
HOLIDAY
2020
TREK
WATERLOO, WISCONSIN | SINCE 1976



Cover
Taking the shortcut to work over a frozen Lake Monona.
Madison, WI. January, 2020.







HERE'S TO 2021

Forward. It's the motto of our home state of Wisconsin and the mantra that's propelling us through the rest of 2020. It's been a tumultuous year for many reasons, but it hasn't been without glimmers of hope.

More people than ever have experienced the transformative power of riding a bike. We've made strides in our efforts to create a more sustainable future. And we've committed to making the world a more inclusive place for all people.

And that's why, in 2021, we're choosing to embrace optimism. Because if there's one thing we've learned in 2020, it's that the power to create change lies in each of us.








TREK
RIDE B
HAVE F
FEEL G



5

WAYS WE MAKE IT EASY TO GIVE A BIKE

We’re here for you

Visit your local Trek retailer, call, chat with us at trekbikes.com, or write us a letter at the North Pole. We’re your personal bike consultants, and we’ll help you find the perfect gift.

We’ll store it

You can’t just hide a bike on the top shelf of your closet with the other gifts. That’s why select Trek retailers offer free storage at the shop until you’re ready to take it home.

We’ll deliver it

Select Trek retailers offer home delivery during the holidays. Yes, they’ll drop it off right at your house. No, they won’t come down the chimney.

We’ll make sure it fits

After their holiday surprise, have your lucky cyclist visit us at the shop. We’ll answer any questions they may have, help them set their saddle height, and double-check their fit from a safe distance.

We’ll make it right

They’ll love it, or we’ll take it back. It’s that simple. Select Trek retailers have a 30-day no-question return policy, and it doesn’t even matter if you’re on the naughty or nice list.

AWESOME BIKES COME TO THOSE WHO DON'T WAIT

More people than ever turned to bikes for fitness, recreation, transportation, and fun in 2020. That's awesome news for everyone—but this global bike boom has made bikes a hot commodity!

Place a pre-order to make sure you snag the bike you want this holiday season.

Unavailable online? It might be in store!

Bikes go to retailers before they show up on trekbikes.com. If the bike you want says "unavailable" online, it could still be at a shop near you.

If we don't have it, we can pre-order it

Placing a pre-order in person through your local Trek retailer is like securing your place in line for the bike you want.

The fastest way to get the bike you want

Pre-ordering is the best way to ensure you'll get the bike you want as quickly as possible.




BICYCLE
EST. 1976 / WATERLOO, WI
RIDE BIKES
HAVE FUN

DOMANE

BICYCLING MAGAZINE'S BIKE OF THE YEAR

Domane SL6 is the best-loved model in the award-winning Domane line. It's smooth, fast, and so insanely versatile it can be raced over bone-rattling cobblestones, ridden on gravel roads, and pedaled all day on double centuries. Bike of the Year, gift of the season, and the surefire way to make someone's Christmas morning.

Domane SL 6
28313 | $3,799.99



ROAD-SMOOTHING ISOSPEED

Built into the frame to keep you stronger longer.

AERODYNAMIC TUBE SHAPES

Cut through wind for more free speed.

FRAME-INTEGRATED STORAGE

Securely stow tools, snacks, and more.

2020

BIKE OF THE YEAR

Bicycling

"...the best bike we've tested all year."

– Bicycling Magazine



THE FASTEST WAY ONTO THE NAUGHTY LIST? NOT WEARING A HELMET.

Bike helmets are an important piece of safety gear that you put on every time you ride. So why not upgrade to one you'll actually (dare we say it) enjoy wearing—like one with WaveCel.

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.

Grab a new WaveCel helmet for you and all your loved ones, including the littlest riders in your life!



XXX WaveCel LTD Road Bike Helmet
Prismatic Pearl
26785 | $299.99

Blaze WaveCel LTD Mountain Bike Helmet
Black Gold
26788 | $299.99



Specter WaveCel Cycling Helmet
Radioactive Yellow / Teal
25362 | $149.99

Jet WaveCel Youth Bike Helmet
Magenta / UltraViolet
31558 | $99.99

LIGHTS THAT RIVAL RUDOLPH

Bontrager Daytime Running Lights are easy to hide in a stocking, but hard to miss on the road. They're visible from up to 2km away, even during daylight hours. We don't want to put any magic reindeer out of a job or anything—but we think Santa would be very impressed.



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



Ion 100 R/Flare R City Bike Light Set
14259 | $69.99

LITTLE GIFTS, LOTS OF LOVE

You know what they say—great things come in small packages. And when it comes to an awesome ride, it's the little things—like moisture-wicking socks, tasty snacks, and ample hydration—that make a big difference.

1. Trek Ride Bikes Have Fun Tumbler
32670 | $24.99

2. Nuun Immunity Single Tube
In store only.
585289 | $6.99

3. Trek Bikes & Coffee Mug
32669 | $24.99

4. Trek 76 Camp Mug
32668 | $24.99

5. Kate's Real Food Granola Bar Box of 12
33386 | $32.99

6. Bontrager Pro Flat Pack
21794 | $49.99

7. Electra Love Me Small Ding-Dong Bike Bell
33665 | $15.99

8. DeFeet Wooleator 6" DNA Socks
27805 | $16.99

9. DeFeet Aireator Ornot 6" Intersection Socks
33621 | $14.99

10. DeFeet Wooleator Comp 6" Business Time Socks
32674 | $15.99

11. DeFeet Aireator Barnstormer 6" Ombre Socks
33627 | $14.99





12. DeFeet Woolie Boolie Comp 6" Lambert Holiday Socks
28936 | $16.99

13. Trek Segafredo Holiday Blend
584098 | $9.99

FOR DAYS THAT ARE MERRY AND BRIGHT

It's easier to keep your eyes on the prize when you're not squinting. 100% sunglasses are packed with rider-friendly features like scratch-resistant lenses, ultra-grippy nose pads, and fog-proof ventilation so you can ride with clear-eyed confidence.



