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SPRING 2017



A person's silhouette is visible inside a hammock, looking out at a sunset over the ocean. The sun is low on the horizon, creating a warm, golden glow. The person is holding a camera or binoculars to their eye. The hammock is strung between two points, and the person is lying down, looking out at the sea. The sky is a mix of orange, yellow, and blue. The water is calm, reflecting the light from the sun. The overall mood is peaceful and adventurous.

GEAR UP & GO!

Warmer weather, longer days, and a wide-open world to explore. This is the season of adventure, and now is the time to make the most of the year's finest months!

The way we see it, adventure is everywhere. For some, it's taking two wheels to get groceries or riding to the park with the kids. For others, it's circumnavigating the globe.

Small in scale or colossal, every adventure starts with the right gear and a spark of inspiration. Find it all here.



Ryan Van Duzer
Salt Flats, UT

The gospel of ‘just go’

A long-distance cyclist’s simple approach to life-altering adventure

The YouTube video that introduced us to Ryan Van Duzer and his broken Trek 8000 began the same as most calls to Trek’s Customer Service Team: “So, I’m riding my bike, and then...” But we quickly realized that Ryan’s story was unique from the meme-worthy monotony that makes up the brunt of warranty claims and service inquiries that stream into headquarters.

The dramatic opening of Ryan’s video was not followed by a complaint, but rather a beautiful eulogy to a fallen companion that had been by his side through the most transformative adventures of his life. After riding his trusty old steed home to Colorado from a Peace Corp mission in Honduras, Ryan decided to explore the entire western coastlines of the US and Mexico. Through Hurricane Vilma.

After that, it was on to ride the eastern coastline of North America, and then through the Southern states. Ryan’s bike didn’t so much break, it simply realized it had taken him as far as it could.

The 37-year-old University of Colorado grad spent most of his adult life without a driver’s license. He finally capitulated when a spot in a car commercial required it, but you still won’t find Ryan behind the wheel very often. Indeed, this is the sort of guy who’s more comfortable pedaling the length of an entire continent than driving a few short miles: “If you asked me to drive across Boulder right now, I would be terrified,” he says.

Very little planning goes into most of his adventures, and he cites legendary Swedish Adventurer Göran Kropp—who in 1996 rode

his bike solo from Sweden to Mount Everest, climbed the mountain without bottled oxygen or Sherpa support, and then rode his bike home—as a source of inspiration. “My best advice is really simple: ‘Just go.’ I’m not really a planner. People ask me all the time how I prepare for these long bike tours, and the answer is that I really don’t do much. I pack what I think I need and I just go. I don’t worry about how far I go each day. The farthest I’ve ever ridden in one day is 150 miles. Just go. You’ll figure the rest of it out.”

Ryan never set out to become a long distance bike touring expert. With his unwavering willingness to embrace uncertainty and “just go,” that happened on its own. He started with a simple desire to see the world and live his life the way he wanted. People often ask him for detailed, specific advice, and he reminds them that sometimes it’s the simple things that make all the difference.

A prime example is the one indispensable item he absolutely never leaves home without: a butter knife. “Don’t mess around with a Leatherman. The peanut butter just gets all caught up in it and you can never get to the bottom of the jar.”

Ryan reminds us that the most meaningful adventures don’t require the most technical gear. All you need to engage the world around you are the right attitude, an old mountain bike, and your favorite kitchen utensil.

To bring this story full circle, we replaced Ryan’s 8000 with something ready to conquer the next adventure and achieve his future dreams. We can’t wait to see where he takes it next.

“If you asked me to drive across Boulder right now, I would be terrified.”



WOMEN'S MTB APPAREL

Cut your tracks

Any season on the trail is a good one, but there's something special about those first spring sessions. This is the women's mountain bike apparel to keep you styling through the year's early miles.



Julie and Travis (Stork) Säler
Gooseberry Mesa



Emily Batty
Canadian National
XC Champion
Trek Factory Racing XC

- KALIA WOMEN'S TECH TEE 13786 | \$39.99 ■ ■
- KALIA WOMEN'S SHORT 13787 | \$69.99 ■
- RACE 5" WOOL SOCK 11723 | \$44.99 ■ ■ ■
- IGNEO WOMEN'S MOUNTAIN SHOE 13689 | \$124.99
- QUANTUM MIPS WOMEN'S BIKE HELMET 14177 | \$99.99 ■
- EVOKE WOMEN'S GLOVE 12050 | \$39.99 ■





Alex Martin
Trek Mountain Bike Engineer



- QUANTUM TECH TEE 13778 | \$39.99 ■ ■
- QUANTUM SHORT 13779 | \$69.99 ■
- RACE 5" WOOL SOCK 11723 | \$14.99 ■ ■ ■
- CAMBION MOUNTAIN SHOE 13269 | \$274.99
- QUANTUM MIPS BIKE HELMET 14176 | \$99.99 ■ ■ ■ ■
- QUANTUM GLOVE 13793 | \$24.99 ■ ■



MEN'S
MTB APPAREL

Shred season is upon us

Dirt church may not have a dress code, but we can all agree cut-offs belong in the way-back of your gear closet. Bontrager trail apparel is designed for riders by riders, and built to keep you riding in comfort and style through every adventure this spring.

Julie and Travis (Stork) Säler
Gooseberry Mesa

REMEDY

Bring on bigger

Remedy is the mountain biker's mountain bike. 27.5" wheels, an aggressive geometry, and a wealth of technical features make a bike that scores tens for capability.

Available in 7 models beginning at \$3,000.

Remedy 9.8

GEAR UP
& GO!

FUEL EX

Freedom to roam

Want a rugged, capable long-travel trail bike with the responsiveness and control of an XC bike?
Fuel EX blends the best of both worlds in one uncompromising package. Find your freedom.



Fuel EX 9.8 29



Fuel EX 9.8 Women's

Available in 10 models beginning at \$2,200.



More than a sport

For the country's largest high school mountain bike team, time on the trail is about more than competition. It's about friendship, community, and finding traction through life's most bewildering years.



In Draper, Utah, in a valley 20 miles south of Salt Lake City, the Corner Canyon High School Chargers mountain bike team assembles at the Orson Smith trailhead for the last organized practice before the 2016 Utah State Championships. The atmosphere is alight with energy.

Students huddle in small groups over phones, gazing up occasionally at the golden hills as they wait for the practice to begin. This region, nestled alongside the Wasatch Front, is a mecca for outdoor adventure sports. Neighboring valleys boast “the greatest snow on earth,” and are renowned for their world-class ski resorts, but here in Draper, the community of 50,000 residents claims something different but perhaps just as remarkable: the nation’s largest high school mountain bike team.

The 138 members of the Corner Canyon Chargers are a sight to behold. At the trailhead, mountain bikes—some new, some passed down from an older sibling—are scattered across the grass and gravel. For every five or ten students in a CCHS mountain bike jersey, an adult volunteer stands nearby ready to assist with last-minute adjustments. It is order in chaos, tied together with a single overwhelming sentiment: happiness.

These kids have worked for this day, the last before the year’s biggest race. They have put in the hours on the trail, both in season and over the preceding summer, and are now poised to test themselves against the state’s best. For some of these athletes, tonight marks the last practice of their career in high school athletics.

Beside the pavilion at the trailhead, a voice on a megaphone cuts through. Whitney Pogue, Head Coach of the CCHS Chargers, steps onto a nearby rock and runs through the announcements about the weekend’s championship in St. George. She is slight in build, with a thick shock of curly red hair and a deeply caring presence—attributes which have earned her the nickname “Ginger Mama.” She corrals the attention of the students with practiced authority.

After the announcements, riders close into a giant huddle. Their voices come together in unison. From a whisper, they build to a full-on shout as they repeat the refrain: “Ooohh! Aaahh! You wish you were a Charger! Ooohh! Aaahh! You wish you were a Charger!”

