

# SUBARU

# Sea Otter Classic

APRIL 14-17, 2016 • MONTEREY, CALIFORNIA, USA

POWERED BY SRAM

December | 2015



- Show your Skipper pride, check out **Sea Otter merchandise!** [Click here.](#)
- Stay close to the action, book your **camping** spot now as sites are filling fast. [Click here.](#)
- Enjoy **special hotel rates** available only to Sea Otter attendees, check them out [here.](#)
- **Save money** and pre-order festival passes. [Click here.](#)



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

## Sea Otter Event News



### Subaru Owners Can Get a Free Entry!

You have a special place in your heart for your Subaru and the feeling is mutual. We have a [special deal](#) from Subaru and a collection of other Sea Otter sponsors - just for Subaru owners - which includes great products, festival passes and a race or ride registration. Save big just for driving a Subaru!



### Free Commemorative Skipper Ornament

Add a little Sea Otter cheer to your home this holiday season with a special collector's edition [Skipper holiday ornament](#), absolutely free (shipping & handling fee applies). Hop on to the Sea Otter store and grab yours today before they're gone !



### Check out the Full Exhibitor List

Find your favorite brand's booth at Sea Otter! More than 75 exhibitors are already signed up with more added each day. See the full exhibitor list [here](#).



### Sea Otter Store is Open

Get your holiday shopping done early with some Skipper wear, new cycling apparel and more at the [Sea Otter store](#). Order by December 15 to ensure Christmas arrival.



### Photo Tips from Sea Otter Pros

Wondering how to light up your Instagram feed (or maybe beef up that portfolio before pitching a story to your favorite magazine) during Sea Otter? Check out the first edition of "Sea Otter Stories" for tips from Sea Otter's staff photographers on how to make the most of your time behind the lens at Sea Otter this year.



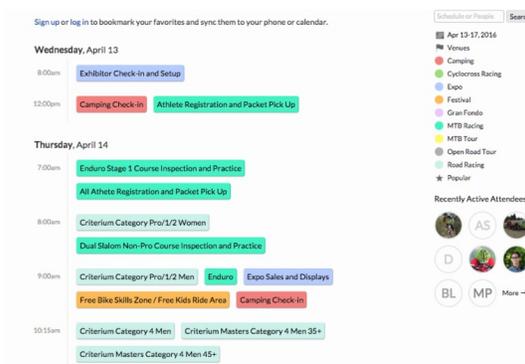
### Recreational Rides Expand

Sea Otter's recreational riding opportunities continue to expand and 2016 will feature a new Open Road Tour in addition to a Mountain Bike Tour and a pair of Gran Fondo options. [Register today](#) for the ride that's right for you, whether it's the gravel race style of the Open Road Tour or a beautiful coastal cruise on a Gran Fondo..



### Book Your Campsite or Hotel

Lock in your favorite spot for Sea Otter and start counting down the days until Monterey. [Book](#) a campsite or hotel for Sea Otter today - spots fill up fast!



### Schedule Shaping up for 2016

From morning to night, Sea Otter's [schedule](#) is already packed and new events are being added all the time. Check out race times, festival events and more.



## Sponsor Spotlight



When you see a Subaru driving down the road or at a trailhead, chances are it will be loaded with a mountain bike, kayak, or skis. That's because the Subaru Symmetrical All-Wheel Drive System provides drivers with superior performance in all types of conditions - essential for transporting outdoor sports enthusiasts to the mountains, the river and those "off the beaten path" destinations with safety and confidence. You could say that Subaru is the official vehicle of the outdoors.



SRAM(R) is a global manufacturer of high-end bicycle components. Founded in Chicago, Illinois in September of 1987 with the invention of Grip Shift(R) - a revolutionary twist shifter that enabled shifting gears with the twist of the wrist. In 1997 SRAM acquired Sachs Bicycle Components, in Schweinfurt, Germany and expanded its global reach throughout Europe. Today, 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.



The company was established in 1984 when George and Janice Watson opened Ballynure Cycles in the small village of Ballynure, Northern Ireland. In 1989 the shop moved to the larger premises and was rebranded as Chain Reaction Cycles, offering specialist brands with everything for sale via mail order. ChainReactionCycles.com website launched in 1999, and the company moved again to new premises in 2005 in order to accommodate a growing product inventory and workforce. As the World's Largest Online Bike Store, the company provide everything for the cycling market.



Thule was established in Sweden in 1942. And ever since then, we've made it our business to bring you closer to the world and your passion for life. We are an international group of people united by our own passion for helping active families and outdoor enthusiasts. Thule helps you transport anything you care for safely, easily, and in style so you are free to live your active life. We believe in the value of an active life - whether you're in the city or the great outdoors.



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, specialty vehicles and applications, and motorcycles. For more than three decades, FOX's team of enthusiasts and professional athletes has been improving vehicle performance through a unique commitment to redefining ride dynamics.



Bollé is an industry leader in the design and production of innovative, high-performance gear for cyclists. Driven by the latest technologies and a number of unique features, the brand's new Cycling Solution - an integrated approach to helmets and sunglasses - is about putting 100% focus on making the best possible equipment for all of the different ways you ride.



Since 1965, Ashworth Awards has been the leader in the sports



WD-40 BIKE offers a complete line of high-performing bike care products to



Cycle California! Magazine provides resources and inspiration to bike

endurance market for custom medallions, awards and unique designs. We have proudly established long standing relationships with some of the most recognized names in the world of sports including: The Boston Marathon, Ironman, US Figure Skating, Lifetime, Girls on the Run, Challenged Athletes Foundation, USA Triathlon, Interbike, National Interscholastic Cycling Association and many others. We are proud to be the official medal and award sponsor for the Subaru Sea Otter Classic in 2016.

Clean, Lube, and Protect your bike. With offices headquartered in Solana Beach, CA, our team travels across the nation to offer free professional bike wash & lube service at various road, cyclocross, and mountain bike events with our cleaners, degreasers and lubes. Be sure to find us at this year's Sea Otter Classic at the Bike Wash Station.

riders from novice to advanced, encouraging a healthy lifestyle centered around the bike. Casual cyclists and competitive athletes find original freelance-written content about places to explore on two wheels, whether close to home or across the ocean. Our curated calendar of bicycling, running and triathlon events is the largest and most up-to-date in the west. Mountain bike enthusiasts, long distance road riders, and urban commuters are invited to join the journey and explore the world from the saddle of a bike.

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## Get Involved



### #GivingTuesday Comes Up Big for World Bicycle Relief

Last year on #GivingTuesday, we challenged our global community to give 500 bicycles in one day. This year, our goal was 800 bikes. Around the world, you rallied your friends, families and colleagues like never before. The result: 1,087 bicycles for students in just 24 hours. Through our match, this means that we'll be empowering 2,174 students! You can still donate and have your gift matched. Give [here](#).



### Six Families Win for 'Take a Kid Mountain Biking Day'

Take a Kid Mountain Biking Day (#TKMBD), presented by Subaru, is IMBA's largest, one-day annual event and brings together kids big and small to celebrate the joy of riding bikes on trails. This year was the twelfth edition and drew more than 15,000 participants at 206 events across the U.S. and in nine other countries. Read more [here](#).

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## Bicycle Leadership Conference



### Register Now! Early Bird Discount Ends Dec. 15

Registration for the Bicycle Leadership Conference is now open for the 2016 event, April 12-14, 2016, in beautiful downtown Monterey. Registration discounts are available for BPSA members and an Early Bird Discount is available until December 15. For more information on the event and to register, click [here](#).



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www.SeaOtterClassic.com  
800.218.8411

