



# SEA OTTER CLASSIC

APRIL 20-23, 2017 • MONTEREY, CALIFORNIA, USA • [SEAOTTERCLASSIC.COM](http://SEAOTTERCLASSIC.COM) POWERED BY **SRAM**™

December | 2016



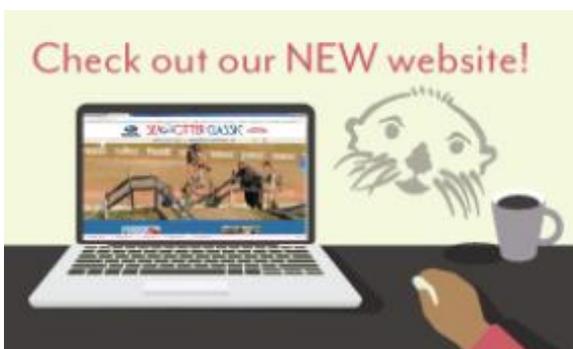
- Athletes can register [here](#) for Racing, Gran Fondos, or Tours.
- Stuff those stockings with Skipper swag. Check out the gift options at the [Sea Otter shop!](#)
- Sleep in style and stay close to the action, [book your camping spot](#) and reserve your RV today.
- Save money and pre-order festival passes [here](#).



*Be sure to read all the way through for important event information!*

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## Sea Otter Event News



### Technology Takes Over at Sea Otter 2017

A newly-redesigned website, Trailforks innovative mapping technology, interactive Expo map, and your own personalized schedule are just a few of the tech improvements that you will see at Sea Otter 2017. Check out our recent [press release](#) to read more.



### Are You Licensed to Race?

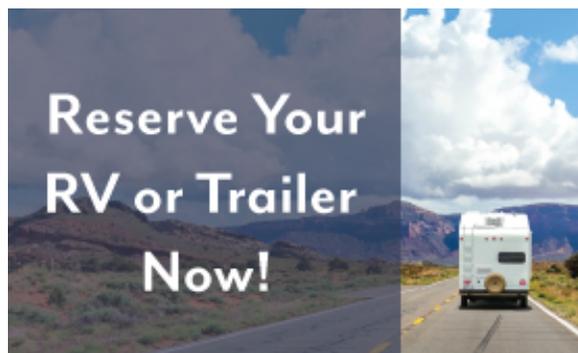
After you register, take some time to review the specific licensing requirements for your events. It's important to note that one-day licenses cannot be purchased online prior to the event. They must be purchased on-site so be prepared for that if you are planning to race on a one-day license. USA Cycling license information can be found [here](#).

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### Chain Reaction Cycles to Offer Even More Products and Activities at Sea Otter 2017

Chain Reaction Cycles has just launched their [Sea Otter events page](#) where you can see all they plan to bring to Sea Otter in 2017. They will showcase more bike products and offer even more interactive activities, useful product information, and helpful buying tips. Make sure you plan a stop at their big blue tent!



### Sleep in Style at Sea Otter

Want to stay close to the action but prefer a bed over a tent? [Family RV](#) has you covered as they have a variety of trailers and RVs for rent. You can even have Family RV deliver your RV to your Sea Otter campsite for you! Review the process for reserving an RV in the [Camping Adventure](#) section of the website. Don't forget to ask for the 5% discount for Sea Otter attendees!

A blue banner with the "Chain Reaction Cycles" logo on the left. The text says "Every item on your winter wish list... all under one roof" with a sun icon. On the right, a black button says "Shop now &gt;" with leaf icons.

### 2017 Sea Otter Store is Open!



### Shop the Sea Otter Store Now!

Stuff those stockings with Sea Otter 2017 merchandise now available at the [Sea Otter Store](#). Cycling apparel, Christmas merchandise, festival passes, and more are all available to be shipped to you.



### Thank You Veterans

With much gratitude for your military service, the Sea Otter Classic offers a number of benefits to recovering veterans with disabilities and retired veterans, as well as active duty personnel and their families. Check out our [Community Involvement](#) page for more information on how to obtain your veterans discount.

# -PRIMAL- Holiday 12 Pack



## Protect Yourself with AirMedCare

Hopefully the last thing you'll need at Sea Otter is an air ambulance. Give yourself some piece of mind to know that AirMedCare is there for you if you need it by [joining today](#).



