital in hot, arid Baja. Depending on your speed, there may be several two- or three-day stretches without access to services. You can save money and avoid buying huge plastic bottles by using the water filtration centers. Every town has one, and they're usually located in the small grocery stores. A handful of pesos is all it costs to fill up 10 liters of water.



2 EMBRACE THE PLACE

I've been fortunate to ride my bike all over this fantastic country, take in some absolutely breathtaking sights, and meet people I'll remember for the rest of my life. If your impression of Mexico has been shaped by news stories of violence, let me tell you that I've never felt danger in all my time in Mexico. This isn't to say you shouldn't take common-sense precaution; this is true for wherever you travel. I've always had a great time in the small villages and towns. People-to-people moments make up my favorite memories in Baja.



3 LEARN SOME SPANISH

Not only will memorizing a few phrases of Español help you with navigation and buying groceries, it will give you a chance to connect with locals in a special way. For me, that meant playing soccer with kids, which was a great joy of my trip. It's entirely possible to ride the full Peninsula using no Spanish skills, but I recommend taking the opportunity to learn at least a little. I promise your experience will be a lot richer for it!



4 ROLL WITH THE SAND

Riding in sand is tough. There's no other way to put it. Make it easier on yourself by riding a bike with 3″ mid-fat tires. For me, Trek 1120 was the perfect bike on the Baja Divide. Slow down, walk, and let the tire pressure out. Here's a good word in Spanish: tranquilo. Make it your mantra. Take it easy. It's all part of the adventure.

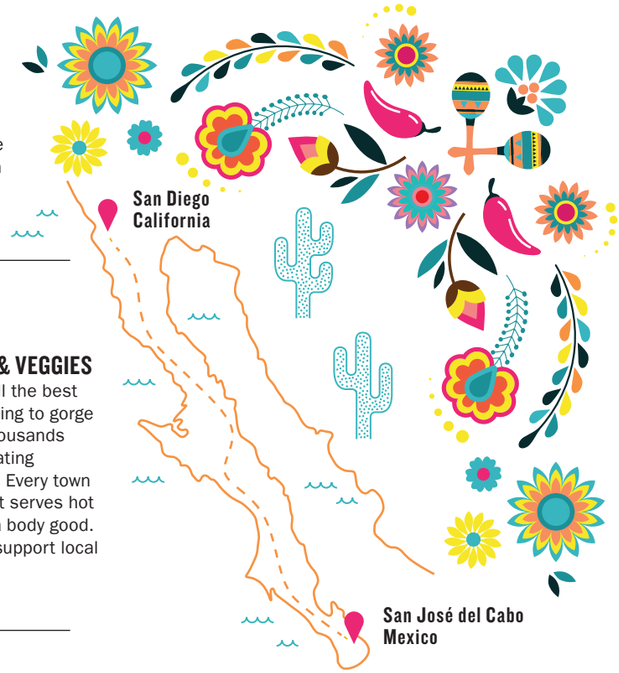
5 SLEEP UNDER THE STARS

Many bikepackers feel most comfortable in a tent to avoid critters. But the climate in Baja is perfectly suited to sleeping right under the stars, and this is an experience not to be missed! The night skies in Baja inspire beautiful dreams.



6 DON'T FORGET YOUR FRUITS & VEGGIES

Most gas stations and local shops sell the best junk food in the world. It can be tempting to gorge on Bimbo sticky buns after burning thousands of calories on a hard day's ride, but eating processed food will catch up with you. Every town you'll visit has at least once place that serves hot food. A plate of rice and beans does a body good. Plus, eating in town is a great way to support local communities and meet new friends.



