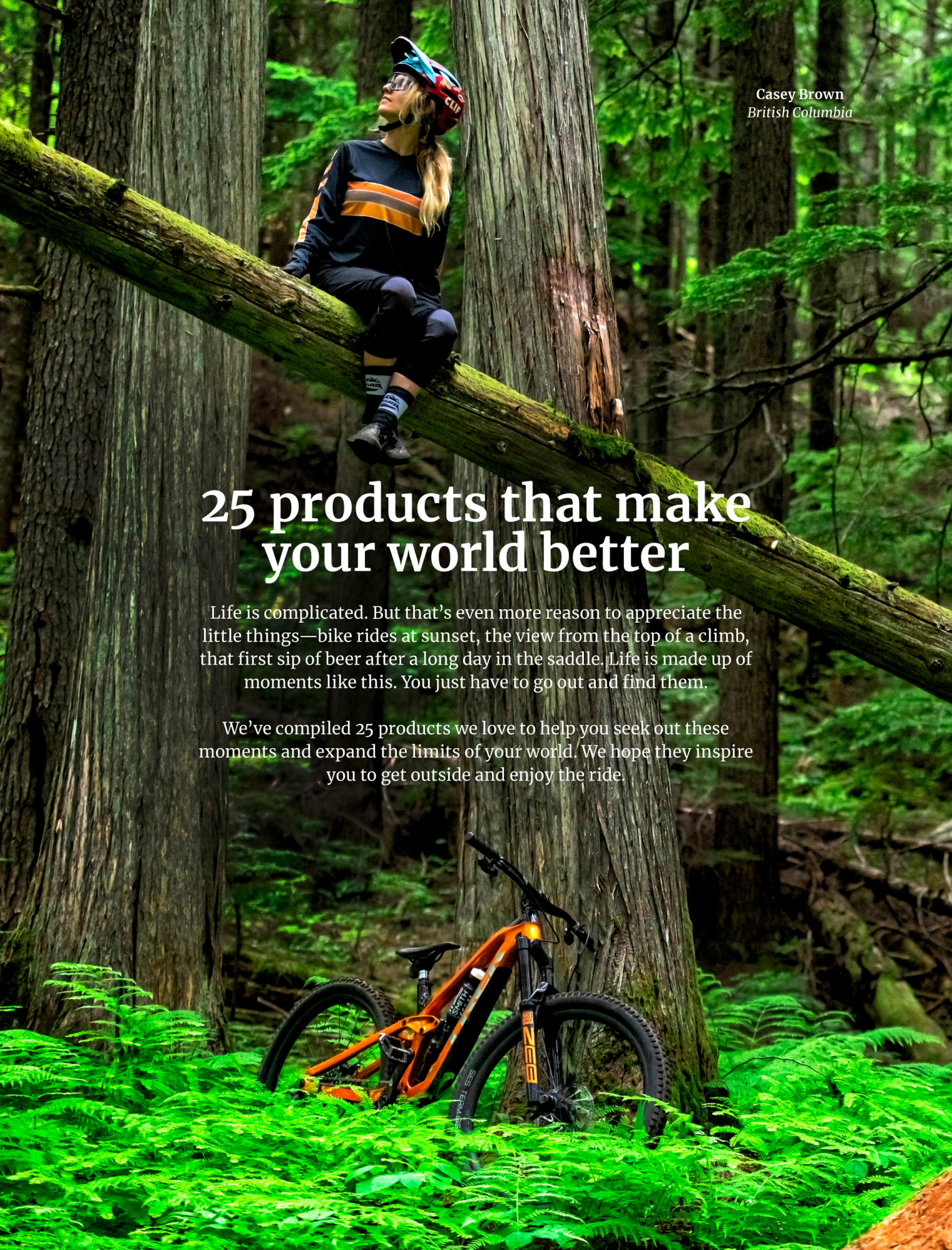

TREK
WATERLOO, WISCONSIN | SINCE 1976
2020
OREO
Thank you to the healthcare workers.
ERNST & YOUNG
THE LION KING
TREK

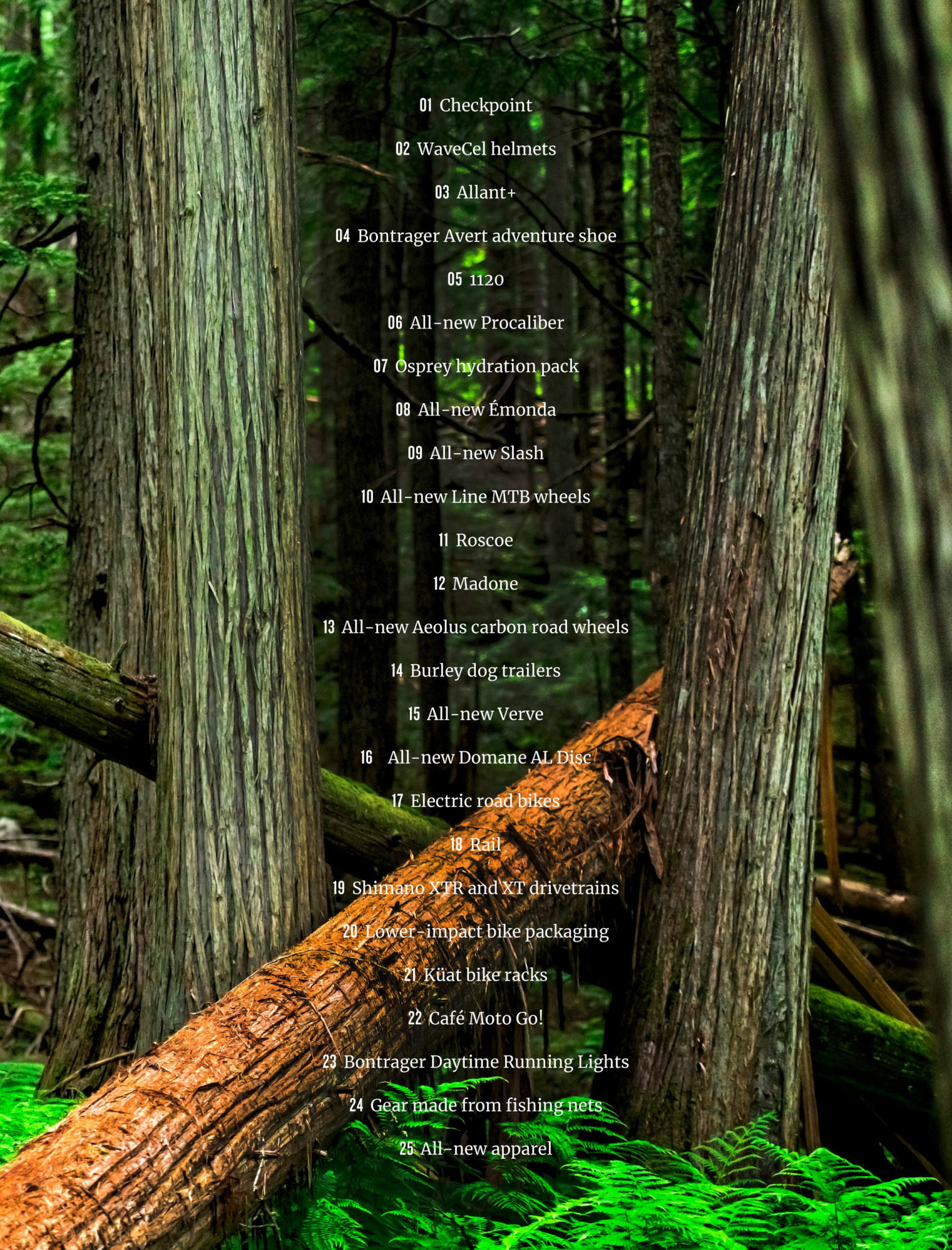


Casey Brown
British Columbia

25 products that make your world better

Life is complicated. But that's even more reason to appreciate the little things—bike rides at sunset, the view from the top of a climb, that first sip of beer after a long day in the saddle. Life is made up of moments like this. You just have to go out and find them.