100% Speedtrap HiPER Lens Sunglasses
Available in-store only.
32216 | $205.00



100% S3 Standard Lens Sunglasses
Available in-store only.
34621 |$155.00



100% Speedcraft HiPER Lens Sunglasses
Available in-store only.
32214 | $195.00

Marcus Fitts is a DC-based creative, USA Triathlon Level 1 Certified coach, and founder of District Triathlon and GRIT USA. Through these programs, he breaks down barriers of entry to triathlon while enacting sociocultural change in his community.



100% Hudson Standard Lens Sunglasses
Available in-store only.
33356 | $110.00

IDEAL GIFT OPENING ATTIRE

Looking for something comfy to wear between rides? Our all-new casual wear is perfect for cozy fireside hangs, and every piece makes a great gift for your favorite (and most stylish) cyclists.



Trek Sweater
34754 | $59.99





In Bikes We Trust Crew
34751 | $39.99



Trek Twill Logo Crew
34750 | $44.99



Trek Bicycle Script Hoodie
34749 | $39.99



Trek Road Bike Sunrise T-shirt
34755 | $24.99
Men's and women's available

Brooklyn-based Tanisha Crichlow leads group rides in the greater NYC area to introduce more people in her community to the sport. She's also a seven-time marathoner who has completed four out of the six World Majors.



Trek Circle Crewneck Sweatshirt
34753 | $39.99

GIVE THAT WARM AND FUZZY FEELING

Our all-new sweat set feels like we bottled up Christmas morning and weaved it into something tangible. This sweatshirt-jogger combo is so comfy and soft, you won't want to take it off. And we won't blame you if you don't.



Trek Circle Jogger Sweatpant
34761 | $39.99

Julien Howard, a.k.a. The Velo Barber, provides a unique and highly convenient experience to clients throughout New York City and beyond: haircuts by bike. Catch him on Instagram @thevelobarber and read his full story on The Trek Blog.

SANTA'S OTHER HAT

Give a gift that's tops. Our all-new trucker hats and beanies are the best way to hide helmet hair and rep your favorite sport.



Trek Happy Bike Trucker Hat
34746 | $19.99



Trek Patch Beanie
34748 | $19.99



Trek Patch Beanie
34748 | $19.99

Catch C3 Project's Ryan "R-Dog" Howard and his partner Ryland Cleveland riding their Remedy trail bikes in Santa Cruz this winter. Sure, SoCal's vibe may be more chill than chilly, but the weather's never wrong for a great hat.



Trek Mountain Hat
34745 | $19.99

GIVE A LITTLE LUXURY

Elevate your on- and off-bike look with Calivetta. Each piece is crafted in Lombardy, Italy's most stylish region, from luxe Italian Merino wool and cutting-edge technical fabrics.

Call it indulgent, call it self-care. All we know is that every time we wear Calivetta it makes our spirits shine a little brighter.