As the cheer reaches its crescendo, the students erupt in one final big-hearted battle cry. It is a striking moment—not just for the camaraderie, but because the sentiment rings true for anyone watching who didn’t have a high school mountain bike team: We do all wish we were Chargers.

There is a chorus of cacophonous clicking—SPD cleats on concrete—as students disperse, spot their ride leaders, split into their respective groups, and head off on a long, dirt-road climb to the trails. In the distance, clouds of rising dust signal their progress.

The most popular sport at Corner Canyon High School isn't football or soccer—it's mountain biking.





For any former high school athlete, and especially those who found cycling later in life, it's natural to wonder how mountain biking might have changed the high school experience. In fact, almost every adult rider in Draper's mountain bike community—including the dozens of volunteers who are essential for everything from leading practice to bringing nutrition to the trail—says as much. "I wish they'd had this when I was in high school."

There's something undeniably cool about a high school mountain bike team, something that separates it from more traditional sports teams like football, wrestling, and soccer. The great distinguisher, perhaps, is that mountain biking doesn't end with graduation. It knows no age limit. At Corner Canyon, the team has more than doubled in size since its first season in 2013.

And herein lies the true spirit of the sport: mountain biking is for everyone. You can be slow, you can be fast, you can be experienced,

you can want a new challenge, you can simply want to be around friends. Whatever you want to get out of it, mountain biking gives more in return. Whatever level of ability, mountain biking changes lives.

Today in the United States, there are nearly 8 million high school athletes. Of this number, a shockingly low percentage go on to play sports in college or beyond. Unfortunately for many, that means hanging up the cleats, or goggles, or racquet far too early. It's not a pleasant thought. But cycling is different. At Corner Canyon High School, every rider is developing in a sport they can pursue for the rest of their lives.

The National Interscholastic Cycling Association (NICA) is the governing body for middle and high school mountain biking in the United States. They provide the guidance and leadership for communities and coaches like Whitney to start mountain bike programs, and their resources are abundant. Founded in 2009 by a

math teacher named Matt Fritzinger, NICA takes a holistic approach to development. The idea is that mountain biking can be about more than athletics, and NICA believes in helping student athletes develop strong bodies, minds, and characters.

And it's working. From a single school in Northern California seven years ago, NICA has helped to mature 19 leagues in 18 states with a total of over 7,600 riders.

"They have everything you need to get a team off the ground," says Coach Whitney Pogue. "They provide the support that lets us make mountain bikers out of anyone. And the impact this has on kids is amazing."

The betterment of youth is a worthy cause in and of itself, but NICA is just as good for the sport of mountain biking as it is for the kids who compete at the middle and high school levels. By introducing young riders to the trail, they're training a new generation of advocates, trail

builders, volunteers, and coaches who will go on to introduce more people to the joys of the sport.

Good for kids, good for mountain biking. It's a cause and program worth expanding, and the massive impact NICA can have on both the participating students and the communities they ride in was on full display at the Utah State Championships.

Herein lies the true spirit of the sport: mountain biking is for everyone.



“I’m the luckiest girl in the world. I have all these great kids.”

Whitney Pogue
“Ginger Mama”
Head Coach of the CCHS Chargers

St. George lies 300 miles south of Salt Lake City, in a dusty region of red dirt and clay near Zion National Park. Here, high school mountain bike teams assemble from all corners of the state, arriving in RVs and family vehicles pulling trailers.

The sheer scale of the event is astounding (the 2016 Utah State Championships hosted a NICA-record 1,276 riders), but the most remarkable part is the community. Families and parents, clad in the regalia of their children’s high school, turn out in droves to cheer and lend a helping hand. This is more than a high school sporting event and even more than a bike race. It’s a family outing.

The Chargers have a prime location in the center of the action. The team takes up three or four times more real estate than most others. Within their camp there are eleven tents, three couches, at least a dozen tables and a hundred chairs, plus a fully outfitted trailer with three bike stands and enough tools to fill a bike shop. All morning, volunteers—many of whom are parents, ride leaders, assistant coaches, or former members of the team—have been serving food, repairing flats, and giving out words of encouragement to the racers. They are generous with their time and support. For a team this size, it takes a village.



“It’s easy to look at all of this and think, ‘it’s not possible to build it in my community,’” says Whitney. “But NICA gives you everything you need to make this possible. When people see how mountain biking affects these kids, they just want to get involved.”

Some of the students are here to compete (several Chargers, in fact, will go on to earn spots on the podium), and some are here simply to be part of the team, to be part of something that feels important.

Throughout the day, riders return to the Chargers camp with dusty smiles. Whitney, walkie-talkie perpetually in hand, is at the finish line to cheer on every one of her Chargers. As the hours pass, Ginger Mama’s energy doesn’t falter. Even at the end of the day, when the light is orange and the shadows are long against the desert floor, when every rider has finished, when the points have been tallied and the Chargers have been officially awarded the title of 2016 State Champions, Whitney seems held up as if by some supernatural force.

“I’m the luckiest girl in the world,” she explains. “I have all of these great kids.”

What she doesn’t point out, because she’d be the last person in the wide state of Utah to compliment herself, is that the inverse is also true. Every one of these kids is lucky to have her, and they all know it.

Her one piece of advice to someone interested in changing lives through mountain biking is simple. “Do it,” she says. “With the resources available through NICA, anyone can do this. The influence you’ll have on these kids...” She trails off, looking at a canyon far in the distance, imagining perhaps what high school mountain biking will look like in years to come, and how many kids will benefit from it. “You just have to do it,” she says. “You just have to do it.”



Trek donated \$1 million to help NICA bring mountain biking coast to coast. To start a team or league in your community, visit nationalmtb.org.

The smarter hardtail

Procaliber with IsoSpeed changes the game for hardtails. It takes the edge off rough singletrack without sacrificing efficiency or speed. It's fast, comfortable, forgiving, responsive, and obscenely fun to ride.

Available in 5 models beginning at \$2,400.

Emily Batty
Trek Factory Racing XC
UCI MTB World Cup
Mont -Sainte-Anne, Canada

John Degenkolb
Trek-Segafredo
Training ride
Oberursel, Germany

The bright side of experience

*Trek-Segafredo's John Degenkolb
and the defense of daytime running lights*



In January 2016, while on a training ride with his Giant-Alpecin team, cycling star John Degenkolb and five of his teammates were hit by a car. The news shocked the cycling world. Many of us have had a close call on home roads, but this was a group of seasoned professionals. Weren't these riders immune to the challenges faced by the everyday cyclist?

The harsh truth of Degenkolb's crash, which kept him off his bike for a significant part of his season, is that pros and amateurs alike face the same vulnerabilities and hazards. We all must take measures to avoid them.

At the time of Degenkolb's crash, Trek was focusing its efforts on teaching cyclists how to enhance their visibility with the ABCs of Awareness. The discussion highlighted Bontrager's line of Daytime Running Lights, lights specifically designed to draw attention during all hours of the day and night, as the best measure a cyclist can take to stand out on the road. For Trek, Degenkolb's news was a poignant reminder of the importance of our mission.

A year later, Trek-Segafredo welcomed Degenkolb to its roster and armed the team with Daytime Running Lights on all training bikes and an all-new fluorescent training kit designed to enhance visibility on the road.

Events like his 2016 crash, according to Degenkolb, change one's approach to riding and the measures one takes to stay safer. "I have been competing most of my life and this was the hardest time of my career," he said of his time immediately after the crash. "We have to do our training on the roads, and there's always a risk. You have to be attentive and do whatever you can do to protect yourself—it's just as important as putting on a helmet. I love this sport. I love to compete. But I also love my life away from it."