We've compiled 25 products we love to help you seek out these moments and expand the limits of your world. We hope they inspire you to get outside and enjoy the ride.



01 Checkpoint

02 WaveCel helmets

03 Allant+

04 Bontrager Avert adventure shoe

05 1120

06 All-new Procaliber

07 Osprey hydration pack

08 All-new Émonda

09 All-new Slash

10 All-new Line MTB wheels

11 Roscoe

12 Madone

13 All-new Aeolus carbon road wheels

14 Burley dog trailers

15 All-new Verve

16 All-new Domane AL Disc

17 Electric road bikes

18 Rail

19 Shimano XTR and XT drivetrains

20 Lower-impact bike packaging

21 Küat bike racks

22 Café Moto Go!

23 Bontrager Daytime Running Lights

24 Gear made from fishing nets

25 All-new apparel

#GoByBike

There's never been a better time to ride

Collective action makes a world of difference. So today, we're asking you to join thousands of fellow riders in simple, meaningful climate action.

Choose your bike for one or more trips each week and tag a photo of your ride with #GoByBike for the health of our people and planet.

Join the #GoByBike movement

1

Choose your bike over your car for at least one trip each week.

2

Share the message by posting a photo of your ride and using the #GoByBike hashtag.

3

Invite others to ride and take action by tagging them in your photo.



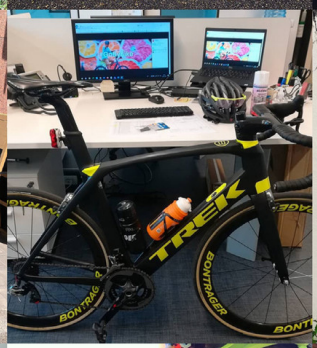











Gruppetto

TREK












630.868.3373









01
Checkpoint SL 7

A cut above your standard gravel bike

Checkpoint SL 7 is built for the rigors of burly gravel adventures, but it's just as well-suited for your daily commute. And, if you're NYC's Velo Barber, it's also the perfect way to save time on trips across town (and sometimes across state) to meet your clients.

29344 | $5,999.99

VERSATILITY? CHECK.

Checkpoint can take you from the office straight to your weekend bikepacking trip, road ride, or local gravel race without missing a beat.

DESIGNED TO GO THE DISTANCE

Checkpoint is all about having fun and exploring new places, so it's built with a comfortable, stable geometry and ride-smoothing IsoSpeed to match the adventure lifestyle.

KEEP THE GOOD TIMES ROLLING

Massive tire clearance means you can run tires up to 45c wide for extra traction and stability in any and all conditions.

A PLACE FOR EVERYTHING

Epic adventures require extra gear. Checkpoint has loads of cleverly placed mounts for racks, cages, and more so you can carry everything you need.





THE VELO BARBER

How NYC barber Julien Howard uses his bicycle to provide an out-of-the-box experience

Up until a few months ago, Julien Howard—widely known as the Velo Barber—personified the New York City grind. A barber by trade, Julien spent his day spinning across the city from one appointment to the next, providing a unique and highly convenient service to hundreds of clients. Like many personal care-based providers, COVID-19 forced the notoriously swift stylist to slow down and appreciate the small things.

"I'm always on the go, and I have been for so long," says Julien. "This has really helped me take some time to think about my business, rest up, and decide how to execute my creativity in different ways."

"JULIEN TURNED TO THE BICYCLE, AND THE BICYCLE BECAME HIS BRAND."

While New York City may seem like the perfect place for a freelance barber, the commute quickly proved a logistical nightmare. Public transport was too slow for Julien to reach all of his clients in one day, and driving was even slower.

So Julien turned to the bicycle, and the bicycle became his brand. So much so that when he didn't literally







roll up to his clients' homes, they'd ask if something was wrong. Julien became known as the biking barber, and thus, the Velo Barber was born.

The freedom of his work has given Julien the chance to meet clients from all walks of life. From athletes and entrepreneurs to tattoo artists, bartenders and CEOs—each has a unique story, and Julien makes a point of treating each appointment as an opportunity to learn something new.

"There's no place like NYC and no other place I'd call home base, but I'd love to keep doing this in other places around the world," he says.

But what do you do when the city that never sleeps comes to a screeching halt? Well, if you're providing a service in high demand in a highly convenient way, you get creative. A quick cut in Times Square would have been unthinkable before it became devoid of people. And with the removal of thousands of cars from the streets and people avoiding mass transit, the Velo Barber already has the preferred mode of transportation.

"I've always been a believer in quality over quantity," says Julien. "Having a lighter load for a little doesn't bother me. And as my schedule fills up again and I go back to cutting hair, I want to make sure I'm providing a unique experience and adding value with each interaction."

As the world slowly reopens and businesses like Julien's are deemed safer, he hopes to continue finding creative ways to connect safely with others. And while haircuts in the middle of a deserted Times Square may be few and far between, Julien will meet you wherever you are.

Have a cutting-edge idea you want to share? Connect with Julien on Instagram *@TheVeloBarber*, and visit *thevelobarber.com/faq* to book an appointment.




INDIGENOUS

02

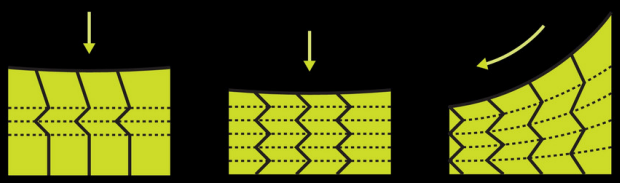
WaveCel helmets

A major advancement in the protection against cycling-related head injuries

WaveCel is a collapsible cellular structure that lines the inside of your Bontrager helmet. It's designed to be more effective than traditional foam helmets in protecting your head from injuries caused by certain cycling accidents.

HOW IT WORKS

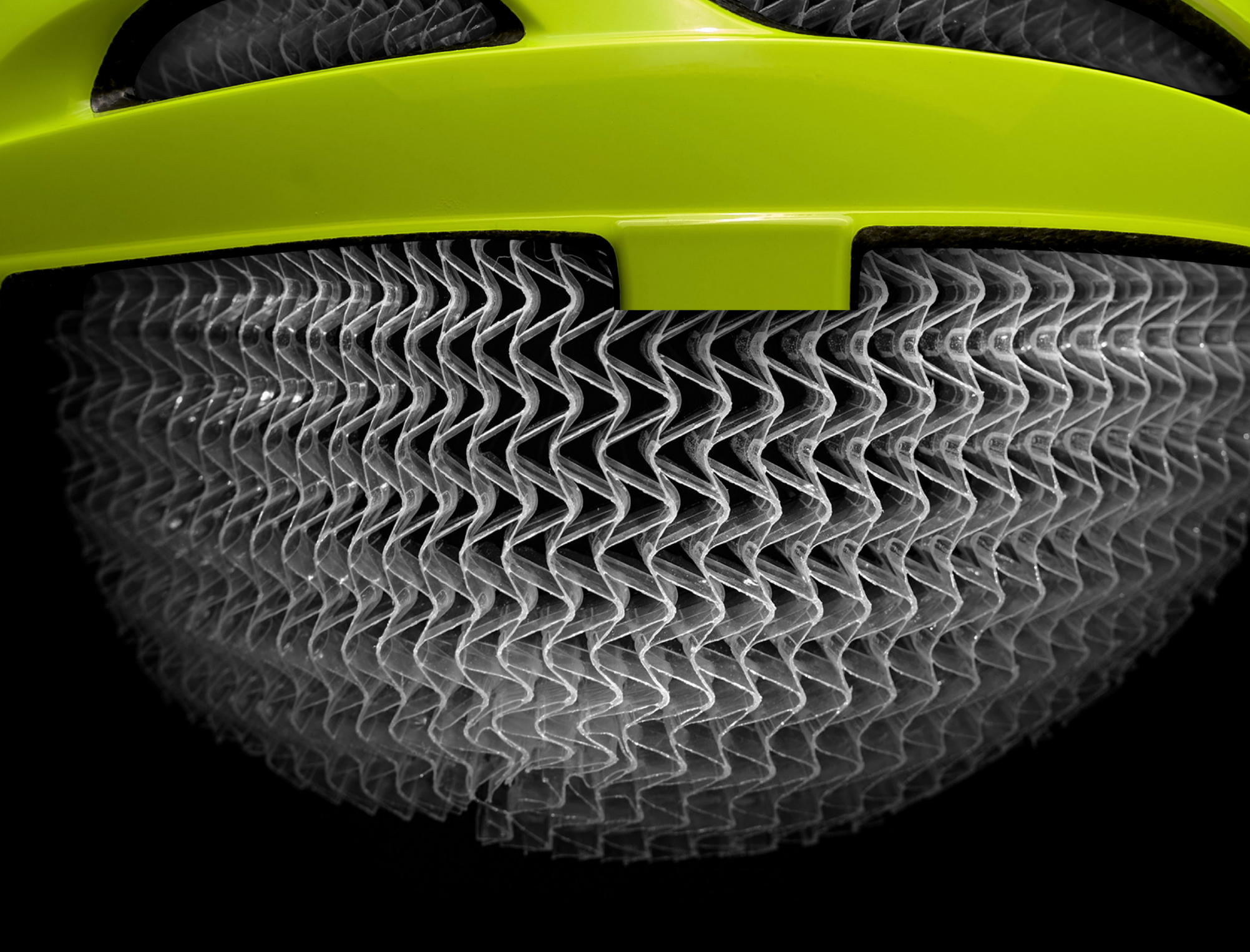
WaveCel works like a crumple zone that helps absorb the force of impact before it reaches your head. In order to protect your head and absorb the energy created by an angled impact, WaveCel is designed to go through a three-step change in material structure.