Trek Calivetta Zip-Up Sweater
27960 | $129.99

MADE IN ITALY

Trek Calivetta Short Sleeve Cycling Jersey
27957 | $94.99

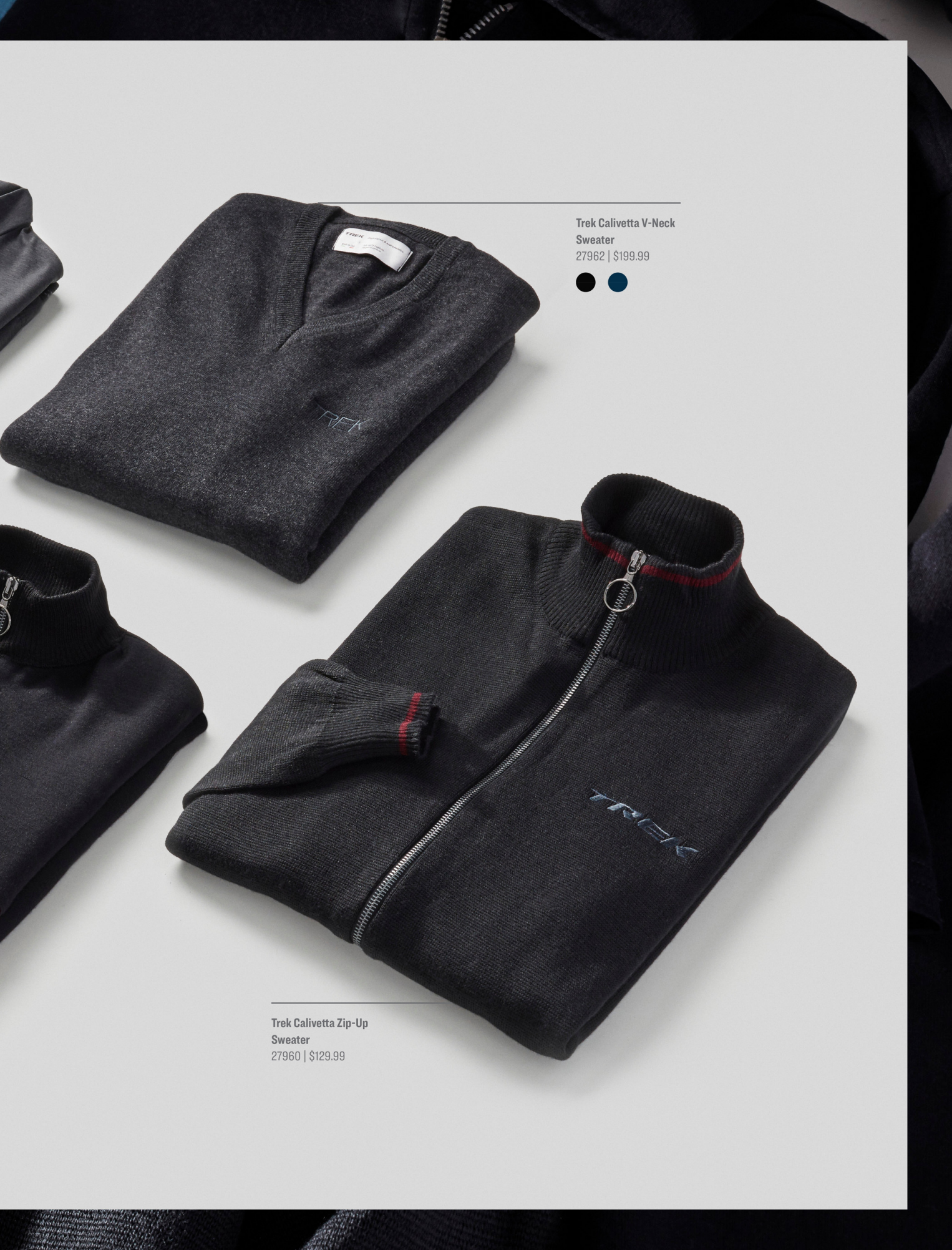


Trek Calivetta Polo
27961 | $99.99





Trek Calivetta Long Sleeve Wool Cycling Jersey
27921 | $174.99



Trek Calivetta V-Neck Sweater
27962 | $199.99

Trek Calivetta Zip-Up Sweater
27960 | $129.99


GIVE AN ELECTRIC BIKE.
CHANGE A LIFE.
SAVE THE WORLD.
Allant+ 9.9S Stagger
30259 | $5,999.99
TREK





Every ride on an electric bike is a gift to the planet. These powerful sleighs serve up zero-emissions trips from A to B to Z, and they have the tech to help you ride farther, faster—even if you're carrying a big sack of toys. Say goodbye to traffic jams and fossil fuels. Say hello to fun commutes, time spent well, and a healthier world.

29% of all trips are made within one mile of home

42% of all trips are made within two miles of home

48% of the working population commutes five miles or fewer to work

Why not #GoByBike?



ALL-NEW VERVE+ 3

EASY TO RIDE. EASY TO LOVE. EASY TO GIVE.

Verve+ 3 is versatile, comfortable, and perfect for fun cruises with friends. The powerful Bosch pedal-assist system is intuitive to use, and gives you the boost you need to power up hills and tackle longer rides. Got a New Year's resolution to get out and ride more? This bike is your ticket to keeping it.

Verve+ 3 Lowstep
30980 | $2,999.99

ULTRA-COMFORTABLE

An upright riding position and ergonomic parts keep you comfy.

READY TO RIDE

Comes with lights, fenders, and a rear rack.

BUILT-IN BATTERY

Easy-to-charge battery snaps right into the frame.



Range	Assist	Battery	Motor
UP TO 75 MILES	UP TO 20 MPH	500 Wh	BOSCH ACTIVE LINE PLUS

RAIL

THE GIFT THAT KEEPS ON GIVING

Rail electric mountain bikes give you the power to cruise up any climb and explore farther than ever before, which means the fun pretty much never has to end! It's the gift of more trails, more miles, and more fun—ride after ride after ride.

Rail 9.7
32813 | $6,499.99 - $6,999.99



BUILT FOR ROUGH STUFF

You get the same advanced trail tech as our best analog MTBs.

BE YOUR OWN SHUTTLE

Power back up the mountain to hit lap after lap.

TRAIL-TUNED

The natural-feeling assist lets you focus on having fun.



Range
UP TO 50 MILES

Assist
UP TO 20 MPH

Battery
625 Wh / 500 Wh

Motor
BOSCH PERFORMANCE LINE CX

DOMANE+ HP

VISIONS OF ROAD RIDES ROLLED THROUGH THEIR HEADS

When you're on an e-road bike, the sky's the limit. Domane+ HP delivers a powerful, natural-feeling pedal assist for your longest, fastest rides.

Domane+ HP is available in two models, and in Project One starting at $6999.99

CRUISE COMFORTABLY
A compliant carbon frame with road-smoothing IsoSpeed.

BUILT-IN BATTERY
Easy-to-charge battery snaps right into the frame.

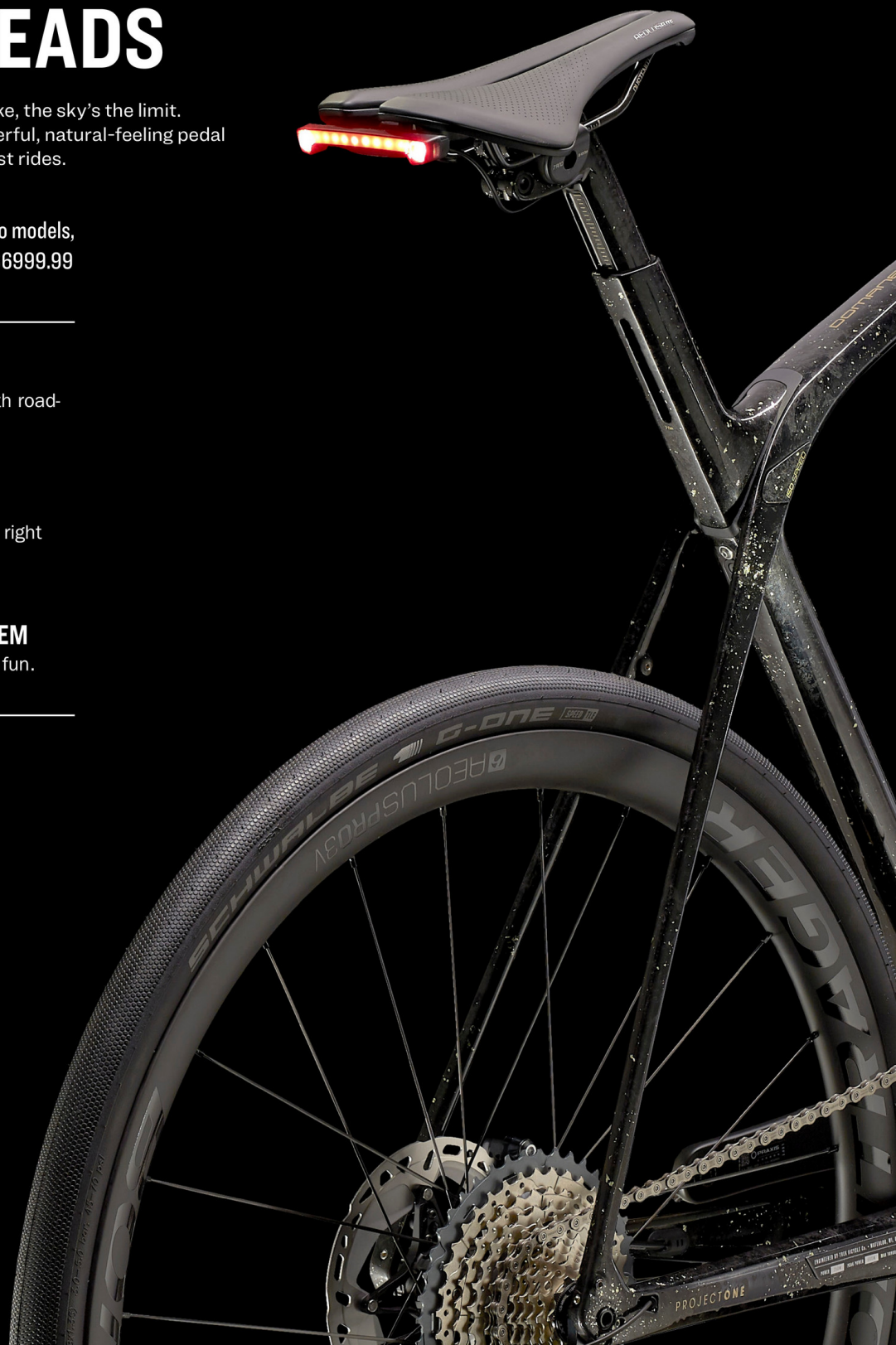
POWERFUL BOSCH SYSTEM
Fast motor, lots of power, big fun.