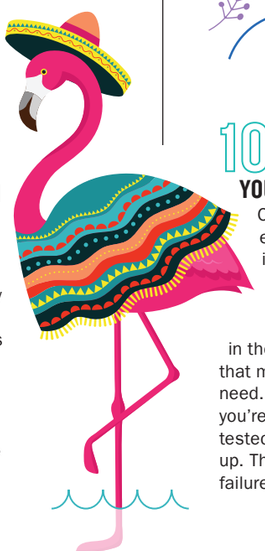
7 GET BAGGED BEANS

There will be times you eat at your campsite. My favorite post-ride meals consisted of bags of refried beans, a stack of fresh corn tortillas, and some hard queso with hot sauce. Bagged beans are easy to pack, as are tortillas (flour lasts longer than corn, I discovered) and a little bottle of hot sauce. All of these supplies are readily available in the towns you'll pass through.



8 JUMP IN THE OCEAN WHENEVER YOU HAVE THE CHANCE

The Pacific is cold, and the Sea of Cortez is only slightly warmer. But a quick dip revives the soul and washes off whatever bits of the trail have stuck to you on your ride. Pro tip: swim with your clothes on, and it's like you've put them through the washing machine. Almost.



9 CHOOSE YOUR OWN ADVENTURE

The Baja Divide is easy to follow if you've downloaded the readily-available maps to a GPS device. However, you can easily break off and take the main highway if you want a respite from the rough riding. Highway 1 is narrow, but drivers are generally respectful of bikes and give plenty of room when passing.





10 INVEST IN EQUIPMENT YOU LOVE

On a ride like this one—or any extended adventure ride—it's important to have quality stuff that can endure. 1120 really proved its capability on the Baja Divide. It's rugged, stable in the rough, and comes with racks that make it easy to carry the gear you need. Whatever your setup, make sure you're familiar with it and that you've tested it enough to know it will hold up. The last thing you want is to have a failure ruining your grand escape.

11 SOME DAYS WILL BE HARD

Accept this fact at the outset, and don't let it ruin your good time. I've spent my life touring the world by bike, but I've never gotten my butt kicked like I did in Baja. Be prepared for soul-crushing climbs, never-ending sand, washboard roads, and relentless heat. But also be prepared for an incredible experience, unforgettable views, and a really fun time. Pedaling through the deserts of Baja will forever be a highlight of my life, and I wholeheartedly encourage you to start planning your adventure today!

20. & 21.
Lily & Emerson

NICA STUDENT ATHLETES, BFFS

FAVORITE RIDE

Fair Hill Frenzy, Maryland

Trek is committed to changing the world by getting more people on bikes, and it starts with sending kids down the right trail. We've pledged over $1 million in support to the National Interscholastic Cycling Association, the governing body for middle- and high-school mountain biking in the US.

NICA's on a mission to help kids develop strong bodies, minds, character, and community through mountain biking, and stories from across the country show it's doing just that. One of our favorites is that of Lily and Emerson, who met through their local NICA league in Maryland.

The two hit it off immediately and practiced together every week, and by the time their first real mountain bike race rolled around, they were very good friends. Both girls were pretty nervous about the upcoming race, though. "They were unsure of how things would go, but they agreed to ride and finish together no matter what," said Jon Posner, director of the Maryland Interscholastic Cycling League.

Their anxiety was unfounded. As the duo came to the end of their last lap, they realized they were in the lead. Rather than race for the win, they joined hands to celebrate their shared accomplishment. The teammates crossed the line together, at exactly the same time.

It's the kind of camaraderie and mutual support that helps kids be their best, on and off the trail. And it's exactly what leaders like Jon hope to achieve through NICA. "This has become something of a defining moment for our league," he said. "It really highlights the tremendous friendships and sportsmanship we want all the kids to experience."

Photo credit: Kerri Isenstadt

23121

MARLIN 6 $639.99

Ready to hit the trails? Marlin 6 is a great entry point. In fact, it's the most popular bike in NICA! It's where race bikes begin, providing a winning combination of performance and value.



How to get your kids into NICA

The trail is where kids learn important life lessons about freedom, imagination, and overcoming obstacles—and we're not just talking about rocks and roots. They'll cultivate resilience and healthy habits, meet good friends, and create their own supportive community. Plus, kids gotta put down their phones to grab the handlebars!