STEP 1
Flex

STEP 2
Crumple

STEP 3
Glide



Bontrager Jet WaveCel helmet

Protect what matters most

Young riders carry precious cargo: a complex, developing organ that gives them movement, imagination, memory, and feeling, and makes them the individual you know and love.

Your little ripper only gets one brain. It's worth protecting with Jet WaveCel—the first-ever kids' helmet with WaveCel.

31555 | $99.99
31558 | $99.99

KIDS WILL BE KIDS

So be glad they're wearing a Bontrager Jet WaveCel helmet.

KID-FRIENDLY STYLE, PARENT-FRIENDLY FEATURES

This skater-inspired lid comes at a parent-approved price, along with features like a FidLock magnetic buckle that are easy for kids and parents to use.

TESTED FOR SMALL NOGGINS

Bontrager Jet WaveCel meets ASTM testing standards, which use a headform with a smaller mass that more realistically replicates real-world scenarios for younger riders.




BONTRAGER

Bontrager
WaveCel helmets

Every rider deserves a great helmet

We've created two new helmets, both equipped with WaveCel technology, just in time for your favorite fall rides. They're comfortable, affordably priced, and packed with great features.



STARVOS WAVECEL ROAD HELMET

Designed for comfort and breathability on road and city rides. It's even available in Radioactive Yellow for added visibility!

31567 | $99.99



BONTRAGER RALLY WAVECEL HELMET

Built with trail-ready features like an adjustable visor and extended back-of-helmet coverage.

31564 | $149.99

03

Allant+ 9.9S

From ho-hum to hell yeah!

Allant+ pushes the boundaries of possibility, helping you to go farther and see more from your saddle. It's the perfect e-bike for the times, as its powerful drive system and thoughtful features make socially distant joyrides, commutes, and errands faster and more fun.

30259 | $5,999.99

SO LONG, PUBLIC TRANSPORTATION!

Allant+ is way more fun than a crowded train car. Plus, each model comes with everything you need for smart commutes in all conditions, including fenders and lights that run off the battery.

POWERFUL ASSIST

The Bosch Performance Speed motor helps you sustain speeds of up to 28 mph, and a 625Wh battery—the longest-range Bosch offers—helps you go farther and do more on a single charge.

INTEGRATED BATTERY

The sleek, hydroformed OCLV Carbon frame fully encases the Bosch battery for a stylish, streamlined look.

FULLY CONNECTED

Download the COBI.Bike app and your phone becomes an on-board computer. Attach it to your SmartphoneHub controller to charge, make or take calls, listen to music, get turn-by-turn directions, and more.



2020 E-BIKE OF THE YEAR

Allant+ 9.9S was awarded the 2020 Speed Pedelec of the Year award in Belgium. It's a pretty big deal, considering Belgium is the world's e-bike leader!

04

Bontrager Avert adventure shoe

Every step is an adventure

Go from bike to hike to living your best life with Bontrager's Avert Adventure Shoe. It's built for durability, comfort, and performance on any mountain or gravel adventure.

31575 | $174.99

SERIOUSLY TOUGH UPPERS

Durable CORDURA® and suede uppers are built for all-day, everyday use.

TRACTION SATISFACTION

A grippy, shock-absorbing sole keeps you confident when your adventure has more hike than bike.

CLIP IN AND SPIN

Compatible with SPD-style mountain cleats.

MODERN CLASSIC

Traditional lace closure system allows for easy fit adjustments.




CORDURA
BRAND
FABRIC



05

1120

Adventure calls, 1120 answers

1120 is a bikepacker's dream. A rugged all-terrain frame, 29+ tires, burly gear-hauling racks, and a mountain-ready spec add up to a touring bike with unlimited off-road capability.

This bike is built to explore the most extreme backcountry destinations in the farthest reaches of the world, and it's great for quick overnight bikepacking trips and sub-24s, too.

33304 | $2,699.99



LIGHT AND CAPABLE FRAMESET

1120's Alpha Platinum Aluminum frame is modeled after Trek's revolutionary Stache platform and built to withstand any adventure.

GO-ANYWHERE TIRES

29+ tires roll fast and deliver extraordinary traction, even when the terrain gets rough.

ADVENTURE-READY RACKS

How you carry your gear is just as important as what you bring. 1120's innovative rack system is versatile, secure, and reliable.

WIDE RANGE 1X DRIVETRAIN

Go far and avoid the easy route with all the gears you need, plus the simplicity of a single front chainring.

EASIER DOESN'T ALWAYS MEAN BETTER

Photographer Matthew DeLorme pays homage to the steelhead trout's arduous migration to and from the Pacific Ocean by living it himself

Last March, Matthew DeLorme spent four days biking, camping, and fishing for steelhead trout along the Hoh River in Washington state. He biked in fishing waders and wading boots. He endured nearly non-stop rain and perpetual cold. He embraced the challenge of riding a loaded-down Trek 1120 along wet forest trails.

And he didn't catch a single steelhead.

To be fair, the trip wasn't about hauling in as many fish as possible—the steelhead is a very rare catch, often referred to as the "fish of 10,000 casts" by DeLorme and fellow fishermen. Instead, the four-day venture was about documenting, mimicking, and honoring the steelhead's path from the Pacific Ocean back to where they were originally born.

Making matters even more difficult, DeLorme was supposed to have a partner on his trip, but plans were upended by the COVID-19 pandemic.

"It would've been fantastic," he said. "I knew it was going to be a hard, miserable slog, but the whole 'misery loves company' idea rings true. Being alone made it more of a challenge, for sure, because there are lots of other factors to take into consideration when you're on a solo shoot."

But just like fishing doesn't always mean catching, easier doesn't always mean better.

"That gets back to the reason why I did this. Steelhead have enough to deal with just in that arduous 2,000-mile journey, and then they have to get past fishing boats to get back to their native creeks. It's really an amazing feat," DeLorme said. "I wanted my own trip to be as difficult as possible, as a way of honoring them."