Range
UP TO 75 MILES

Assist
UP TO 28 MPH

Battery
500 Wh

Motor
BOSCH PERFORMANCE SPEED




TREK
500
OCLV
CARBON
powered by
BOSCH
PRAXIS
AEOLUS PRO 3V
SCHWALBE
G-ONE
BONTRAGER



HOW TO GIVE THE RIGHT KIDS' BIKE

Some mornings are just a little more memorable. Use our guide to make this holiday magical for the littlest rider in your life.

1

It's all about height

When you're buying a kids' bike, no matter the age, look to our height recommendations. Bikes are sized and spec'd according to a child's height, so even if your little is in the 99th percentile, you'll be 100% satisfied.





2

All the parts are just right

We use size-specific parts and components to match the other parts of growing bodies. The bigger the feet, the bigger the pedals. This may seem like a no-brainer, but shop around and you'll find out otherwise.

3

Trade in, trade up

Select Trek retailers have kids' bike trade-in programs that offer discounts on the original purchase price of a new ride when your little one is ready to upgrade.



ALL-NEW ROSCOE KIDS'

MORE THAN A MOUNTAIN BIKE

When you give a Roscoe Kids', you're making a mountain biker for life. They'll fall in love with the fun and freedom they find on the trail, and learning to overcome obstacles will help them develop the confidence they need to shine bright on and off the bike.

Roscoe 24
33491 | $499.99

Roscoe 20
33490 | $449.99



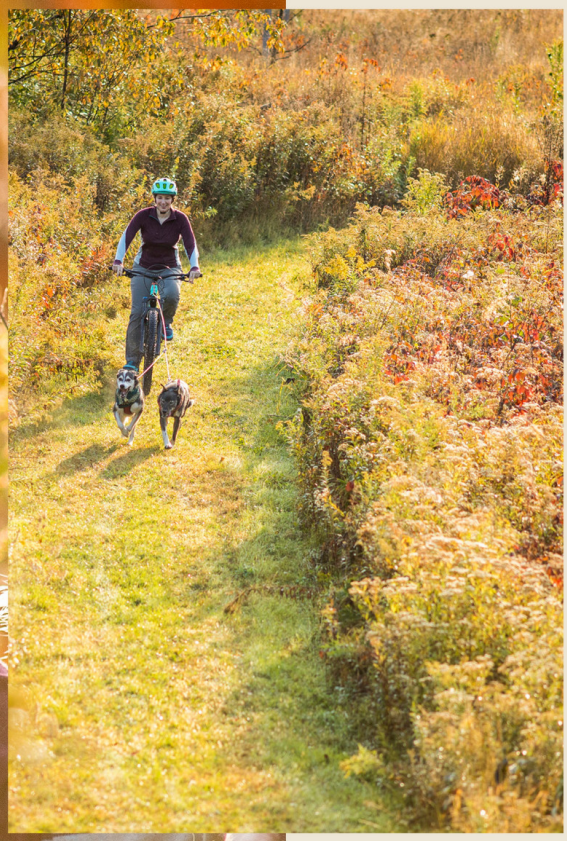

TREK



NO SNOW? NO PROBLEM.

Blair Braverman's thirst for adventure is impossible to quench—but that hasn't stopped her from trying.

Blair Braverman | Musher and writer, Wisconsin



Blair Braverman has studied winter survival in Scandinavia, worked as a dog sled guide on an Alaskan glacier, competed in a season of *Naked and Afraid*, and completed the Iditarod Trail Sled Dog Race—and she's done this all before her thirty-second year.

While Blair conquered a variety of other pursuits in addition to those mentioned, her mind almost always drifted back to mushing. And when she moved to her husband Quince's farm in northern Wisconsin, they saw the potential for a team of their own.

Six years ago, they got an offer they couldn't refuse: a chance to take over a team of fifteen dogs from a musher who was getting out of the sport. The answer was a resounding yes.

Life's been all about the dogs ever since.

"We're always thinking of the dogs' social lives in terms of their interactions with us and their interactions with each other," Blair says, "so we pay attention to which dogs on the team are friends, which dogs are frenemies, if there are any who don't get along. We always try to keep best friends together."



The team is made up of everything from sled dogs in training to retirees, and they all have one thing in common: an insatiable passion for running.

But as the seasons change and temperatures drop, keeping the dogs active and on top of their game becomes more challenging. A lack of snow often leads mushers and their dogs to train with a scooter or wheeled carts, but they're always looking for new ways to keep the dogs active in the off-season.