NICA races are fun for the whole family. They get everyone outside for lots of excitement, cheering, and camaraderie. You get to watch kids grow and develop over the course of the season, and they get to take pride in all they've accomplished. But races are only part of what makes NICA great. Weekly practices keep kids active, engaged, and outside having fun with friends.

Mountain biking is the fastest-growing high school sport in America, with nearly 20,000 NICA student athletes in over 25 states across the country. To learn everything you need to know about how to join and support NICA in your state, including how to start a league if your state doesn't have one, **visit trekbikes.com/nica.**

Five reasons NICA is great for kids

1

Kids have to put their phones away to ride

2

They learn about more than mountain biking

3

NICA races are family events

4

They'll spend more time outside having fun

5

NICA student athletes get great discounts on bikes and gear through Trek retailers

NICA NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION

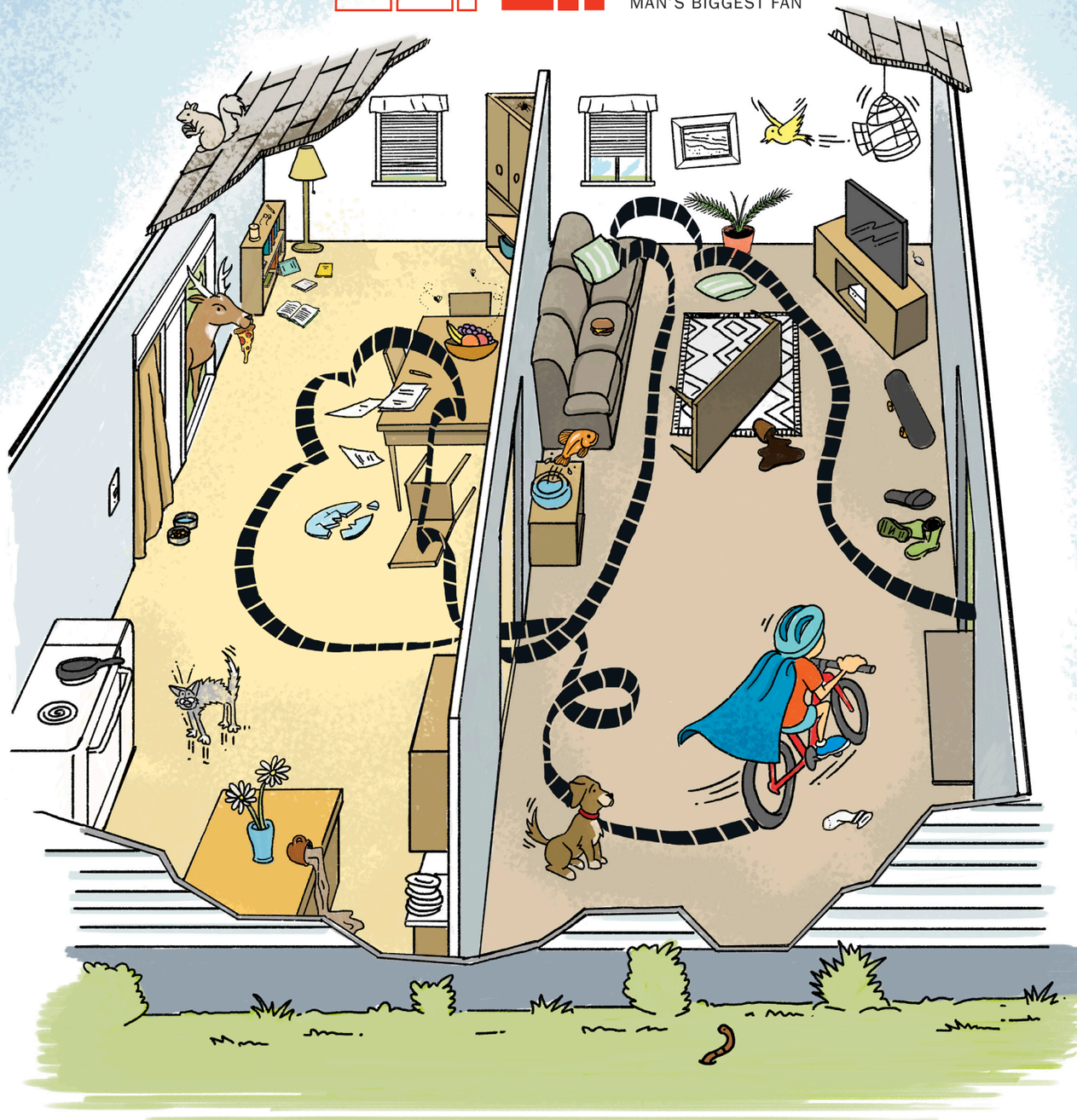


PRECALIBER
The bike of choice for kids who just want to ride—whether it's in the living room, around the foyer, across the lawn, or down the street. Precaliber is available in four sizes for kids ages 3–12.

12 models starting at $209.99.

22. Eli

SON OF TREK BUSINESS ANALYST DAVE, SPIDER-MAN'S BIGGEST FAN



FAVORITE RIDE

The living room loop

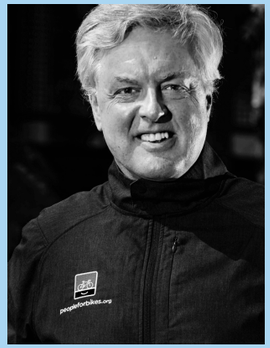
Spider-Man has custom web-shooters. Captain America has an indestructible shield. Eli has Precaliber. And when he rides his favorite route—the living room loop—it makes him feel like a superhero.

"I'm pretty sure I ride faster than a cheetah." He shouts over his shoulder as he takes a sharp right around the foyer. "Maybe even faster than my dad."

Even after a multitude of successes—climbing that giant hill over by the park, graduating from training wheels in record time, riding around the block faster than his sister—Eli's happiness lies in life's simplest pleasures.

"I just want to ride my bike," he says, shrugging his shoulders. "And candy. Do you have any candy?"





23.

Tim Blumenthal

PRESIDENT OF PEOPLEFORBIKES

FAVORITE RIDE

Any bike path in America