Intentionally difficult. For people who know DeLorme, or have worked with him, this doesn't come as a surprise. He's a self-described "high-intensity" photographer who aims to capture the agony and sacrifice that lie just beneath the glory. This time, his photos focused on his own efforts to maintain solidarity with the steelhead.

"Steelhead are basically badass rainbow trout that decide to head out to the ocean, stay out there for a few years, get huge, and come back to their native creeks to spawn," DeLorme said. "The Hoh River is more special because they'll do this three, four, five times here in a lifetime," he said. "It's a really, really special fish."

When fishing for steelhead, fishermen typically use bright and flashy flies designed to get in the way of the fish and create a territorial response, rather than mimic the motions of a food source.

"Basically, we're harassing them," DeLorme said. "So, if I'm going to go out and harass these fish, how can I do it in a way that's respectful to the journey they've made?"

Swimming was an impossibility. Hiking was too time-consuming. The bike, it turned out, was the perfect answer. DeLorme loaded up his Trek 1120 with waterproof panniers, a handlebar bag, a roll-top dry bag, and his fishing rods.

He started in Oil City, Washington, at the mouth of the Hoh River, and fished his way inland. During his four-day, 40-mile journey, DeLorme took every opportunity to stop at any stretch of water that might have fish.

DeLorme's effort to honor the steelhead, its environment, and its life cycle is already serving as a template for future trips. He's planning other similar fish, ride, and camp ventures in Washington and beyond.

"It's a fragile ecosystem," he said. "That's why I set out to do this trip the way I did. If I was going to interact with these fish, I needed to do it on a deeper, more soulful level. That's why I rode my bike. It was the best possible tool to do what I set out to do. And I wouldn't change any of it."



06

All-new Procaliber

The fastest, smoothest hardtail on the trail

The all-new Procaliber pairs hardtail efficiency with the trail-smoothing advantage of IsoSpeed for an XC race machine that feels like first place.

Procaliber is available in three models starting at $1,999.99

BETTER RIDE QUALITY

Our innovative IsoSpeed decoupler increases vertical compliance and smooths out the rough stuff so you can ride faster, longer, and stronger.

FASTER WHEELS

All models are equipped with fast-rolling 29-inch wheels and are set up tubeless right out of the box.

RACIER FRAME

A carbon frame and updated geometry cut weight while providing speed-preserving stability on rough descents.

FRIENDLIER FEATURES

Procaliber comes with rider-friendly features like improved Knock Block technology and hassle-free internal cable routing.



Ariana Dormitorio
3X Philippine National Champion

07

Osprey Siskin 12 hydration pack

Pack it up, drink it in

When you fuel right, you feel better. Long days out on the trail call for lots of hydration and nutrition, and the Siskin 12 has plenty of room for extra snacks and essential gear, plus a water reservoir with a hands-free valve so you can hydrate on the go.

34042 | $109.99



RIDE-FRIENDLY DESIGN

Soft-edged shoulder straps keep the pack close to your body for extra comfort and stability when you ride.







HELMET HOLDER

A LidLock attachment on the front of the pack carries a standard-sized helmet, and side compression straps expand to fit a full-face lid.

LOTS-O-POCKETS

This pack has plenty of pockets for easy tool organization and a large main compartment to store and protect your gear.

DEDICATED HYDRATION RESERVOIR

A separate water compartment holds 2.5 liters of water for easy hydration on the go.

Bontrager Blaze WaveCel Mountain Bike Helmet
25359 | $299.99

Bontrager Comp Multi-Tool
32853 | $42.99

08

All-new Émonda SLR

Crazy light, crazy fast

The all-new Émonda SLR has aerodynamic tube shaping that helps riders go faster than ever on flats and climbs alike. And because we refused to sacrifice weight for speed, Émonda still has the incredible lightweight ride quality and balanced handling that made it a racing legend in the first place.

Émonda SLR is available in five models starting at $6,699.99

60s PER HOUR FASTER ON FLATS

OUR BEST CARBON YET

It takes more material to make aero shapes, but we refused to compromise on weight—so we developed all-new 800 Series OCLV Carbon for Émonda SLR.

18s PER HOUR FASTER AT 8% GRADE

TREK'S FASTEST CLIMBING BIKE

The new Émonda SLR frame still weighs less than 700g, but all-new aero tube shaping adds even more speed. It's 18 seconds per hour faster on an 8% grade!

182g OF DRAG SAVED

FASTER EVERYWHERE

All-new Émonda models have hidden cable routing, most come with aero wheels, and Émonda SLR comes with an aero Aeolus RSL bar/stem that was purpose-built for it.



NEW PROJECT ONE ICON PAINT SCHEMES

Émonda SLR shown here in Amplified Alchemy, one of seven premium ICON paint schemes available in Project One. See the full collection at trekbikes.com/project-one-icon.



VINCENZO NIBALI IS IN LOVE

The Trek-Segafredo GC contender waxes poetic about the all-new Émonda SLR



Vincenzo Nibali is a road racing legend. He's one of only seven riders to have won all three Grand Tours (Tour de France, Vuelta a España, and Giro d'Italia), and his penchant for attack has earned him the nickname "The Shark."

Once racing resumes, he's focused on crushing the Giro d'Italia, and he'll be riding the all-new Émonda SLR in pursuit of his third Giro victory. Émonda has always been known for being ultra-light, but this year it also became ultra-fast (on flats and climbs alike) thanks to new aerodynamic tube shaping. We had the chance to speak with Nibali about his new steed, and—spoiler alert—he's smitten.

MY FIRST IMPRESSION WAS, "WOW, IT'S SO FAST!"

What makes a perfect race bike for you, and what are you looking for?

As a pro and a GC rider, my principal bike must be super light and responsive in the most critical moments of the race. Another important aspect is aerodynamics, because in a race, there are also many fast roads, not just climbs. Last, but not least, my bike must handle fast to give me the best confidence.

How did you feel when you first rode this bike?

Honestly, it was amazing. My first impression was, "Wow, it's so fast!" I was impressed because I knew the Émonda was super light, but I did not expect it to be so fast. This bike also makes me really happy because it meets UCI limits, but with disc brakes. No other bike has this blend of [light] weight and aerodynamics.

What is the ideal stage for this new Émonda? Where are you most excited to race it?

I can't wait to ride it in the Giro d'Italia. In Italy, there's a mix of many different roads. In a mountain stage, you can have many kilometers to ride on flats as well as a lot of climbing. So, the new Émonda is the best bike to ride for the Maglia Rosa.

WE LOVE THAT VINCENZO LOVES THIS BIKE

It took over two years of research and development, thousands of software-simulated aero frame designs, and 50+ carbon laminate prototypes, but Émonda SLR is ready to compete on the world's biggest stage. We can't wait to see what Nibali and the entire Trek-Segafredo team achieve on it.



09

All-new Slash

Monster truck meets magic carpet

The all-new Slash is the trail bike of all trail bikes. Whether you're going for speed and style or enduro race thrills, this long-travel 29er sets the standard for aggressive trail riding with a new geometry and suspension that rips the toughest, wildest terrain.

Slash is available in five models starting at $3,499.99



ENDURO GEOMETRY

It's slack, long, and low to keep you confident at high speeds and stable when the trail gets loose. The steep seat tube keeps you planted on steep, punchy climbs.

FUTURISTIC SUSPENSION TECH

160mm/170mm travel, ultra-responsive shocks, and huge 38mm fork stanchions on select models keep you tracking in the rough.



FRAME STORAGE AND PROTECTION

A full down tube guard protects your frame from trail and tailgate, and in-frame storage makes it easy to carry your essentials.

HEAVY HITTER IN A LIGHTWEIGHT PACKAGE

Slash is aggressively capable, but also still one of the lightest enduro bikes available.

10

Line mountain bike wheels

The strongest wheels we've ever tested

All-new Line MTB wheels are the strongest carbon wheels we've ever tested—not just from Bontrager, but from any competing brand too. And thanks to an all-new rim design, they have even more protection against pinch flats.