Enter the wide new world of bikejoring. In bikejoring, a musher ditches the sled in favor of a bike. Blair (and Pepé, especially) found a match in Fuel EX for this new adventure.

A word to the wise: bikejoring isn't just tying a leash to your handlebars and heading out to the trail. It's because of Blair's experience and relationship with her dogs that she can safely train this way.

"One of the most important rules in mushing is that you never ever let the line go slack. If the team stops or slows suddenly, you notice instantly and hit the brake so the sled doesn't run into them," Blair says. "For bikejoring, it's the same principle. You never let the bike go faster than the dog, and you always keep the line taut."

Apart from being an excellent way to train her dogs to lead, bikejoring has given Blair one more way to enjoy the great outdoors—but she's hardly the one having the most fun.

"The dogs just think it's a blast," Blair says. "They get so excited when they see you coming out with a harness. It's all about whatever lets them run as much as possible."

With late-2020 and 2021 sled dog races in limbo and health at the forefront of Blair's mind, she, Quince, and the dogs will be training in the Midwest instead of Alaska for the first time in several years. They're looking forward to a season of adventures on the interconnected trails of Michigan, Minnesota, and their beloved Wisconsin.

And as long as the dogs are running, they're happy.

"They love running more than anything else, even though food and cuddles come in a close second," Blair jokes. "And getting to share that joy with them is pure magic."

This bikejoring journey is only a snippet of Blair's life of adventure. You can learn more by reading her book, *Welcome to the Goddamn Ice Cube*.



BLAIR BRAVERMAN'S ADVICE TO ASPIRING ADVENTURERS:

1. Say yes—and show up.
2. Take every opportunity to learn from people with different experiences.
3. Try new things outdoors all the time, even if you ultimately decide they're not for you.
4. Learn the difference between fear, discomfort, and danger.
5. Pay close attention to your own body and your own limits; your body is different from other people's, and you're the only person who truly knows how it responds and what it needs.
6. Spend a night completely alone in wilderness (with no tent, ideally). Spending nights alone outside can be terrifying at first, but once you're comfortable with it, it'll open a whole new world of adventure.



HAUTE DOG!



FLAME

Flame is a velcro dog. She rarely leaves Blair's side, whether they're taking a drive to the grocery store or running across the state of Alaska. She's the kind of athlete that makes 100-mile days look easy (but still demands the softest bed at every checkpoint). When Flame isn't leaping through the snow or modeling the latest in dog fashion (she loves a good scarf), you can find her curled up in a plastic tub, which is her favorite place to sleep.



PEPÉ

Pepé is the BraverMountain Mushing Team's most experienced leader. In her six years on the team, she's led them through thousands of miles of wilderness. She's tough, bold, and assertive, and the team trusts her judgment completely. She's also the team matriarch, and runs with her children and grandchildren beside her. Pepé's never happier than when she gets to break trail or navigate technical terrain.



WILLOW

Willow is Pepé's daughter and a formidable leader in her own right. She comes off as quiet and polite, but don't be fooled by her unassuming demeanor—she's as stubborn and determined as they come. Willow loves storms, deep snow, playing in the garden, and sitting quietly with her head in your lap. Her favorite food is pork chops.



JENGA

Jenga is BraverMountain's lead dog emeritus, and she never lets anyone forget that she's the boss. She likes patrolling the farm, hunting mice, and long runs in the woods. Jenga is very sneaky and has a habit of stealing bones from other dogs. If you take your eye off your bone and it disappears, chances are Jenga's got it.

TREK BANDANAS

Looks great on humans, better on dogs, exactly what you should always have in your back pocket.

Trek Bandana
35228 | $14.99





ALL-NEW SLASH

YOU WRAP IT. THEY'LL SEND IT.

Slash is an enduro trail bike like no other. It's built for smooth, fast fun on the wildest terrain, and ridden to the limit by the likes of C3 Project's Brandon Semenuk and Trek Factory Racing's Florian Nicolai. It's a game-changing gift for the dirt lover in your life—one they'll thank you for on every steep, wild line.

Slash 9.8 GX
33575 | $5,999.99-$6,499.99



ENDURO TRAIL GEOMETRY

Long, slack, and low for high-speed stability on steep terrain.

FRAME STORAGE AND PROTECTION

Stow essentials and prevent shuttle and tailgate scrapes.

SUPER DELUXE THRUSHAFT SHOCK

Responds to changes in terrain faster than any other shock.


TREK
ROCKSHOX
BONTRAGER
SE5 TEAM ISSUE


GIFTS THAT
SCALE
MOUNTAINS
For your favorite trail blazer, wrap a few off-road essentials—like gloves to keep their hands happy, jerseys packed with useful features, and shoes that are tough enough for any terrain.



2020 Bicycling GEAR OF THE YEAR

1. Universal Road/CX/MTB Fender Set
Black
27135 | $59.99

2. Troslo inForm Cycling Liner Short
Black/Green
13783 | $69.99

3. Rhythm Mountain Bike Short
Black
13755 | $94.99

4. Rally Mountain Bike Shoe
Olive Grey
24883 | $149.99

5. Osprey Seral 1.5 Hydration Hip Pack
Dark Blue
29626 | $84.99

6. Rhythm Mountain Bike Tech Tee
Battleship Blue
22787 | $44.99

7. Rally WaveCel Mountain Bike Helmet
Olive Grey/Roarange
Azure/Nautical Navy
31564 | $149.99

8. Rhythm Mountain Bike Glove
Black
22823 | $39.99



9. Rhythm Women's Mountain Bike Glove
Mulberry
22826 | $32.99

10. Trek Voda Heritage Water Bottle
Clear/Black
33324 | 21 oz. | $8.99
26 oz. | $9.99

11. Rhythm Women's Mountain Bike Tech Tee
UltraViolet/Mulberry
22795 | $44.99

12. TLR Flash Charger Floor Pump
Black
24238 | $129.99

13. Rally Mountain Bike Shoe
Nautical Navy
24883 | $149.99

14. Trosla Women's Cycling Liner Short
Black
13791 | $69.99

15. Rhythm Women's Mountain Bike Short
Mulberry
22796 | $94.99

16. Enduro Front Fender
Black
33190 | $9.99

17. BITS Integrated MTB Tool
Black
26826 | $89.99

BRING GARY FISHER HOME FOR THE HOLIDAYS



Being Gary Fisher and the Bicycle Revolution Autobiography
5257425 | $39.99





What's the next best thing to having Gary Fisher at your dinner table, telling tales and eating stuffing?