1999 will forever be remembered as the year bikes got a seat at the legislative table. OK—maybe not by everyone. But that's how we remember it.

Prior to '99, there was no powerful platform available to advocate for safer bicycling infrastructure at a national level in America. Cities around the world were pouring money into creating sustainable transportation solutions, but the US was falling behind. Until, that is, a group of forward-thinking bicycle companies partnered with some of the brightest minds in the infrastructure game, and PeopleForBikes was born.

PeopleForBikes president Tim Blumenthal is leading the charge for cycling- and pedestrian-friendly infrastructure in the United States. And the results speak for themselves. Since the group was founded, federal budget for cycling infrastructure projects has increased from $200 million per year to close to $1 billion annually today.

"If we're going to change this world for the better, it all starts at home. The healthiest places to live are always the best for riding bikes," Tim explains. "Cycling infrastructure provides an outstanding return on investment. People get healthier, cities get cleaner, congestion decreases. We need to make sure that everybody has a safe place to ride."

Tim and his team work at the local and national level to ensure every hometown is a great place to ride bikes. And although they admit there's a long road ahead, we bet that road will have a dedicated bike lane in no time.

CITY **RATINGS**
OVERALL SCORE
★★★★★

184 CALCULATIONS PER CITY

PlacesForBikes, a PeopleForBikes program that helps quickly build and connect great places to ride, has measured bicycling accommodations of 510 cities across the US. Their ratings measure ridership, safety, network, reach, and speed of growth. Every city measured receives a scorecard which provides an overall score out of five, details on how the score was tabulated, and recommendations for improvement.

RIDERSHIP How many people are riding bikes for recreation and transportation?

ACCELERATION How fast is the bike network expanding?

SAFETY How safe is it to ride a bike and how safe does it feel?

REACH How well does the bicycle network serve everyone in the community?

NETWORK How easy is it for bicyclists of all ages and abilities to get where they want to go by bike?