Take it from someone with Degenkolb's perspective. Daytime Running Lights are the obvious, easy, essential addition to every bike. "It makes sense that my bike should have lights just as my motorbike does. I'm surprised now that I've spent so much time without them. I hope that my experience can help other people."

For more information on the benefits of Daytime Running Lights and the measures you can take to be seen, check out trekbikes.com



DAYTIME
RUNNING LIGHTS

Daytime running lights on bicycles can significantly reduce the likelihood of collision. Madsen, et. al, 2013.



LIGHTS

Always on

Daytime running lights are proven to significantly reduce the likelihood of collision. Riding with lights engineered specifically for daylight visibility is the single best way to stand out to motorists.



FLARE R TAIL LIGHT
A daylight visible tail light with 65 Lumens of balanced light that is visible up to 2 kilometers away.

13202 | \$59.99



FLARE RT TAIL LIGHT
Transmitr-ready for the convenient ease of wireless control, and visible day or night over 2 kilometers away.

12539 | \$79.99



ION 350 R
A low profile light that comfortably mounts to helmets or bars to help a rider see and be seen.

13399 | \$59.99



ION 350 RT
A low profile ANT+ enabled light that easily mounts to helmets or bars to help a rider see and be seen.

13669 | \$79.99



ION 800 R
Focused optics, 800 Lumens, and five modes in a sleek USB-chargeable package.

14302 | \$99.99



ION 800 RT
A powerful 800 Lumen multi-mode front light that is Transmitr ready for the simple brilliance of wireless control.

14303 | \$119.99



ION 100 R/FLARE R CITY LIGHT SET
Everything you need to be seen on city streets and paths..

14259 | \$69.99



1



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4

Train Race

Pros need to be seen too

This year, it's going to be hard to miss Trek-Segafredo on training rides. And that's exactly the idea. The new high-visibility training kits are designed to provide contrast when it matters most, on training rides where the roads aren't closed for racing.

1. SPORTFUL TREK-SEGAFREDO REPLICA MEN'S JERSEY

21762 | \$109.99 ■ ■

2. SPORTFUL TREK-SEGAFREDO REPLICA MEN'S BIB SHORTS

21763 | \$119.99 ■ ■



Alberto Contador
Trek-Segafredo
2X Tour de France Champion

Dress for the job you want

Yes, it takes more than a team kit to race the Spring Classics. But if you're looking to show support for Trek-Segafredo through the early season (and may even dream from time to time about a spot in the squad) our all-new teamwear is a great place to start.

3. SPORTFUL TREK-SEGAFREDO REPLICA WOMEN'S JERSEY

21769 | \$109.99 ■ ■

4. SPORTFUL TREK-SEGAFREDO REPLICA WOMEN'S SHORT

21772 | \$119.99 ■ ■



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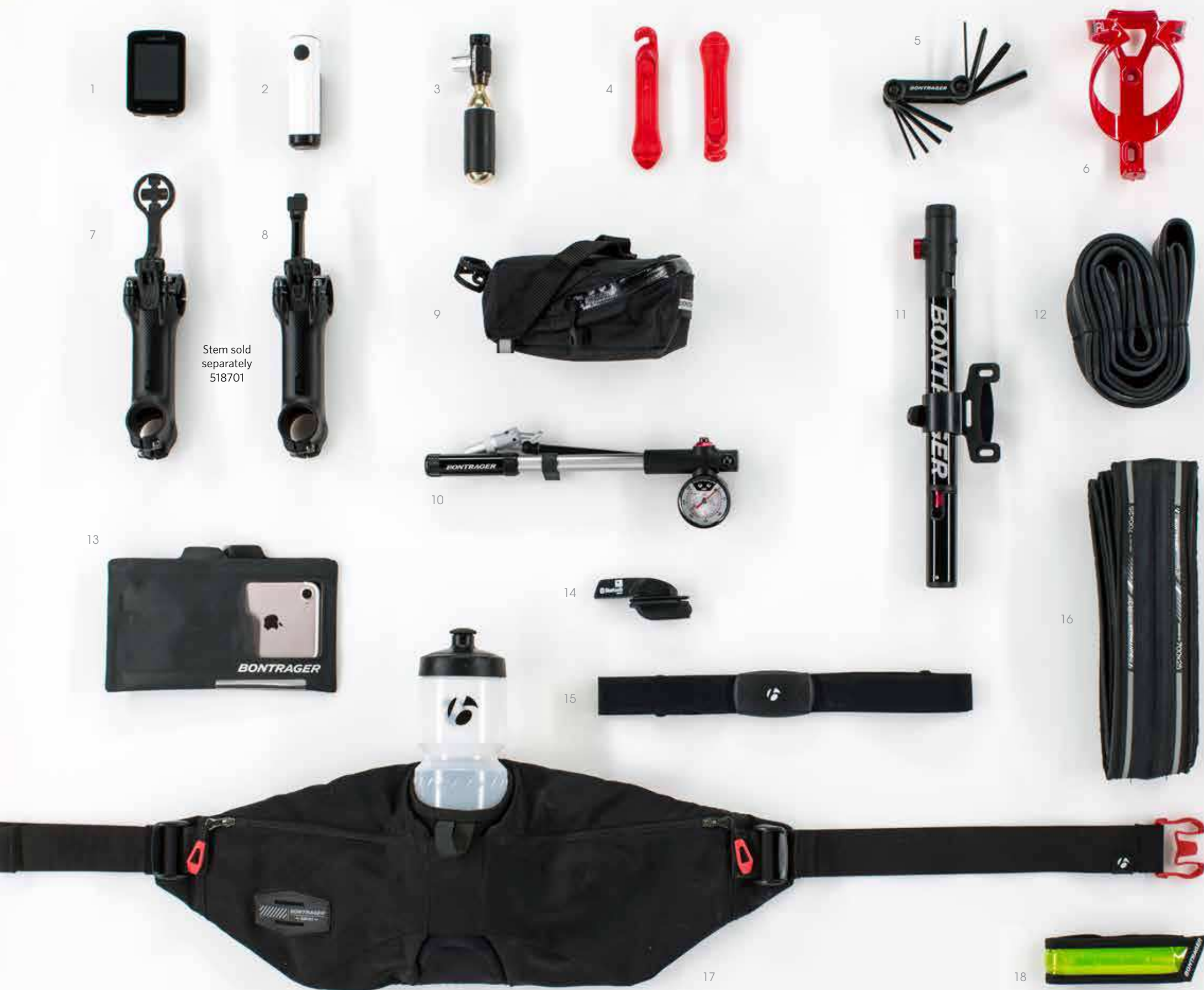
GEAR UP
& GO!

SPRING STOCK-UPS

Ready for every adventure

With the right gear, you can be ready for the unexpected turns of any adventure. These are the essential accessories made to help you explore more, worry less, and spend more time in the saddle.

1. **GARMIN EDGE 820** 14891 | \$399.99
2. **ION 800 R** 14302 | \$99.99
3. **AIR RUSH REGULATOR CO₂ INFLATOR** 07330 | \$19.99
4. **TIRE LEVER** 07799 | \$3.99
5. **MULTI TOOL** 08928 | \$9.99
6. **RL CAGE** 09664 | \$19.99
7. **BLENDR MOUNTS - GARMIN LOW MOUNT** 13765 | \$19.99
8. **BLENDR MOUNTS - ROAD ION LIGHT** 13765 | \$19.99
9. **ELITE MEDIUM SEAT PACK** 14410 | \$27.99
10. **SHOCK PUMP** 08306 | \$49.99
11. **AIR SUPPORT HP/HV** 13225 | \$39.99
12. **FAT AND + BICYCLE TUBES** 12252 | \$17.99
13. **PRO RIDE WALLET** 14405 | \$15.99
14. **DUOTRAP S DIGITAL SENSOR** 12319 | \$59.99
15. **ANT+/BLE SOFTSTRAP HEART RATE BELT** 14602 | \$59.99
16. **R3 HARD-CASE LITE REFLECTIVE ROAD TIRE** 21510 | \$54.99
17. **RAPID PACK** 14798 | \$59.99
18. **TOWN LIGHT UP PANT STRAP** 14609 | \$15.99



The sum of small adventures

Riding around the world is no small feat. It's a collection of small feats.