Bringing home his brand-new book!

"Being Gary Fisher" gives you a firsthand look at the origin story of mountain biking from one of the founding fathers of the sport. Flip through never-before-seen photos and drawings, experience the first off-road riding revolution, and tag along with Gary as he tours with the Grateful Dead.

This is the first time the mountain bike legend has told his whole story in his own words—and if you know anything about Gary Fisher, you know his book will be a wild ride.

CITIES THAT MADE THE NICE LIST IN 2020

PlacesForBikes, a PeopleForBikes program that helps quickly build and connect great places to ride, has measured the cycling friendliness of 567 cities across the US—and the results are in! Their ratings use data from a number of sources to 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.

Visit peopleforbikes.org to see if your town has a score, and learn how you can make your community better for bikes.

PlacesForBikes' 2020 Top 50
City Ratings use a scale from 0-5

1. San Luis Obispo, CA	3.5	18. Arlington, VA	3.0	35. Carmel, IN	2.8
2. Madison, WI	3.5	19. Austin, TX	3.0	36. Eugene, OR	2.8
3. Santa Barbara, CA	3.3	20. Pittsburgh, PA	3.0	37. Oxnard, CA	2.8
4. Washington, DC	3.2	21. Ventura, CA	3.0	38. Colorado Springs, CO	2.8
5. Missoula, MT	3.2	22. Detroit, MI	3.0	39. Bentonville, AR	2.8
6. Rogers, AR	3.2	23. Crested Butte, CO	3.0	40. Lincoln, NE	2.8
7. Fort Collins, CO	3.2	24. San Jose, CA	3.0	41. Baltimore, MD	2.8
8. Denver, CO	3.2	25. Los Angeles, CA,	3.0	42. Spokane, WA	2.8
9. Grand Forks, ND	3.1	26. Providence, RI	2.9	43. Milwaukee, WI	2.7
10. Fayetteville, AR	3.1	27. Manhattan, NY	2.9	44. Boston, MA	2.7
11. Ann Arbor, MI	3.1	28. Springfield, MO	2.9	45. Burlington, VT	2.7
12. Portland, OR	3.1	29. Queens, NY	2.9	46. Lompoc, CA	2.7
13. Tucson, AZ	3.1	30. Hillsboro, OR	2.9	47. Berkeley, CA	2.7
14. Bella Vista, AR	3.1	31. Columbus, OH	2.9	48. Las Vegas, NV	2.7
15. Brooklyn, NY	3.1	32. Ferndale, MI	2.9	49. Morgantown, WV	2.6
16. Provincetown, MA	3.0	33. Atlanta, GA	2.9	50. Bronx, NY	2.6
17. New Orleans, LA	3.0	34. Portland, ME	2.9		



CITY RATINGS

OVERALL SCORE

★ ★ ★ ★ ★

The overall score is based on Ridership, Safety, Network, Reach, and Acceleration. It includes publicly available data and data gathered from our Community Survey, City Snapshot, and Bicycle Network Analysis.

RIDERSHIP

Measures how many people are riding.

SAFETY

Measures how safe it is and feels to ride a bike.

NETWORK

Measures how well the bike network connects people to destinations.

ACCELERATION

Measures the city's commitment to growing bicycling quickly.

REACH

Measures how well the bike network serves everyone equally.

See your hometown's score at **peopleforbikes.org.**



Madison, WI

GIFTS FOR SKIPPING THE SUBWAY



SSR Multisport Bike Shoe
Black
31571 | $99.99

Charge WaveCel Commuter Helmet
Radioactive Yellow/Black
25368 | $149.99

Velocis Stormshell Cycling Jacket
Volt
24712 | $179.99

Ortlieb Back-Roller Classic Pannier (Pair)
Black
Available in-store only.
5252472 | $189.99

For the city cyclists and bike commuters on your list, opt for tools to help them arrive on time, lights to guide their way, and apparel to elevate their style.



Charge WaveCel Commuter Helmet
Battleship Blue
25368 | $149.99

Ion 100 R Front Bike Light
536550 | $39.99

Flare R City Rear Bike Light
536548 | $39.99

Velocis Women's Stormshell Cycling Jacket
Battleship Blue
24716 | $159.99

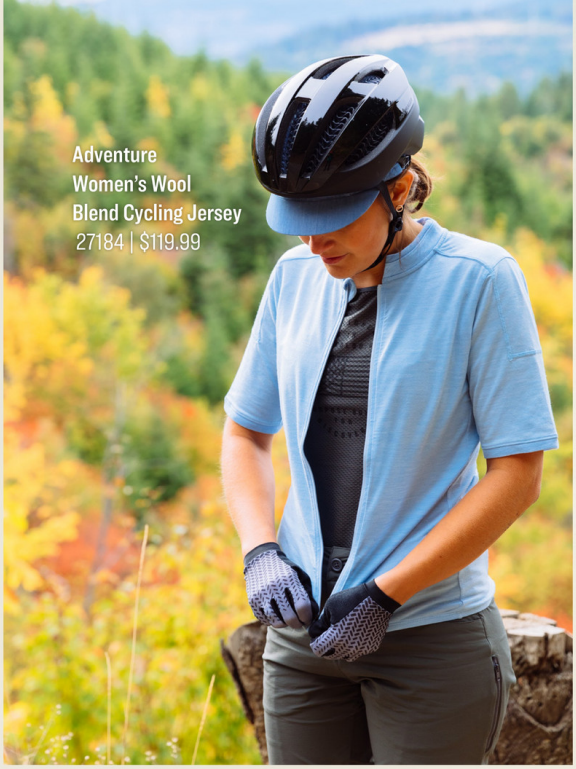
SSR Women's Multisport Bike Shoe
Nautical Navy/Miami Green
31572 | $99.99

GIFTS THAT GO OFF THE BEATEN PATH

For the adventure lovers in your life, opt for shoes that were made to get muddy, frame bags for all their snacks and gear, and apparel they can wear on and off the trail.