## Exhibiting at Sea Otter? Make an IMPACT

Don't get lost in the crowd. [Impact Canopy](#) has 5 tips for those looking to make an IMPACT at Sea Otter 2017: (1) you need shade, so get yourself a canopy, (2) brand yourself, get your banner flags out there, (3) bring water, (4) pack your sunglasses, and finally, (5) bring sunscreen because it is going to be HOT!



## Protect Your Bike This Winter with WD-40 BIKE

[WD-40 BIKE](#) is thrilled to bring back its DIY bike wash station to Sea Otter 2017. There you can try out the WD-40 BIKE All-Purpose Bike Wash and then apply either the WD-40 Dry or Wet Lube to your bike's chain. Looking to get your bike in shape this winter? Check out the WD-40 BIKE [informational videos](#) for tips on how to use all the products.



## Remote-Controlled Jeeps, Animal Scat and More at the California State Parks Booth

Back again for 2017, the California State Parks will have a booth set up in the Kids Area where kids (and grown-ups) can test their skills on the remote-controlled Jeep obstacle course. Animal skulls, pelts, talons, feathers, and even scat will be available to examine. Learn about all the recreation opportunities offered by the state parks at this informative and fun booth.



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## Sponsor Spotlight



With the go-anywhere capability of Symmetrical All-Wheel Drive, Subaru will get you to your next trail ride and back. That's why we're proud to sponsor the Sea Otter Classic. Let's look forward to the many dirt trails ahead. Love. It's what makes a Subaru, a Subaru.



SRAM® is a global manufacturer of high-end bicycle components. SRAM is the 2nd largest manufacturer of bicycle components in the world. With 3000+ employees, and offices and manufacturing in 20 countries, SRAM is truly a world-class leader in performance bike parts.



Pedal power meets electric power! Come visit Bosch eBike Systems and our manufacturer partners, where we're offering free test rides on MTB, fat tire, road, trekking and more from a wide spectrum of eBike brands.



Specialized was founded in 1974 by riders for riders. Based in Northern California, we focus on the rider's need for functional and technically advanced products that provide a performance benefit.



Headquartered in Scotts Valley, CA, FOX designs and manufactures high-performance suspension products primarily for mountain bikes, side-by-side vehicles, on-road and off-road vehicles and trucks, all-terrain vehicles, snowmobiles, and specialty vehicles.



100% is inspiring a new generation of racers and asking the original tag line, "How much effort do you give?" Based in San Diego, California, 100% produces a collection of premium eyewear, goggles, helmets, gloves, and sportswear for today's demanding racer.



SockGuy manufacturer of the most comfortable performance socks you'll ever wear, is a 20-year-old company comprised of avid cyclists, runners, club players and weekend warriors. All of SockGuy's performance socks are made in the USA.



WD-40 BIKE offers products for essential bike maintenance: Clean, Lube, and Protect. We make bike maintenance easy for riders of all levels so you can ride with confidence. Watch product demonstrations at [wd40bike.com](http://wd40bike.com).



Bicycle insurance to protect your cycling lifestyle. Covering all types of accidental damage, theft, medical, liability, and stranded cyclist assistance. Rider owned and operated - Underwritten by Market American specialty insurance company.

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## Sea Otter Europe

Scenic Girona, Spain is gearing up to host [Sea Otter Europe](#) on June 2-4, 2017. Cyclists who attend Sea Otter Europe can expect to see many of the same events and activities that they have grown to love at the Sea Otter Classic in Monterey, CA. Mountain bike racing, dual slalom, pump track, children's activities and the expansive product exposition will be just some of the highlights of this European bicycle festival.

[REGISTER TODAY!](#)



# Bicycle Leadership Conference

The [Bicycle Leadership Conference](#) is cycling's premiere executive-level conference. The two-day event is held on Monterey's historic Cannery Row at the Monterey Plaza Hotel & Spa.

Nearly 250 attendees will address the opportunities and threats the bicycling industry faces in today's competitive market.

The BLC offers terrific networking opportunities including morning bike rides and a private dinner at the world famous Monterey Bay Aquarium.

[Register by January 31st to save \\$100!](#)



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