**On the hard days,
he'd look down and
read the messages
people had written
on his bike.**

16 countries
9 months
18,000 miles



GO!

Callum Fairhurst is exactly the kind of guy you'd want to take out for a beer—if he were old enough to drink in the United States. He's charming, interested, and he possesses that rare ability to talk with anyone about anything, from strangers on the streets of Thailand to the Prime Minister and Queen of England. (Yes, he's met both.)

He has stories to tell—many collected on his recent bike ride around the world. But the most striking thing about Callum is his presence of mind. It's easy to imagine that a person who takes on crazy adventures must be crazy, yet Callum is anything but. Part of what sets him apart is his wide-eyed approach to life, and part of it has to do with his history.

In 2005, his older brother Liam was diagnosed with a rare form of cancer called Synovial Sarcoma. Despite the fact that he was only 10 at

the time, Liam entrenched himself in the world of research, fundraising, and awareness efforts. He passed away in 2009, but not before inspiring thousands and raising millions in support of cancer research.

"My brother inspired me in everything he did," Callum explains. "In his last moments, I promised him two things: to live a brilliant life, and to follow his example by helping others." Last year, Callum set out to fulfill both of those promises on a nine-month, 18,000-mile ride, where he would visit 16 countries while helping charities and raising funds for The Liam Fairhurst Foundation along the way.

Why ride around the world? Callum was inspired by the challenge and the adventure of such a trip, but he also wanted to prove that ordinary people can do extraordinary things. Plus, cycling is a unique way to

experience the world around us. "When you're on a bike," he says, "you become part of your environment. It's impossible not to appreciate your surroundings in new ways because you're more aware of them."

He began at 10 Downing Street in London, where he decided to ask the policeman standing guard to sign his bike with a Sharpie. The policeman obliged, penning a good luck message on the top tube of Callum's Trek 920. Friends and supporters wrote similar messages on his frame as he pedaled across every continent, creating a living diary of his trip along the way.

"I was continually surprised by random acts of kindness," Callum says. "From someone who would take me in for a meal or a place to stay, to someone who was willing to watch my bike for a moment at the airport. There was an overwhelming sense of goodness in everyone I met."

The trip brought long days combatting giant hills and pounding headwinds. On the hard days, he'd look down and read the messages people had written on his bike. "My bike," he says, "is something I'll have for the rest of my life. It's a physical representation of a personal impact."

Fairhurst reminds us that every big adventure is a sum of smaller adventures. Most of us can't imagine tackling a round-the-world ride, but we can all picture making it to the top of one big hill, spending a single night camping in an unfamiliar place, eating one less-than-appetizing meal, or handling one on-the-fly bike repair.

Callum hopes his ride encourages people to stop thinking adventure is impossible. "What I want people to understand," he says, "is that it is literally possible to just jump on a bike and go. That's what I did. And you can do it too."

ADVENTURE & TOURING

See the world from the saddle

These bikes can take you to the most beautiful and remote destinations on the planet, and they'll get you back in one piece too. Whatever your route, an adventure touring bike is the perfect travel companion.



920 Disc



720 Disc



520 Disc

Available in 3 models beginning at \$1,360.



Trek's Adventure and Touring Development Team
Product Testing and Research Trip
The Northwoods of Wisconsin



Patrick Brady
Professional
Triathlete



CIRCUIT JERSEY 13020 | \$69.99 ■ ■ □ ■

CIRCUIT BIB SHORT 13021 | \$104.99

CIRCUIT SHORT 13022 | \$79.99

HALO 5" SOCK 13796 | \$19.99

SPECTER ROAD SHOE 12542 | \$159.99 ■ □

HALO GEL GLOVE 13792 | \$39.99

STARVOS MIPS ROAD BIKE HELMET 13576 | \$94.99 ■ ■ ■ ■

HALO CYCLING CAP 13798 | \$29.99



Stefano Perego
and Paolo Pesarini
Lombardy, Italy

MEN'S CONTRAST APPAREL

Be bright

Nothing beats those early spring rides after months on the trainer. But although you may be excited for the season's first miles, motorists may not be expecting to see you yet. Choose apparel that helps you stand out.

DOMANE

Go anywhere, do anything

Domane with IsoSpeed is built to carry you over rougher terrain with smoothness and efficiency, from cobblestones steeped in the history of the world's greatest one-day races to the gravel patch where you used to turn home. Extend your adventure with Domane.

Available in 22 models beginning at \$1,150.

GEAR UP
& GO!



Domane SL 6

ROAD DISC IS THE FUTURE

Disc brakes have changed the roads we can ride. They're more capable, more versatile, and more powerful than standard road calipers, which means you can take on bigger road adventures with more confidence than ever before.

On a road bike, disc brakes offer more clearance for wider tires, different tread options, and better traction over gravel, cobblestones, and rough roads. Road disc brakes are also predictable and easy to control, even in wet and muddy conditions and on the steepest descents.

If you want a go-anywhere experience and imagine taking the road less traveled with your Domane, disc brakes deliver confidence, power, and versatility for every adventure.

Shimano disc brakes available on these road bike models:

Domane SLR 9 Disc
Domane SLR 7 Disc
Domane SLR 6 Disc
Domane SL 6 Disc
Domane S 6 Disc
Domane S 5 Disc
Domane ALR 4 Disc

SHIMANO



Vacationland

On a Trek Travel trip, adventure and luxury are one and the same



Fine dining, wine tastings, world-class hotels, meticulously planned rides on beautiful roads, a perfectly tuned bike, and constant support from the friendliest people you've ever met. If this doesn't sound like your definition of adventure, maybe it's time to reconsider.