Checkpoint is available in 5 models starting at $1,699.99



Adventure Women's Wool Blend Cycling Jersey
27184 | $119.99





1. Adventure Frame Bag
25829 | $79.99 - $89.99

2. Adventure Cycling Cap
Grey
27190 | $24.99

3. Pro Ride Wallet Plus
Clear/Black
14405 | $15.99

4. Elite Multi-Tool
Black
22374 | $29.99

5. Avert Adventure Mountain Bike Shoe
Sandstorm
31575 | $174.99

6. Adventure Cycling Short
Pacific
27187 | $99.99

7. Adventure Wool Blend Cycling Jersey
Pewter
27183 | $119.99



Adventure Cycling Chambray Shirt
Chambray Blue
27181 | $89.99

ALL-NEW 520 GRANDO

STEEL THEIR HEART

If you need a gift for someone who prefers sleeping under the stars instead of under a roof, 520 Grando is the perfect choice. This steel adventure bike is comfortable, reliable, and built for mile after mile of bikepacking and gravel-grinding exploration.

520 Grando
33474 | $1,679.99



STEEL IS REAL

Durable chromoly steel tubing for a comfortable ride.

TOUGH PARTS

Spec'd for top performance on rough terrain.

READY TO ROLL

Comes with a front rack.



1. Bontrager Storage Bottle
22453 | $6.99

2. Trek Voda Trek Vertical Water Bottle
33338 | $8.99 - $9.99

3. Adventure Frame Bag
25829 | $79.99 - $89.99

4. Ortlieb Back-Roller Classic Pannier (Pair)
Available in-store only.
5252472 | $189.99


TREK
TRAVEL
GIVE YOURSELF A BREAK
You don't need to hop on a plane to take a trip. Trek Travel has dream cycling vacations around the country that are less than a half-day's drive from most major cities—and they're guaranteed to astound you. Get the R&R you deserve with private trips, glamping adventures, and self-guided explorations as near or far as you feel comfortable.

WANT TO SLEEP HERE?

Check out the Glacier Under Canvas trip for a getaway that's dreamy and just the right amount of rustic.






KEEPING
YOU SAFER
WHEREVER
YOU ROAM





Traveling right now may seem daunting. But if ever there were a time to take a respite from daily life, it's now. Trek Travel is no stranger to planning trips where safety is the highest priority, and when our world was hit with unforeseen circumstances, they rolled up their sleeves and got to work. Here are three ways the Trek Travel team is working to get you a well-deserved break that you can feel good about:

SELF-GUIDED OR PRIVATE TRIPS

Not comfortable traveling in a group?
No worries! There are several self-guided trips to choose from, or you can contact Trek Travel to plan your own private adventure.

AMPED-UP SAFETY PROTOCOLS

You can expect adherence to CDC cleaning guidelines, well-trained guides, temperature checks, and, of course, face masks.

FLEXIBLE BOOKING AND CANCELLATION

Feel confident booking your trip knowing you can change your dates, destination, and more up to 48 hours before your departure.

Learn more at **trektravel.com**

TOP 5

U.S. TREK TRAVEL TRIPS TO BOOK RIGHT NOW



1.
CALIFORNIA WINE COUNTRY

Take a guided tour through sun-drenched vineyards, towering redwoods, and more. And for 2021, guests will rejuvenate in Sonoma's finest accommodations—Harmon Guest House.



2.
ASPEN

New for 2021! Take a guided or self-guided trip to Aspen and enjoy some of the area's most iconic natural wonders, including riding Independence Pass and hiking Maroon Bells.





3.
BRYCE & ZION LONG WEEKEND

On this guided trip you'll cycle among soaring red rocks and explore one of the area's most famous slot canyons—the Virgin River Narrows!

4.
GLACIER UNDER CANVAS

Enjoy breathtaking bucket-list rides like scenic Going-to-the-Sun Road, and stay in luxury glamping tents. This guided tour was so popular in 2020 that we're offering more options in 2021.





5.
ASHEVILLE TO BREVARD

Pedal the legendary Blue Ridge Parkway, summit the highest peak in the Eastern U.S., and rest up every night in your own luxury cabin in the woods. This super popular, five-star-reviewed trip can be guided or self-guided.

EVERY ELF NEEDS A GOOD TOOLKIT

Stock their workshop with the tools they need to keep their ride rolling smoothly. Because there's nothing better than that fixed-it-yourself feeling. (And don't forget: if a "DIY" ever turns into a "DI-why did I even try," a local Trek retailer is always just a phone call away.)



Feedback Sports Pro Truing Stand 2.0
5255392 | $124.99

Feedback Sports Pro-Elite Repair Stand
582502 | $269.99

Dave Kurian is a bike mechanic and wheelbuilder based in Madison, Wisconsin.

Feedback Sports Omnium Over-Drive Trainer
1048889 | $429.99



Feedback Sports Velo Hinge 1-Bike Storage Hook
582509 | $25.99



Feedback Sports Team Edition Tool Kit
596323 | $249.99

YOUR BIKE IS COLD. BRING IT INSIDE.

As much as we hate to admit it, there are days when riding outside just isn't an option. But just because you can't ride outside doesn't mean you can't ride! Indoor bike trainers are the perfect stay-at-home solution when the weather outside is frightful.

Just connect your bike to your trainer, and you can spin through your "off-season," no gym required. When you want to transform your pain cave back into your living room—or you're surprised with a warm day or two—just remove your bike and your trainer can easily be stored away.



Wahoo KICKR trainer
$1,199.99
Available at select retailers only


BONTRAGER
TREK
KICKR CLIMB
KICKR HEADWIND



ADINA CRAWFORD:

A GIFT TO HER COMMUNITY

How one cyclist turned her passions into compassion

When Adina Crawford isn't at her full-time job as a civilian manager for the Montgomery County PD, you can find her teaching yoga, serving as an ambassador for Black Girls Do Bike and Black Girls Run, and working toward her certificate in women's entrepreneurship (which she recently received). Oh—and did we mention she also co-hosts a podcast?