Visit peopleforbikes.org to see the results and learn how you can make your community better for bikes.

PlacesForBikes 2019

AMERICA'S 20 BEST BIKE CITIES

1. Boulder, CO
2. Fort Collins, CO
3. Eugene, OR
4. Manhattan, NY
5. Arlington, VA
6. Lawrence, KS
7. Brooklyn, NY
8. Portland, OR
9. Madison, WI
10. Minneapolis, MN
11. Bentonville, AR
12. Santa Barbara, CA
13. Washington, DC
14. Colorado Springs, CO
15. Fayetteville, AR
16. Queens, NY
17. Santa Monica, CA
18. Denver, CO
19. Springdale, AR
20. Athens, OH



FAVORITE RIDE

BGDB: National meet-up

Monica Garrison loved riding bikes as a kid. She enjoyed everything about it—bombing down hills, skinning knees, racing her brother around the block. Then adulthood got in the way, and hopping in the saddle took a backseat to cultivating a career and raising children of her own. But when Monica found herself in need of a mental refresh one summer six years ago, she decided to revisit the activity that brought her so much joy as a child.

"Riding was a stress reliever and instant mood booster," Monica says of her foray back into the two-wheeled life. "I loved everything about it—the people I met, the sense of adventure every ride stirred in me. My kids loved coming along too, so we spent a lot more time together."

Monica rode her bike constantly that summer. But something was missing from the roads and trails she frequented in Philly—riders who looked like her.

"I created Black Girls Do Bike to find women who share my love of cycling," she explains. "But I also wanted to spread the gospel of cycling to women who weren't already riding."



Black Girls Do Bike is a grassroots movement that seeks to create a supportive environment for female cyclists to grow, build friendships, and explore a world outside their comfort zone. The group's efforts focus on girls and women of color, but everyone is welcome.

The organization currently has over 80 chapters across the US and the Caribbean island of Antigua. They host annual meetups, organize virtual group rides, share inspiring stories, and connect women across the country who share a passion for cycling.

"The depth and breadth of the sisterhood we've created makes it special," Monica says of her favorite ride, the BGDB national meetup. "The conversation flows freely because we all share the common bond of having discovered the power of cycling."

When the women of Black Girls Do Bike converged for their meetup at the DC Bike Ride last year, the weather was anything but favorable, but that did nothing to extinguish the glow of this group.

"It rained the entire time, but you wouldn't have known it with all the hugs, smiles, and dancing going on that day," Monica recalls. "We came to have a good time, and we left our mark on that event."

Want to find your local chapter of Black Girls Do Bike? Interested in starting your own?
Visit blackgirlsdobike.com to learn how.

24. Monica Garrison

FOUNDER, BGDB

25. The good taco-loving citizens of Johnson City, Tennessee



Taco Trek Ride Johnson City, Tennessee

There's something cooking just west of the Blue Ridge Mountains. Is it carnitas? Pollo? Carne asada? In Johnson City, Tennessee, it's your choice of any one of those three on Trek Store Johnson City's Taco Trek Ride. What began as a few friends grabbing a post-ride snack at Holy Taco and Cantina has grown into a monthly gathering of hundreds of riders and families riding bikes of all makes, models, and conditions. Do you own a bike? Do you have a great attitude? Great! You're in.

But be warned, your love of tacos may just get you a lot more than you bargained for. "The ride has truly helped shape our community. Its set up Johnson City as the basecamp for outdoor recreation and has helped spur new trails throughout our region."

Even if you don't live in Johnson City, chances are your local shop has a group ride where you can pedal for tacos, donuts, or the camaraderie and friendships that shared experiences create. Stop in to learn more.

Want to do the Taco Trek Ride?
Meet at Trek Bicycle Johnson City (110 West Market St.) at 7pm the first Tuesday of every month, April to October.





"This ride is a lot bigger than tacos. It's a part of people's lives and has helped make Johnson City a better place to live. If you can ride a bike, you can ride the Taco Trek Ride! And of course, there will always be tacos."

– Chad Wolfe,
Trek Store Manager





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