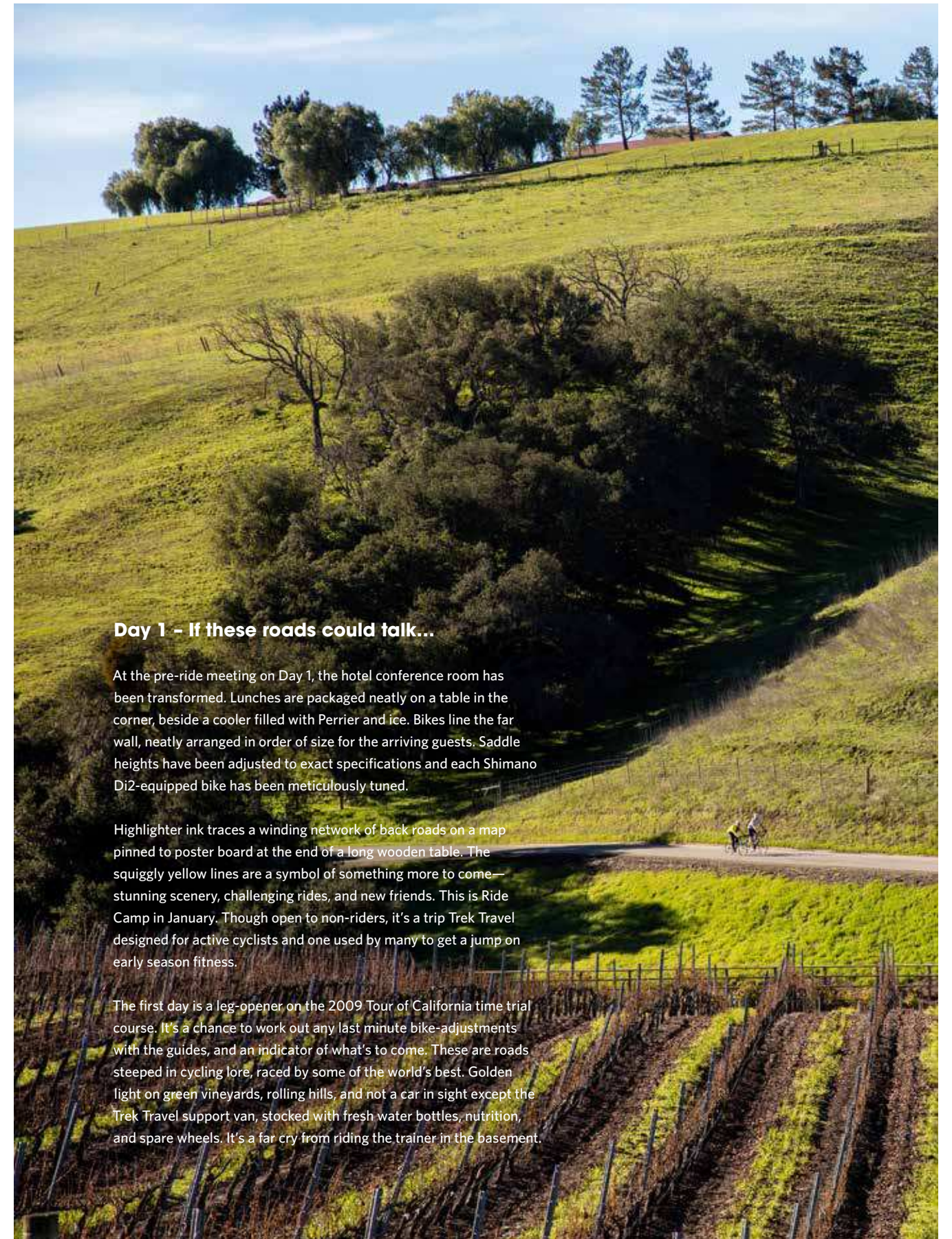
Trek Travel, which last year was voted as one the world's best tour operators by Travel + Leisure, offers guided cycling tours in Europe, Latin America, Asia Pacific, the United States, Cuba, and more. We traveled to Southern California's vineyard-rich Santa Barbara County for the four-day Ride Camp, and it turned out to be exactly what Trek Travel promised it would be—the cycling vacation of a lifetime.

Here in Solvang, California, travelers gather from around the world to wine, dine, and admire the Danish-style replica architecture. Throughout



the town of 5,000 year-round residents, buildings feature thatched wooden rooftops and streets are adorned with Danish pastry shops, windmills, and even a 1/3-scale reproduction of Copenhagen's Round Tower.

To many, this is the charm of "The Danish Capital of America." But for cyclists, Solvang and the Santa Ynez Valley are also known as home to stages of the Tour of California and some of the country's finest riding roads. The region is a cycling mecca for amateurs and pros alike, and a fitting home for Trek Travel's Ride Camp.



Day 1 - If these roads could talk...

At the pre-ride meeting on Day 1, the hotel conference room has been transformed. Lunches are packaged neatly on a table in the corner, beside a cooler filled with Perrier and ice. Bikes line the far wall, neatly arranged in order of size for the arriving guests. Saddle heights have been adjusted to exact specifications and each Shimano Di2-equipped bike has been meticulously tuned.

Highlighter ink traces a winding network of back roads on a map pinned to poster board at the end of a long wooden table. The squiggly yellow lines are a symbol of something more to come—stunning scenery, challenging rides, and new friends. This is Ride Camp in January. Though open to non-riders, it's a trip Trek Travel designed for active cyclists and one used by many to get a jump on early season fitness.

The first day is a leg-opener on the 2009 Tour of California time trial course. It's a chance to work out any last minute bike-adjustments with the guides, and an indicator of what's to come. These are roads steeped in cycling lore, raced by some of the world's best. Golden light on green vineyards, rolling hills, and not a car in sight except the Trek Travel support van, stocked with fresh water bottles, nutrition, and spare wheels. It's a far cry from riding the trainer in the basement.



Day 2 – Your ride is what you make it

At the pre-ride meeting the next morning, guides Matt Pourbaix and Chelsea Murray take us through the day’s route, which they’ve pre-loaded on Garmins for us. It takes the group out of Solvang via Ballard Canyon to some of Santa Barbara’s most famous vineyards. At just under 50 miles, it’s the first long ride of the trip. Any apprehension about the distance is quickly quelled by Matt, who says simply and emphatically, “You’re going to love it!”

A Trek Travel trip is whatever you want it to be. This is a point stressed by the guides. You’re there for the experience you want, and the guides are there to help you get it. “Anything you can think of,” Chelsea says repeatedly, “don’t hesitate to ask.” And she means it. For both Matt and Chelsea, and for every Trek Travel guide, it’s entirely possible that “no” isn’t part of their vocabulary.

Each day, one guide rides among the group and the other drives the support van. The guides are in constant communication. “That van is there for you guys,” Chelsea explains. “Let us know, and we’ll make it happen.”



Riding with this kind of support, it turns out, is something extraordinary. For all the enjoyment of cycling at home, it takes effort to plan a ride, choose appropriate apparel, and carry everything you’ll need to confront any mechanicals you’ll encounter. Simply put, even the best rides require tedious preparation that can feel like a chore. Trek Travel takes worry out of the equation so that you can fully immerse yourself in the adventure of the ride. Perhaps best of all, to ride these roads with Trek Travel is to imagine what it must be like for the pros in races like the Tour of California and even the Tour de France. Support is always at hand, and that lets you engage with the experience in a way that’s typically reserved only for the most elite riders.

Part way through the day’s route, the group splits as a number of riders stop off at local vineyard for a mid-ride wine-tasting. This is wine country, after all. “You’re going to love it,” Matt had said that morning. And he was absolutely right.



Day 3 – The Jalama Beach Challenge

Anyone can visit, and even ride, in beautiful places. But the guides make a Trek Travel trip something more. It takes a certain personality to shine in this role. Guides are culled from an enormous application pool, in a hiring process that ranks among the most competitive in the country.

Matt Pourbaix, who spends his time away from work living and fishing (not necessarily in that order) in Miami and Puerto Rico, explains that some might have found the months-long hiring process intimidating. He found it intense but motivating. One of his interviews landed on Super Bowl Sunday, and another on Valentine’s Day. Coincidence? He doesn’t think so. There are a lot of people with extraordinary patience and hospitality, but this job is for people who recognize the impact that a guide has and understand the responsibility of helping people build memories they’ll hold for the rest of their lives. It takes someone who loves people, and that’s not something you can fake.

In the meantime, Trek Travel guides learn the ins and outs of every ride destination and share their secrets. Need to know where to find

Solvang’s best aebleskiver? Matt’s your guy. Need to know what aebleskiver is? He’ll tell you that too (Danish for “pancake puff”).

On the third day, the group follows Highway 1 out of Solvang toward the Pacific Coast for a gorgeous out-and-back ride through rolling vineyards and over the top of the long climb to Jalama Beach County Park, a world-renowned locale for surfing, sailing, and fossil-hunting, and home to the Jalama Beach Grill.

“The Jalama Beach Challenge is like a rite of passage for Trek Travelers,” Matt explains. For all who dare, the contest is simple. One beer, one order of fries, and one Famous Jalama Burger. Then get to the top of the eight-mile, 1100-foot climb in under an hour. Many have attempted, few have triumphed. And though everyone in our group opted for the made-to-order sandwiches prepared by the guides that morning, the Jalama Beach Challenge will be there for the next tour, waiting for a brave soul to add their name to the list of legends.