LINE PRO 30 WHEELS

Lightweight OCLV Carbon MTB wheels with best-in-class impact strength, durability, and resistance to pinch flats. Available in both 27.5" and 29" wheel sizes.

29086 | $579.99 - $719.99
29087 | $579.99 - $719.99





This eats rims for breakfast

Here's the thing about designing super-strong wheels: you need super-strong testing equipment to match. Early on in the design process, Bontrager's all-new Line wheels maxed out our tried-and-true impact anvil. So, to get the full scope of the strength of these new hoops, we had to build something meaner.

Of course, we made it as destructive as possible. And, of course, we gave it a name: the Eriminator. It's cruel. It's strong. It's got a serious appetite for eliminating rims and chomping carbon.

And it's almost never underfed.

The Eriminator is a truly menacing creature. But it's a smart one, too. It delivers blows that more accurately represent real-life rock strikes—which is key, because no matter how good you are, you'll never miss every rock.

We've learned a lot from it, and the data we've collected has led us to some major innovations, including an all-new rim design and our strongest, most durable OCLV Carbon mountain bike wheels yet.

Does the Eriminator know how much it has helped? Maybe. Does it care? Who knows. But one thing's certain: you don't want to get too close when it's hungry.

11

Roscoe

Traction satisfaction

Roscoe is a fun-loving hardtail that gives you extra traction and stability over roots, rocks, and loose trail. It's the ideal mountain bike for new riders who want a confidence-inspiring introduction to the sport, experienced mountain bikers who like to charge through tricky sections of singletrack, and anyone looking for an awesome all-around riding experience.

Roscoe is available in three models starting at $1,049.99

BUILT FOR FUN

Roscoe's stable handling, robust parts, and longer-travel fork give you more control to take on bigger hits, and a 1x drivetrain and dropper post make it the perfect choice for riders who value fun over fast.

BETTER TRACTION, ADDED CONFIDENCE

Extra-wide 27.5+ tires give you more grip and overall stability so you can roll over anything with confidence.

HIGH-TECH FRAME

Roscoe's Alpha Gold Aluminum frame is packed with features that make every ride better, like a tapered head tube for more precise handling in the front and internal cable routing to keep things tidy.



OFF ROAD & ON PATROL



How one emergency medical technician uses her hardtail to move mountains

27-year-old Ellie Atkins isn't your typical mountain biker. Sure—she shreds the singletrack, gets stoked on new lines, and lives for drop ins. But she also saves lives.

This Colorado native has always had a passion for people and the outdoors. After graduating, she decided to turn that passion into a career path. She took a remote EMT course in Washington and was eventually hired on to the Crested Butte Bike Patrol.

Ellie and the other EMT-trained patrollers at Crested Butte Mountain Resort are responsible for responding to sick and injured guests, maintaining trail closures and signage, and inspecting terrain for safety hazards. And the mountain bike plays a vital role in their everyday efforts.

"Often times, when people are injured on the trails, they're too far from roads, and it's difficult to reach them by ambulance or car," Ellie says.



"Mountain bikes provide a quick and relatively direct way to reach patients who need help in more remote areas."

While Ellie initially started patrolling to spend more time on her bike, the medical side of the role quickly captivated her. This inspired her to start working shifts as an emergency department tech at the Mountain Clinic, an urgent care and emergency room at the base of Mt. Crested Butte.

One day, Ellie hopes to utilize her experiences as an EMT and a mountain biker to care for people in rural communities who have prioritized a relationship with the land over easy access to basic luxuries.

"Living in the Gunnison Valley has taught me the importance of community and shed light on the unique challenges small towns face," Ellie says. "And I think the bicycle can play an important role in connecting these communities, especially when your nearest neighbor is miles away."

If you ever find yourself in Crested Butte, CO, give Ellie's favorite ride a shot! Teocalli Ridge is a weekday warrior's dream. It's short enough to squeeze in before or after work, and it's packed with a little bit of everything—from exhilarating climbs to techy sections, plenty of flow, and breathtaking views.




Thank
you!

Bike shops' finest hour

Early on in the global pandemic, something we already knew to be true was confirmed: bike shops across the country were classified as essential businesses.

Millions of new and returning riders saw the bicycle in a new light.

This perfect tool, perhaps once neglected in a dusty corner of a basement or garage, became a way to get to the grocery store without relying on buses and subways.

A meandering solo ride offered a momentary, joyful escape.

Cities opened streets to cyclists, widening bike lanes and, in some cases, dedicating entire roads to bike traffic.

For families with children now suddenly home from school indefinitely, rides became a connection through uneasy times. And a whole new generation fell in love with bikes.

But bikes don't maintain themselves. As the pandemic ushered in a newfound interest in cycling, a massive increase in orders for repairs and tune-ups came with it.

Bike shop employees rose to the occasion, pivoting to keep their communities riding safer with home delivery and socially distanced service.

If you found peace on your bike these past few months, your local bike shop had something to do with that.

Bike shop employees, thank you for keeping us all rolling.

Without you, bikes would not have been part of our spring and summer. And that's a world we can't even imagine.




TREK
TREK



12

Madone SLR 9 Disc eTap

Everything else is just a road bike

Madone is the ultimate race bike. It delivers the triple threat of advanced aerodynamics, superior ride quality, and unprecedented integration on every ride. And now, thanks to all-new 800 Series OCLV Carbon, Madone SLR is even lighter and faster.

33140 | $12,499.99

OUR BEST AND LIGHTEST CARBON

800 Series OCLV Carbon is our lightest and highest-performing carbon layup to date. It's 30% stronger than previous OCLV Carbon laminates, yet just as stiff, allowing our engineers to use less material in high-stress areas and create a lighter overall ride.

TOP-SHELF DRIVETRAIN

Madone SLR 9 Disc eTap is built with a 12-speed SRAM RED eTap AXS wireless electronic drivetrain, and it comes with a SRAM RED AXS power meter for more effective training rides from the start.

RIDE WHAT THE PROS RIDE

Team Trek-Segafredo's tricked out Madone SLRs are a whopping 450g lighter than last year. You too can ride a super light Madone by trimming your bike with new ultralight Aeolus RSL wheels and bar/stem in Project One.

MAKE IT YOURS

Madone is all about having the best. And the best way to have Madone is custom. You can pick your parts and pick your premium ICON or Designer Series paint scheme in Project One.



13

Aeolus RSL road bike wheels

Light. Speed.

Aeolus is all-new, and all aero. No matter which wheelset you choose, you get the light, responsive ride of OCLV Carbon and an aerodynamic rim profile designed to slice through the wind for more free speed.

AEOLUS RSL 37

Our lightest aero road wheelset ever. These 37mm wheels are lighter than shallower wheels, faster than deeper wheels, and deliver best-in-class stability. It's no wonder they're Trek-Segafredo's wheel of choice.

31548 | $1,149.99 - $1,249.99

AEOLUS PRO 37

This light and aero carbon road wheel has an all-new 37mm depth that pairs our new rim profile with Pro-level pricing to deliver an easy upgrade in speed and stability.

31547 | $579.99 - $719.99



WORLD CHAMP WHEELS

New Aeolus RSL 37s are the favorite hoops of World Champion and Trek-Segafredo rider Mads Pedersen. They're the ultimate race wheel—light, fast, and built to win.







14

Burley Tail Wagon dog bike trailer

Bikes are better with your best friend

Dogs like adventures, too. And while we're still figuring out how to make a bike with four pup-friendly pedals, Burley trailers are the next best thing.

The Tail Wagon dog bike trailer comes with everything you need for simple setup, and it's packed with useful features like a removable floor for easy cleanup, cargo pockets for extra treat storage, and mesh windows for maximum airflow.

8104 | $399.99

15

All-new Verve

Easy to ride. Easy to love.

The all-new Verve is a recreational hybrid bike that brings comfort, simplicity, and fun to your everyday adventures. It's built with parts designed to keep you in control and make every ride better, including a plush seat, ergonomic grips, and super-stable tires with a versatile tread pattern that's great for both path and pavement.