Adina's journey to becoming a champion in her community started several years ago when she joined Black Girls Run with the simple goal of getting in shape. What she didn't anticipate was the impact being part of a community would have on her overall wellbeing.

"I came to realize that community engagement is incredibly important mentally and physically," Adina says. "Encouraging and enlightening one another leads to growth, and I find absolute joy in connecting with other humans."

This feeling was something Adina wanted to share, so that's exactly what she did. Since the beginning of the pandemic, she has led dozens of virtual yoga and meditation classes.

"Having the ability to see women from all over taking care of their mental health by engaging with my class was some of my most rewarding work," Adina reflects. "It was a true moment of love and self-care."

The events Adina participates in reflect her passion for giving back, too. In lieu of her regular races this year, Adina completed a 31-mile virtual run through NYC to aid families suffering from the impacts of the pandemic, and she participated in the Civil Rights Race Series, One Million Miles to Justice, and a ride for racial equality.

But—if you can believe it—Adina still wants to do more.

"I got my certificate in women's entrepreneurship so I can eventually provide a wellness space for the underserved population in my community," she says.

Feeling inspired? Adina has a few words of wisdom for anyone looking to give back. "If you're passionate about your community, find a group or organization that aligns with the things you enjoy, and show up as much as you can," she says. "You'll be glad you did."

You can follow along with Adina's adventures on Instagram at

@deanietheyogini

and subscribe to her podcast,
Fit Black Queens, wherever you listen.

PROJECT ONE

BIKES THAT WILL MAKE THEM BELIEVE IN MAGIC

A jaw-dropping custom paint job is magical in and of itself. But when it's paired with the finest electronic drivetrains on the market, the result is pure alchemy. All-new Shimano Ultegra Di2 and Dura-Ace Di2 electronic drivetrains are available on select stock models and on Project One road bikes through Trek's custom program.



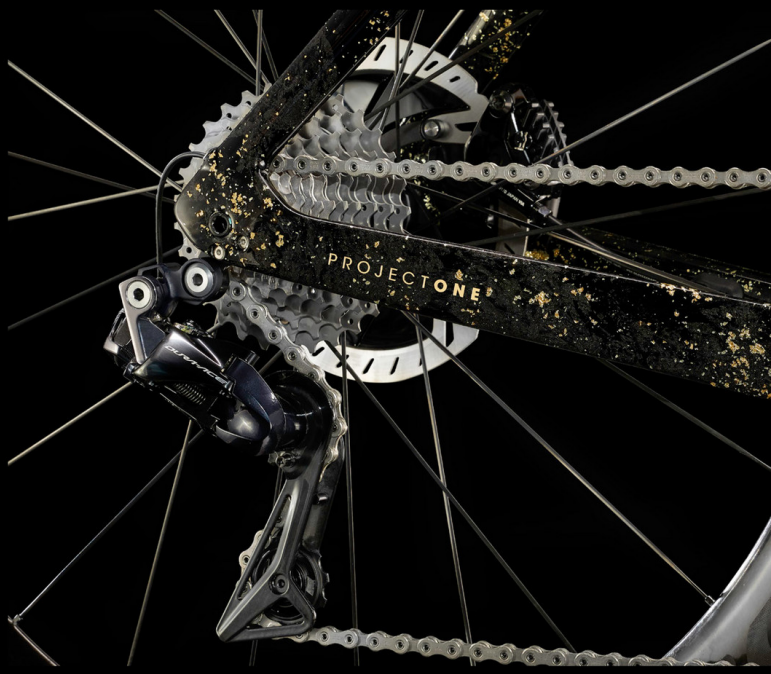


BEST OF THE BEST

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

NEVER MISS A SHIFT

Di2 electronic shifting delivers fast, precise gear changes. Every. Single. Time.





DI2: DIGITAL INTEGRATED INTELLIGENCE

Yep. These drivetrains are actually smart. You can configure shifting patterns and more all from an app.

New year, new opportunities to #GoByBike

We know, we know—pushing resolutions is a little cliché. But we really do believe small changes can add up to a big difference.

So today, we're asking you to #GoByBike and join thousands of fellow riders in simple, meaningful climate action. Yep. It's cold out there. But can you imagine the props you'll get when you post your winter ride photos—goggles, beard-sicles, and all?!



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

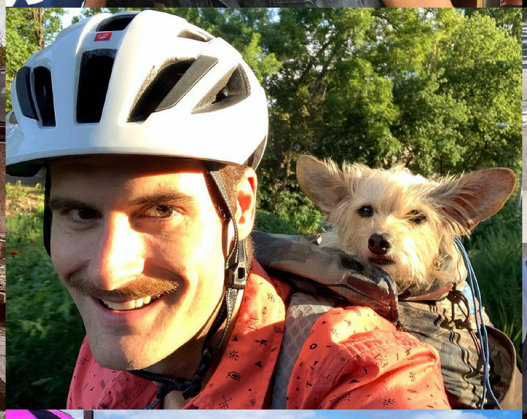
Invite others to ride and take action by tagging them in your photo.

Learn more at **trekbikes.com/gobybike**






BONTRAGER


クレープ
100%
TREK
BONTRAGER







TREK


WIN THE HOLIDAYS

A little help can go a long, long way during the busy holiday season. Got a question or don't know where to start? We're here to help you win.

Drop by

Visit your local Trek retailer to connect in-person and find the perfect gift.

Call

A real person in a real elf costume would love to talk to you. Monday–Friday 8am–6pm Central. 1-800-585-8735.

Email

Send us a note at trekbikes.com/contactus. Our out-of-office is never on!

Click

At trekbikes.com, you'll find everything in these pages and so much more.



Reece Wilson
Trek Factory Racing
2020 Downhill World Champion


100%
GB
BC UK

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

MIX
Paper from responsible sources
FSC® C084269

PRSRT STD
U.S. Postage
Paid
Trek Bicycle

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.