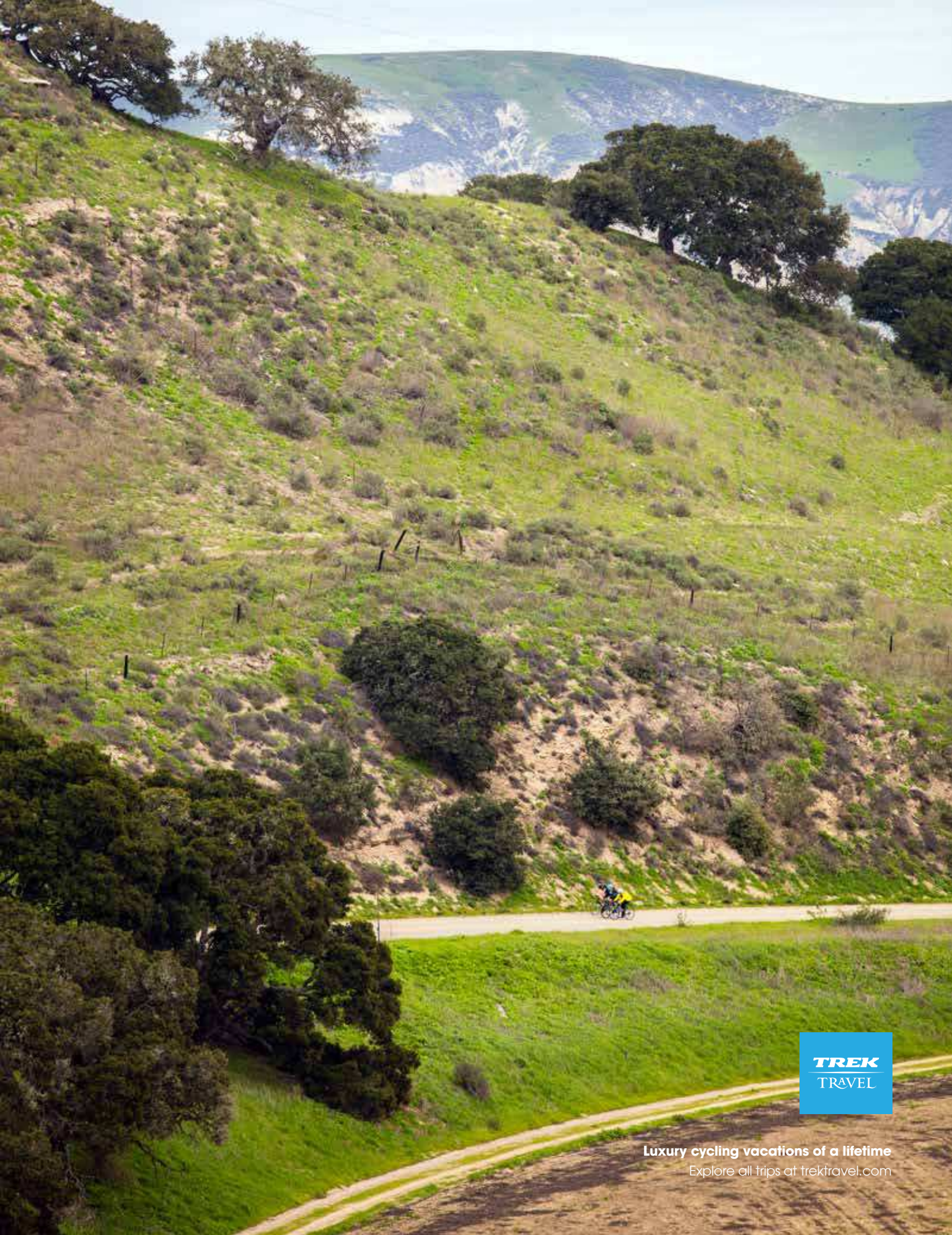
Day 4 - Does it really have to end?

When it comes to adventure by bike, there’s certainly something special about self-reliance and the mystery of not knowing where the next turn will lead you. But there’s also something great about having adventure and returning to a comfortable bed come nightfall. And there’s something even better about that bed being in a world-class hotel, chosen by a guide with a passion for finding places you won’t ever forget.

Our stay is abbreviated—several riders in the group are staying on to complete the full seven-day Ride Camp option—and we’re sorry to leave them early. They’ll go on to test themselves against the fabled

Mt. Figeroa, the Queen Stage of the Ride Camp experience, where they’ll experience the stunning views of the Santa Ynez Valley and Channel Islands.

In our short adventure, we have been transported—not just to one of the finest cycling locales in the country, but to a new state of mind. And that’s the greatest gift of a Trek Travel trip. As we return to our desks and our daily responsibilities, we have those winding roads, and vineyards, and the Southern California sunshine, knowing that a great escape is so much closer than we ever knew.



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Trek-Segafredo Training Camp
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MADONE