Verve is available in six models starting at $529.99

SUPER-STABLE TIRES

Verve's wide tires deliver exceptional stability and traction, and every set features a tread pattern that's great on both path and pavement.

UPRIGHT, NEVER UPTIGHT

The relaxed frame geometry puts you in a comfortable position that's perfect for seeing the world around you.

ERGONOMIC GRIPS

The ergonomic handlebar grips are designed for a natural, comfortable fit in your hand that fights fatigue and keeps you in control.

PLUSH COMFORT SEAT

So long, saddle pain! Every Verve is equipped with a plush, comfortable saddle designed for the ultimate feel-good riding experience.

EASY TO CONTROL

A simple shifting system, wide tires for extra stability, and stepthrough frame options for easy mounting let you focus on enjoying your ride.





Verve 3 Disc
Metallic Gunmetal

16
Domane AL Disc

The road bike for wherever your road takes you

The all-new Domane AL Disc is right at home wherever it roams, from long endurance rides to gravel and even the front of the paceline. If you're looking for a wallet-friendly ride for fast and fun adventures, this is the road bike you've been waiting for.

Domane AL Disc is available in four models starting at $1049.99

PREMIUM ALLOY FRAME

The lightweight aluminum frame features internal cable routing and smooth welds for race-ready looks and performance.

HIGH-VALUE PERFORMANCE

It's built in Trek's road race heritage, which means it's a road bike you won't outgrow as your rides get longer and faster.

LONG-HAUL COMFORT

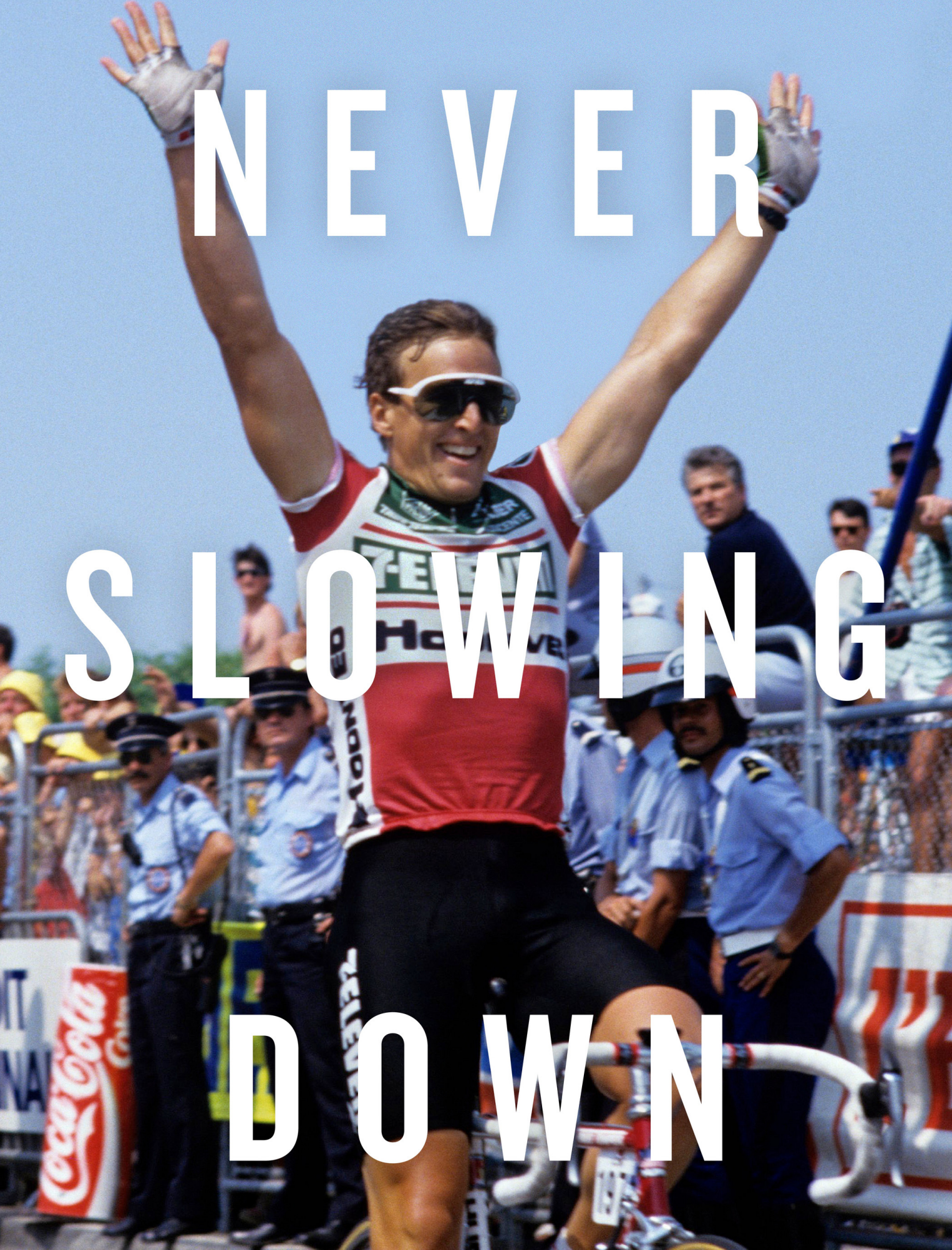
The endurance geometry, wide tires, and carbon fork keep you comfortable when you're setting distance records.

ANY ROAD, ANY ADVENTURE

Disc brakes, extra tire clearance, and mounts for a rack and fenders give it the versatility for any all-road adventure.



Diana Hildebrand is a Trek Women's Advocate and Shero for the Cleveland chapter of Black Girls Do Bike, an organization dedicated to shifting cycling stereotypes and introducing the joy of cycling to more women, with a focus on women of color. Visit blackgirlsdobike.com to learn more.


NEVER
SLOWING
DOWN





How Davis Phinney finds freedom in the saddle of his Domane+ LT

Davis Phinney is one of the most inspiring road racers to come out of the golden age of US cycling. The all-American trailblazer was the brazen boss and star sprinter of the iconic 7-Eleven professional cycling team in the 80s and early 90s, and he's the winningest cyclist in US history, with over 300 victories under his belt.

He even secured a few Tour de France stage wins, triumphantly throwing his arms in the air, fingers extended, after each conquest—his signature move.

And Davis isn't the only one in his family with a passion for the two-wheeled life. His wife, the legendary Connie Carpenter-Phinney, is a highly decorated bike racer and women's cycling's first Olympic gold medalist. Their son Taylor is a recently retired professional road racer and two-time World Champion, and their daughter Kelsey—a notable cross-country skier— is quick to hop in the saddle, too.

Since retiring from professional cycling, Davis has traded riding with the peloton for riding with his wife and kids. But he still raises his arms on a regular basis, as the face of the Davis Phinney foundation—an organization that informs and supports individuals and families living with Parkinson's disease.





When he gives a presentation, Davis asks every attendee to raise their arms in the air and recognize that in the battle with Parkinson's, every victory is worth celebrating.

Davis was diagnosed with Parkinson's in 1999, at the young age of 40. It was a full-body blow. All the muscles that previously brought him success were now at war with one another.

Davis and his family were facing life-altering changes. They needed to recalibrate and reinvent themselves. And so they did. "We learned what loss meant," Davis says.

"But we also learned to celebrate the gains. Life goes on. And, if you choose to see it, there's still so much beauty out there."

In 2008, Davis underwent deep brain stimulation surgery to help keep his symptoms under control and allow him to continue riding his bike. These days, Davis opts to ride a Domane+ LT, which gives him the boost he needs to keep on pedaling (and to keep up with his superstar cycling family).

"Riding has provided me freedom my whole life," Davis says. "Now that I'm living with Parkinson's, riding an e-bike brings me back to that feeling of total liberation."

