



Sea Otter Classic Newsletter

April 15, 2010 – Issue One
 Osprey Keeps Water From Sloshing in
 Raptor Packs
 Featuring: The Raptor Series

Sea Otter Classic Newsletter

The Buzz from the Fairgrounds April 15, 2010

TODAY'S KEY HAPPENINGS

Little Bellas Day Camp. Open to girls ages 8-14 looking to try out mountain biking and make money for the next level. Inquire at registration.

Stop by Exposure Lights and get some new, long-lasting lights for your ride. When the stopwatches stop, the closer you are. **Booth 305.**

Stop by Speedplay for re-charge pedal and cleat cleaning, maintenance and lubrication. Available for anyone riding Speedplay pedals. **Booth 182.**

Stop by the Mountain Bikers of Santa Cruz. Booth 238 and enter to win a Trail 52 Group. Proceeds from sales go toward efforts to rebuild and repair the SDGP parking lot and expanding mountain biking facilities in Santa Cruz County.

Retro Bike Show. Bring your classic GT bike to **Booth 728** and tell your favorite riding story. It'll be recorded and added to GT's site. Stop with the most votes wins an HD Riding Camp from GT. We'll be on hand to display your bike at the GT booth. The best bike on display wins a retro Zanker frame signed by Hans Rey.

Cannondale Innovation Tour. Cannondale displays many of its ongoing innovations as part of its National Innovation Tour. **Booth 724.**

10am and 2 pm: The Sunday Mile Studio Professional Mountain Bike Show presented by Hans Rey. Meet & sponsor area.

1 pm and 3 pm: Ryan Leech Test Drive Show. Watch Leech test his newest mtb. Ryan jumps and balances his bike on a custom course. Meet to learn parking.

Festival Celebrates 20-Year Milestone Big Crowds to Land in Laguna Seca



Over the course of the next three days, more than 6,000 athletes will compete in mountain and road disciplines. 125 bike companies will show their wares in the exhibitors area, and 4,700 spectators will see all the action unfold here at the Laguna Seca Raceway.

That's far in from Sea Otter's humble beginnings back in 1991 when 100 spectators saw 100 athletes battle it out for a place on the podium. And remember? Well, they didn't eat up yet.

It's little known fact that the Sea Otter Classic was re-created the Sea Otter Classic 20 years ago. And that its first year featured such activities as roller hockey, roller skating and a grass volleyball tournament.

"The early years was a lot of freedom to do different things," said Frank Sebastian, president and chief executive officer of the Sea Otter Classic, who founded the event with brothers Ron and Rick Sotelo. "There was even one year that we had a wedding at Sea Otter."

Today Sea Otter has blossomed into a major event on the cycling calendar—a hub off to the mountain biking season for top pros and beginner alike, and a chance for companies to demonstrate new bikes for the first time to consumers.

The Laguna Seca Challenge—now it's called the first five years—started off with motorcycle. Sebastian, a former U.S. Marine Corps operator who flew 400 hours, wanted to get involved management after his 22-year military career ended, but just never thought the event he would manage would be a bike race.

"No business partner and I happened to be in a local bike shop and the owner said, 'You guys should put on a mountain bike race,'" Sebastian said.

Continued on page 3

XC Racers' Long-Awaited Wish Is Granted

A decade since country racers complained at Sea Otter last year on the newly released Green Squares 26-inch tubulars. And ever since then they've been pestering Green for a 29er version of the tire.

"Racers love the 26-inch version, but many want to compete on 29ers so they were waiting for 29er tubulars. We're glad producers 29er Squares tubulars, 29 by 2.6 here at the booth," said Ryan Leech, Green's marketing manager. "We also have our new Green aluminum mountain bike tubulars made for 26-inch and 29ers. They're coming."



The Squares 29er tubulars are \$115 and weigh around 190 grams. The tubular mountain bike tires sell for \$65.

Green recommends using Vittoria mountain glue and carrying Green's Pro Stop large CXV inflator including a hose adapter for racers who take tubulars.

Green has production AKA's at Booth 847 as well. For the small black block tire has been testing for the year year AKA tires are available in 120 grams and Green is producing a 29er AKA.

For 29er tubulars in 120g and 130g on display as a new 26-inch tubular, the Race Race 2.0.

Osprey Keeps Water From Sloshing In Raptor Packs

Good hydration is essential for long trail rides, but rocky terrain can cause water to slosh around in a pack.

Osprey has minimized water motion in its new Raptor Hydraulics Series, which uses a proprietary system to compress the reservoir. A sewn-in panel gives the pack an ergonomic shape and greatly reduces sloshing of water, said Osprey marketing manager Sam Mix.

"We stabilized the reservoir to the pack with foam blocking and a sewn-in sleeve. Then we stabilized the pack to the body, which is what we've been doing for the past 36 years," Mix said.

Well-established in the outdoor market, this is the 36-year-old pack brand's first foray into a hydration-specific series designed with mountain bikers in mind.

Osprey's Raptor 10 pack

The Raptor series has bike-specific features including internal pockets to organize bike gear and the LidLock, an elastic that easily attaches a helmet to the outside of the pack. Available in four sizes with reservoirs that hold 6 to 18 liters of water, they range in price from \$79 to \$119.

"Osprey's entry into the bike market was a natural evolution of our brand," said Gareth Martins, marketing director of Osprey. "Our presence at Sea Otter demonstrates our commitment to this market and our passion to develop innovation solutions for outdoor exploration of all kinds."

The company is exhibiting here for the first time. In addition to showcasing the Raptor series, Osprey invites you to stop by **Booth 242** to participate in activities throughout each day including complimentary pack sizing and fitting, free pack demos, as well as gear giveaways.