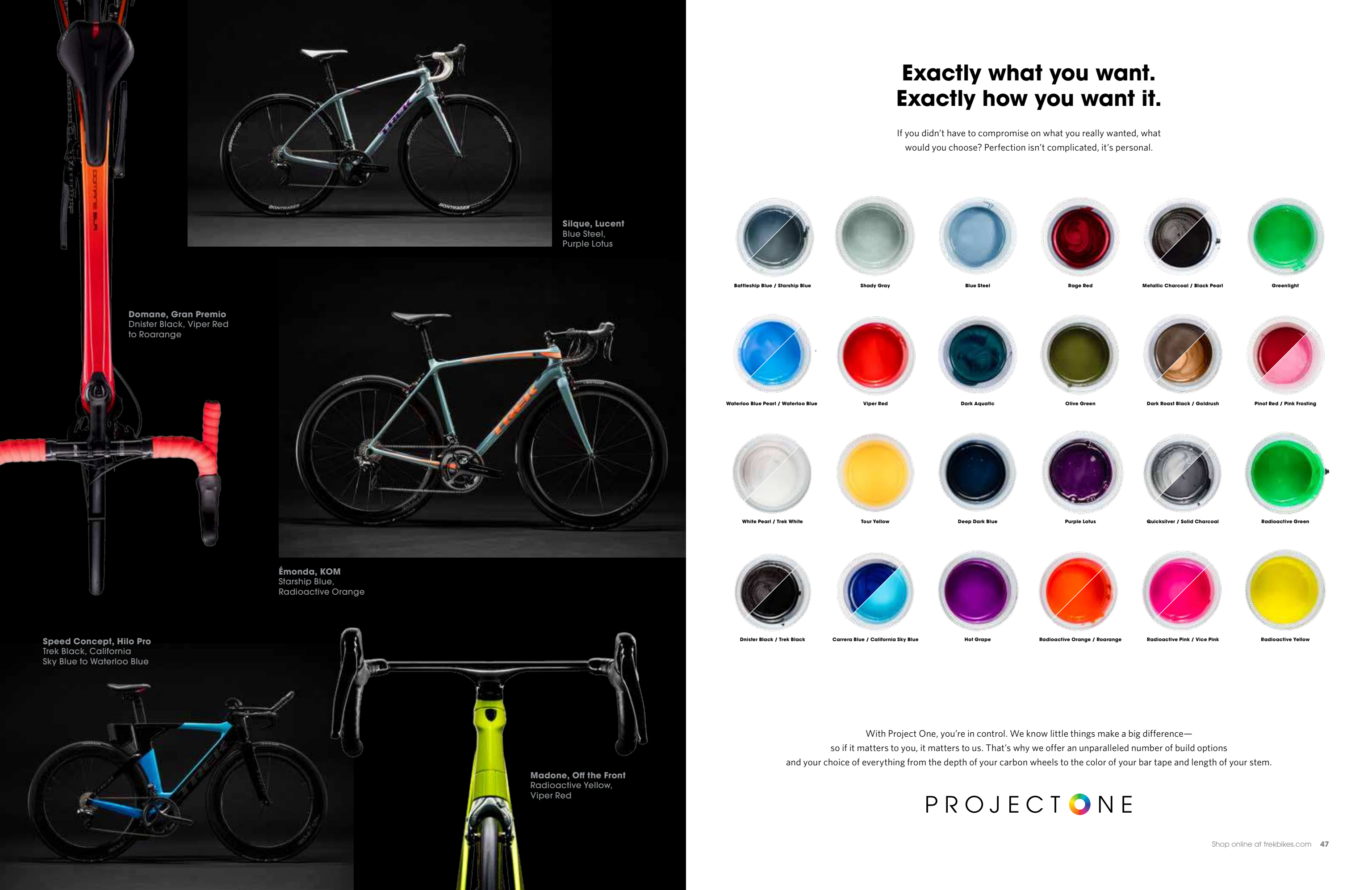
The ultimate race bike

There's no denying Madone is something exceptional. It's the perfect fusion of power, aerodynamics, ride quality, and integration in one complete system with absolutely no compromises.



Madone 9.9

Available in 6 models beginning at \$5,000.



Domane, Gran Premio
Dnister Black, Viper Red to Roarange

Silque, Lucent
Blue Steel, Purple Lotus

Émonda, KOM
Starship Blue, Radioactive Orange

Speed Concept, Hilo Pro
Trek Black, California Sky Blue to Waterloo Blue

Madone, Off the Front
Radioactive Yellow, Viper Red

Exactly what you want. Exactly how you want it.

If you didn't have to compromise on what you really wanted, what would you choose? Perfection isn't complicated, it's personal.



Battleship Blue / Starship Blue



Shady Gray



Blue Steel



Rage Red



Metallic Charcoal / Black Pearl



Greenlight



Waterloo Blue Pearl / Waterloo Blue



Viper Red



Dark Aquatic



Olive Green



Dark Roast Black / Goldrush



Pinot Red / Pink Frosting



White Pearl / Trek White



Tour Yellow



Deep Dark Blue



Purple Lotus



Quicksilver / Solid Charcoal



Radioactive Green



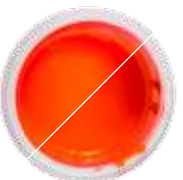
Dnister Black / Trek Black



Carrera Blue / California Sky Blue



Hot Grape



Radioactive Orange / Roarange



Radioactive Pink / Vice Pink



Radioactive Yellow

With Project One, you're in control. We know little things make a big difference—so if it matters to you, it matters to us. That's why we offer an unparalleled number of build options and your choice of everything from the depth of your carbon wheels to the color of your bar tape and length of your stem.

PROJECT ONE

ÉMONDA

Our lightest production road line ever

Every detail of the Émonda line, from frame design to each component choice on every model, serves the same audacious goal: to create the lightest line of production road bikes ever offered.



Émonda SL 6

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Alberto Contador
Trek-Segafredo
2X Giro d'Italia Champion
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Seth Eckert
Trek Road Bike Designer



SPECTER JERSEY 13016 | \$109.99 

SPECTER BIB SHORT 13017 | \$119.99 

VELOCIS 5" SOCK 13302 | \$15.99 

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BALLISTA MIPS ROAD BIKE HELMET 14036 | \$199.99 

COTTON CYCLING CAP 12174 | \$19.99 

RACE GEL GLOVE 11487 | \$34.99 

Christopher Eisenrud
Sospel, France



MEN'S ROAD APPAREL

Suit up for spring

There's nothing like the open road after the first sign of spring. But unpredictable weather can present a challenge. This is the versatile road wear that combats quickly changing temps, road debris, and April showers to keep you logging miles in comfort.

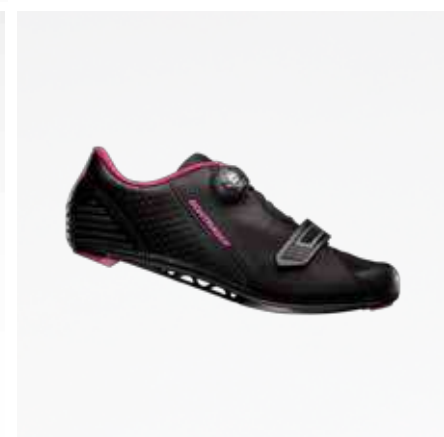
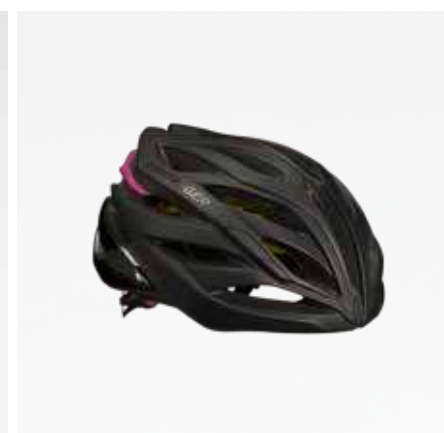
Kristin Bærland &
Christopher Eisenrud
Sospel, France

WOMEN'S ROAD APPAREL

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Every road leads to adventure, but not all women's apparel stands up to it. Be prepared for wherever your road takes you with Bontrager's versatile, durable, stylish women's road collection.

Holly Lawrence
2016 Ironman 70.3
World Champion



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SILQUE WOMEN'S

Smooth as Silque

Silque with IsoSpeed is built for speed and stability over the long haul. The road-smoothing women's specific design is nimble, responsive, and stable on unpredictable road surfaces, so you can pedal farther, faster, and more confidently.



Silque SLR 6

Available in 7 models beginning at \$1,790.



Drops Cycling Team
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If for any reason you're not satisfied with your Bontrager purchase, return the item, along with proof of purchase, to a Trek retailer or trekbikes.com within 30 days for an exchange or store credit.

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AJNA ELITE

"The Bontrager Ajna Pro Carbon works so well for me that I now have it on three of my bikes."

Ten products I loved in 2016
Anne-Marije Rook, December 2016

THE WORLD'S BEST SADDLE FOR WOMEN

Ajna Pro Carbon Women's Saddle

It takes years of research and development to make a women's saddle that fits perfectly, but only an instant to feel the difference. Lightweight, high-performance, and equally at home on the road and trail—it's simply the last saddle you'll ever need.



Shaped nose, size-specific curvature, and full-length contoured cutaway for the best performance, comfort, and fit for women.

13691 | \$199.99



GARMIN

The gauntlet has been thrown

Early spring rides are a predictor of race-season results. If you've put in the off-season work, tracking your rides with Garmin is a great way to prove it. Plus, who doesn't love that little KOM shield next to their Strava username?



GARMIN EDGE 1000

Whether you are riding to improve your own personal best or see where you stand against the pros, Edge 1000 lets you connect, compare and compete.

12961 | \$499.99



GARMIN EDGE 820

Edge 820 is a compact, touchscreen cycling computer for competitors and achievers who need navigation, advanced performance monitoring, GroupTrack and connected features.

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GARMIN EDGE 520

The GPS bike computer that's right-sized for competitive cyclists and packed with features.

13620 | \$299.99



Garmin Edge 1000
Bontrager Ion 350 RT head light
Bontrager Blendr stem and mounts

Clean bars, better rides. Bontrager's Blendr system is the simple way to seamlessly integrate computers, lights, and more. See what's possible on p. 26.