Davis and Connie can be found grinding gravel near Lefthand Canyon in Boulder, CO, where they savor the views and their time spent together. It's a route they've ridden time and time again, and it just keeps getting better.

17

Electric road bikes

Domane+ LT

A little extra boost, a lot more fun

Our lightest e-road bike ever looks, pedals, and handles like a regular road bike. But it also has a secret—a hidden Fazua motor you can seamlessly kick on for the biggest climbs, fastest sprints, and longest rides.

Domane+ LT is available in three models starting at $6,499.99



OUR LIGHTEST ELECTRIC BIKE EVER

If you think electric bikes are tanks, this one will change your mind. Domane+ LT is the lightest e-bike we've ever made.

HIDDEN FAZUA MOTOR

The sleek, frame-integrated Fazua system helps you sustain speeds up to 20mph, and doesn't drag you down when you turn it off or pass the maximum level of assist.

REMOVABLE DRIVEPACK

The Fazua motor and battery are easy to remove at home, and when they're not installed you can ride Domane+ LT like a standard road bike.



Motor	Battery	Range	Assist	Weight
FAZUA EVATION	250WH	65 MILES	20 MPH	29.9 LBS.!

Domane+ HP

Take the long, long, long way home

Domane+ HP is our fastest, longest-range electric road bike—and that's exactly why it's the perfect choice for anyone who wants to explore more, get from A to B faster while having more fun, or replace car trips with rides.

Domane+ HP is available in two models starting at $6,999.99

QUALITY BOSCH ELECTRONICS

Domane+ HP is built with a premium Bosch motor, battery, and a user-friendly Kiox controller—all backed by Bosch's best-in-the-industry warranty.

READY TO RIDE

Domane+ HP comes equipped with features that make any ride better, like an integrated lighting system and mounts for a rack and fenders.

A TRADITION OF VERSATILITY

This e-bike honors Domane's go-anywhere heritage with hydraulic disc brakes, IsoSpeed, and room for massive, stable tires.





Motor	Battery	Range	Assist
BOSCH PERFORMANCE SPEED	500WH	UP TO 80+ MILES	28 MPH



18
Rail

The mountain biker's electric mountain bike

Rail is a long-travel e-MTB that delivers a true trail bike experience on big mountains, steep descents, and epic alpine adventures. It has the same advanced trail tech as our analog trail bikes, plus burly suspension for big lines and a powerful Bosch drive system that's like having your own shuttle.

Rail is available in eight models starting at $4,999.99

BETTER, BURLIER SUSPENSION

A 160mm fork and 150mm of rear travel, along with a RockShox Super Deluxe ThruShaft shock on select models gives Rail the capability to shred through rough terrain.

TRUE TRAIL TECH

Rail is built with trail-friendly features like Mino Link adjustable geometry, Straight Shot down tube with Knock Block, and Active Braking Pivot (ABP).

SMARTER BATTERY ACCESS

Trek's one-piece Removable Integrated Battery (RIB) is compact and simple, and it has an easy-carry handle that takes the hassle out of portaging your battery.

SMALL AND MIGHTY

The Bosch Performance Line CX drive system is smaller, lighter, and puts out less pedaling resistance for a more natural feel on the trail.

Motor	Battery	Range	Assist
BOSCH PERFORMANCE LINE CX	625 OR 500WH	50 MILES	20 MPH



19

Shimano XTR and XT drivetrains

An experience greater than the sum of its parts

Feast your eyes on the latest flagship line of MTB parts from the world's most respected component engineers. All-new Shimano XTR and XT drivetrains are now available on select stock models and on Project One mountain bikes through Trek's custom program.

Fuel EX 9.9 XTR | Starting at $7,999.99

SHIMANO





BEST OF THE BEST

The next generation of precision Shimano parts is lighter and more reliable than ever.



SMOOTH SHIFTS, EVERY TIME

Shimano's best drivetrains deliver smooth, precise shifting with just a light touch of the lever—even under load.



TRUSTED FOR DECADES

Whatever your trail, Shimano delivers. Reliable shifting. Superior braking. Intuitive maintenance.

20

Lower-impact bike packaging

WHEN LESS IS WAY MORE

Bike packaging is a messy business. Shipping bikes over long distances while ensuring they all arrive showroom-ready requires a lot of forethought and, tragically, waste.

The less a bike moves in its box, the better condition it will arrive in at the store. But keeping a bike from moving in its box has traditionally required an array of small plastic parts: zip ties, bubble wrap, cassette protectors, and other miscellaneous landfill fodder. When multiplied by the number of bikes shipped by the cycling industry every year, these small parts really add up.

We're on a journey to address our impact through a broad set of sustainability initiatives, from an internal move to renewable energy to continued partnerships with cleantech recycling companies that turn plastic waste into Bontrager products.

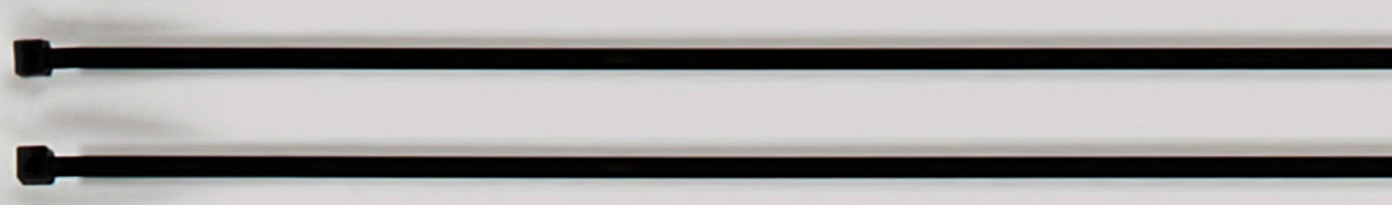
Reducing our reliance on non-recyclable packaging has been a behind-the-scenes effort for years. And we feel we're in a position to share our progress. While we're not where we want to be yet, we're closer than we've ever been—and we have a roadmap for reaching our end goal.

Beginning in May of this year, our most popular bike model began its journey to retailers in completely overhauled packaging that reduced the number of non-recyclable pieces from 22 to 12.

These packaging changes eliminated 50,000 lbs. of plastic waste in a single year. By 2021, our bike packaging will be plastic-free aside from two small plastic parts.

While removing 10 pieces of plastic may seem like a small thing, these small hinges swing some big doors. In our production cycle from May to December 2020, we'll eliminate 50,000 pounds of plastic waste.

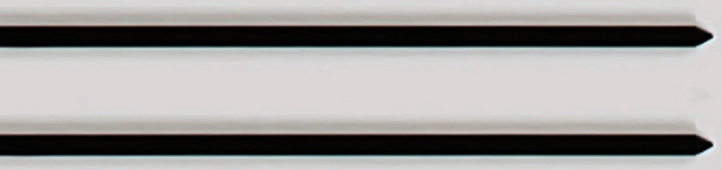
All of this is good news, but our journey isn't over. We plan to reduce those 12 pieces to just two plastic parts by the end of next year.



2019: 22 PLASTIC PARTS

It’s traditionally taken a lot of plastic to ship a bike securely. In the past, most bikes used 22 plastic parts or more.





2021: 2 PLASTIC PARTS

By the end of next year, on all possible bikes, our bike packaging will be plastic-free with the exception of two small parts.

21

Küat bike racks

E-bikes take you far. Küat takes your e-bike far.

Great adventures don't always begin at your doorstep. When you find yourself portaging precious gear, Küat's got you covered. These racks are high in style and durability, and built with features that set the standard for simplicity and user experience.

Powerfly is an electric mountain bike that amplifies your best days on the bike, doubling your speed, endurance, and capability, turning every ride into an epic adventure.

Available in hardtail and full suspension models beginning at $3,999.99.

KÜAT NV 2.0

This isn't a hitch rack, it's THE hitch rack. Style, security, seamlessly integrated features, and ease of use—it's all part of what makes NV the "envy" of every rider. And with a carry capacity of 60 lbs. per bike, this is the perfect choice for e-bike riders.

1051086 | $689.00

KÜAT NV 2.0 BIKE RAMP

Küat knows nobody loves lifting a bike after a long ride. This ingenious fold-out ramp lets you roll your ride into place. If you've got an e-bike, consider this an essential accessory for easy transportation to and from the trailhead or path.

5255104 | $89.00

KÜAT NV 2.0 ADD-ON

These add-ons expand your NV 2.0's carrying capacity by one or two bikes (available in both options) and your circle of riding buddies along with it. Compatible with 2″ NV 2.0 or NV 2.0 Base.

33436 | $489.00




TREK
ROCKSHOX
QX60

22
Café Moto Go!

Old school cool. New school technology.

Electra's Café Moto Go! is a highly-stylized electric bike that pairs as nicely with board shorts as it does a leather jacket. This café racer-inspired ride boasts premium Bosch electronics, assistance up to 28 mph, and Electra's signature design and attention to detail, making this the perfect electric bike for high-style, high-speed cruises.

582876 | $4,499.99



HYDROFORMED FRAME

The hydroformed alloy frame with an integrated in-tube battery recalls the styling of vintage motorcycles.

INTEGRATED MOTO-STYLE LIGHTS

Spanninga Custom Front Bullet and Supernova E3 Rear LED lights guide your way home or to the nearest car show.

BELT DRIVE AND ENVIOLO HUB

Instead of a chain, the drivetrain uses a low-maintenance Gates Carbon Belt Drive system that's ultra-quiet while shifting through the continuously variable Enviolo rear hub.

PREMIUM BROOKS ACCESSORIES

Café Moto Go! comes with a Brooks B17 premium leather saddle, tool bag, and key fob.


ELECTRA



23

Bontrager Daytime Running Lights

Ride and shine

Riding with front and rear lights is the easiest thing you can do to stand out when you're on the road—and Bontrager Daytime Running Lights can be seen from up to 2km away, even when the sun is shining.

These lights may be small, but they make a mighty difference. And we're not the only ones who think they're brilliant.

23710 | Ion 200 RT/Flare RT Light Set | $114.99



"I'm still amazed how these lights keep getting brighter and smaller."

Casey, Madison, WI

"Since my wife and I have bought a couple of these lights, we have noticed a HUGE difference in how much space cars give us on the road."

Will and Jessie, Tucson, AZ

"Very easy to charge and mount. Operation couldn't be easier and they are BRIGHT! I have never had vehicles stay so far away from me before."

Daniel, Cordova, TN

"This is the best light combo I've ever used."

Steve, MI



24

Gear made from fishing nets

Each year, five million tons of plastic waste ends up in our oceans.

This is an enormous, compounding problem our planet is facing—and the solution is shifting toward a circular economy where the world's plastic never becomes waste, but instead becomes other products, including parts on your bike.

We've partnered with cleantech recycling companies to bring plastic waste full circle by turning end-of-life fishing nets and other rigid plastics from the maritime industry into parts you use on every ride.

MADE FROM RECYCLED FISHING NETS



BONTRAGER XR TRAIL GRIPS

This lock-on grip is designed with a unique finned texture for added comfort and control—and every model features a core made from post-use plastics.

33100 | $14.99
33120 | $24.99
31191 | $34.99



BAT CAGE WATER BOTTLE CAGE

This classic water bottle cage is made from recycled ocean plastics. By giving new use to fishing nets collected in coastal communities of Chile, Bat Cage is helping keep plastic waste out of our oceans.

27863 | $14.99



25

All-new apparel

Your new WFH uniform

Looking for something comfy to wear during your unscheduled time at home?

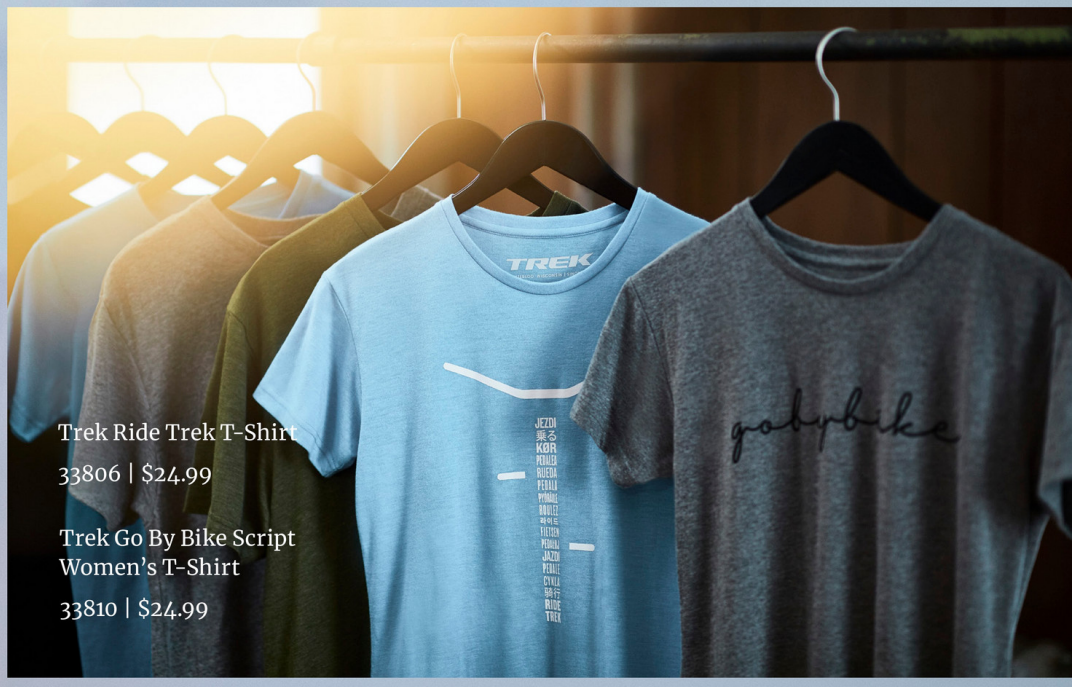
Our latest apparel was made for living room runways (and it looks great on grocery runs, too). Browse the collection to find hoodies for your next movie marathon, tees that pair well with or without pants, and hats that do a great job hiding bed head during 8am Zoom calls.

Trek US Hoodie

33813 | $34.99



Trek MTB Doodle T-Shirt
33801 | $24.99



Trek Ride Trek T-Shirt
33806 | $24.99

Trek Go By Bike Script
Women's T-Shirt
33810 | $24.99



Trek Bicycle Trucker Hat
33793 | $19.99


Vote.

YOU CAN MAKE A WORLD OF DIFFERENCE

We're living in complicated, uneasy times—and it's going to take thoughtful, creative, committed leaders to solve our nation's greatest social and environmental problems.

There's never been a more important time to elect leaders who will make your future a priority. So, make your vote count this November. And vote like your future depends on it—because it does.

Visit rockthevote.org today to find out if you're registered. It takes less time than you'll spend reading the words on this page, and you'll learn everything you need to know about how, where, and when to exercise your right.

Trek Bicycle Co.
801 West Madison Street
Waterloo, Wisconsin 53594 USA
trekbikes.com LLC

PRSRT STD
U.S. Postage
Paid
Trek Bicycle

MIX
Paper from responsible sources
FSC® C084269

The prices in this catalog are MSRP, intended as a guide, and subject to change without notice. All photos, illustrations, colors, average weights, and specifications contained in this catalog are based on the latest production information at the time of publication. Trek reserves the right to make changes at any time, without notice, in colors, weights, power, ratings, range materials, equipment, specifications, and models. Any variations in colors shown may be due to the reproductive variations of the printing process. Photos may include equipment not available in all markets. Some models may be shown with optional equipment. All product is subject to availability.

E-bike and light power, ratings, and ranges are conditioned maximums and will decrease over the lifetime of the product.