Col de la Madone
Thiéry, France

PROTECT THE ONES YOU LOVE

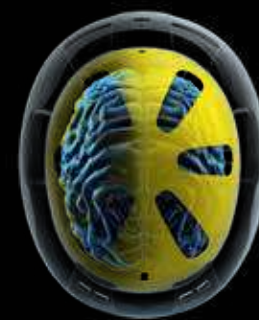
Bontrager MIPS helmets pair advanced safety technology with comfort and style



Rory
Zoo ride
Madison, WI

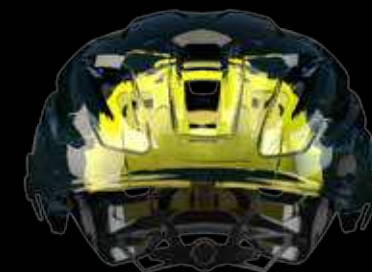
WHAT IS MIPS?

The Multi-directional Impact Protection System is a groundbreaking helmet technology created through years of research into the brain's natural way of protecting itself. In a MIPS helmet, the shell and liner are separated by a low friction layer that allows the helmet to rotate independently around the head in a crash, redirecting energy and providing better protection in certain angled impacts.



MIMICKING THE BRAIN

MIPS imitates the brain's way of protecting itself by giving the helmet its own low friction layer between the outer shell and the liner.



LOW FRICTION LAYER

In a MIPS helmet, the shell and the liner are separated by a low friction layer, allowing the helmet to slide relative to the head during an angled impact.



ANGLED IMPACT

Conventional helmets are tested by dropping vertically onto a flat surface. MIPS helmets are designed to deal with how accidents actually occur, with angled impacts to the head.



GO!

Alison Cohen
Elfreth's Alley
Philadelphia, PA

American revolution

In the birthplace of American freedom, one woman is leading the battle to change how Americans move

The adventure of urban movement has always begun with a complicated problem: how do you efficiently move large numbers of people within a condensed space? Now add the changing on-demand expectations of a modern society. What does the solution to move people look like?

In Philadelphia, a woman named Alison Cohen is re-inventing the way people move in some of our largest cities by making bikes more accessible. Her company, Bicycle Transit Systems, which in 2017 formed a strategic alliance with Trek Bicycle's bike share company, BCycle, is responsible for bike share systems in some of the nation's largest, and traditionally most bike-unfriendly cities, including Los Angeles, Las Vegas, Oklahoma City, and her home town of Philadelphia.

What she is working towards is on-demand urban transportation with no parking troubles and no emissions—a bike when you need it, and gone when you don't.

When you collect a bike at a docking station, you might not realize that it takes a complex network of mechanics, city planners, advocates, and data analyzers collaborating to make that bike available at that exact time and place. In addition to fostering relationships with communities of all sizes to launch bike share programs, Bike Transit provides the operations management and support that keeps the bikes maintained and stocked at the stations where riders use them. It's complicated work, and it takes a visionary like Alison to manage it all.

Philadelphia's Indego bike share is headquartered in a renovated automotive repair shop. It has the bustling energy of a recently funded start-up. The garage is an appropriate location for the 36 employees working toward a transformative transportation effort, and the

minimalist interior, where no one has an assigned desk, is a statement about Bike Transit's values and their focus on the larger mission. Toward the back of the office by the five fully stocked mechanic's stands, a queue of Indego bikes is neatly organized, each waiting its turn for repair and triumphant return to the streets.

Before the implementation of Philadelphia's Indego system, bike share systems around the country were serving a disproportionate number of upscale neighborhoods and populations, and not creating equitable access to transportation. Working with the City of Philadelphia, Bike Transit, with Alison's leadership, made a change, prioritizing underserved neighborhoods that would actually benefit from bike share, and implementing a simple cash payment system for unlimited monthly use of the bikes, which riders could purchase at convenience stores.

"Bike share should serve all people equally," she says. Because more people who need the bikes now have access to them, Bike Transit has created the most equitable and accessible bike share system in the nation in Indego. That's a win for everyone, and also an indicator of what's to come.

"It's like a trail in the woods," Alison says. "You know it's going somewhere, but you don't quite know where the next turn will lead you or what the adventure will be."

Want to be on the leading edge of a transportation revolution? It's simple: if you have access to a bike share system, make it a part of your daily routine. If you don't, contact your city officials and ask for one. You may find yourself hosting Alison Cohen and Bicycle Transit Systems in your city soon.

What she is working towards is on-demand urban transportation with no parking troubles and no emissions—a bike when you need it, and gone when you don't.



This is going to change your life



Trek electric bikes are all about possibility.

With pedal-assist technology, you ride and pedal them like any other bike, but can go farther and faster than ever before. Hills will melt away beneath you. And with 15 years of experience manufacturing electric bikes and reliable drivetrains from the world's leading suppliers, you'll worry less and ride more.





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More distance
More speed
More freedom
More energy
More places to explore



Andre
Austin, TX

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Try an electric bike today

Climb any hill

With the gravity-defying capabilities of an e-bike, hills seem to disappear beneath you.

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An e-bike is the great equalizer—electric assist allows riders of different speeds to easily ride together, so you'll never have to worry about keeping up.

Don't sweat the commute

Beat the traffic and show up to work looking fresh and ready for the day. It's a sweat-free ride.

A clean solution for a messy world

No emissions. No parking fees. No gridlock. No fill-ups. Simply a clean and convenient ride.

Get out there

More than 9 out of 10 e-bike users ride weekly. Versatility means you always have a reason to ride.

Farther. Faster.

More speed and more distance make fitting a ride into your day easier than ever.



SUPER COMMUTER+ 8S

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There's no reason to hit the snooze button when your morning commute feels like a dream. With unmatched efficiency and capability, Super Commuter+ is the first electric bicycle to make getting where you need to go exactly where you want to be.

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Amplify your adventure with the transformative combo of pedal-assist and the same trail-tested technologies found on all Trek mountain bikes. From gravel paths to the mightiest mountains, nothing stands in the way of a Trek e-MTB.



Powerfly 8 FS Plus



Powerfly 7



Powerfly 5



Powerfly 5 Women's

Commuter

Say goodbye to a commute that wears you down. Say hello to one that excites with a sweat-free ride designed to make simply getting there and back the highlight of your day.



Super Commuter+ 8S



Conduit+



XM700+



XM700+ Lowstep

Recreation

Around town or on the path, you'll love the freedom that comes with exploring on an electric bike designed for nothing more than having a good time.



Dual Sport+



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Lift+



Lift+ Lowstep

GEAR UP
& GO!

Go now. Life's too short for would-haves. Get out, ride more, follow your own compass, and bring your friends. Start your next great adventure at trekbikes.com.



OUR BIKES BUILD TRAILS. \$10 from the sale of every Trek full suspension bike helps the International Mountain Bike Association create, enhance, and preserve great mountain biking experiences throughout the world. Since 2008, these funds have built 153 new trails in 37 states.



placesforbikes
Supported by TREK

OUR HELMETS BUILD THE FUTURE. \$1 from the sale of every Bontrager helmet supports Places for Bikes, which provides guidance, a rating system, leadership conference, and professional support for transforming cities throughout the United States in the ongoing effort of becoming a bicycle friendly nation.

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OUR TIRES BUILD STRONG CHILDREN. \$1 from the sale of every Bontrager mountain bike tire supports the National Interscholastic Cycling Association (NICA). NICA, one of the fastest growing high school participation sports in the country, currently competes in 19 leagues spanning 18 states. Trek is proud to support NICA's goal of giving every American youth the opportunity to build strong body, mind, and character through interscholastic cycling.



SHOP LOCAL. A website can't fix a flat, tune your derailleur, correct your saddle height, pour you a cup of coffee, or wax endlessly about that one time when you almost won that one thing. Locally owned bike shops are the heart and soul of cycling, and that's why Trek is only available at the very best ones.