



SEA OTTER CLASSIC

APRIL 20-23, 2017 • MONTEREY, CALIFORNIA, USA • SEAOTTERCLASSIC.COM POWERED BY **SRAM™**

March | 2017



- Register **TODAY** for Racing, Gran Fondos, or Tours. **Prices go up on April 3!**
- **Time is running out to save on your lodging!** [Book your room today!](#)
- Save money and **pre-order festival passes** [here](#).
- **Bring the kids** to Sea Otter! Free admission for kids, egg hunts, bounce houses, and more!
- Races, athlete meet-and-greets, trials and more! **Check out the [online schedule](#)** to see what's happening at this year's Sea Otter.



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

Sea Otter Event News



Register Today! Prices Increase on April 3

Don't get left in the dust! Sea Otter 2017 is right around the corner. Races and recreational rides are filling up so [grab your spot today](#). Prices increase on April 3!



Time is Running Out to Save on Lodging

With only six weeks until Sea Otter comes to Monterey, you need to act fast to take advantage of our hotel discounts. See available hotels on our [Lodging Comfort](#) page and make your reservation today. Some discounts are only available for a limited time.



Buy Before You Go - Festival Passes

Save some time and get your festival passes now! Bring a friend or two and show them what Sea Otter is all about. When you buy in advance, one-day passes are available for \$15 and 4-day passes for \$50. On-site price is \$20 per day and there will be no 4-day passes offered. [Get your passes today!](#)



Thank You, Veterans

To show our gratitude for your military service, Sea Otter offers complimentary and/or discounted athlete registration and festival passes to veterans, active duty personnel and their families. Check out our [Special Offers page](#) for more information.



Feel the Uphill Flow at the eBike Demo Zone

"Uphill Flow changes your mindset and how you cycle. Suddenly, you can contemplate routes that you simply couldn't ride with a normal bike," says Trials world champion Stefan Schlie. Come experience this feeling for yourself at the eBike Demo Zone by test riding the latest eMTBs epowered by Bosch. "The eMTB in turbo mode drives me into a Superman-feeling," says Nicolas Vouilloz, seven-time Downhill World Champion. "The steepest climbs are possible, technical lines can be mastered and the feeling is just awesome. At Bosch, this is referred to as Uphill Flow." Bosch will be offering free eMTB demos and a chance to win a brand new 2017 eMTB during Sea Otter Expo hours Thu-Sun.



Race in the Haibike eMTB Race ePowered by Bosch

Want to try a thrilling new sport? Jump on a pedal-assist e-mountainbike and participate in the second annual eMTB race at Sea Otter 2017. Over 80 people participated in last year's inaugural race and we hope to see even more out on the course this year. "The eMTB race is intense in terms of difficulty and a unique opportunity to test the capabilities of the latest eMTBs. The course terrain will challenge you, contrasting between fast speeds and tests of your technical skills. Racers are supported by fantastic spectators which help create a fun and favorable environment that pushes you to perform above your limits," says Medhi Gabrillargues, Haibike Hero, who placed second behind Christoph Sauser in the inaugural eMTB race in 2016. The Haibike eMTB race epowered by Bosch will take place on Friday,



Chain Reaction Cycles @ Sea Otter Classic

A must visit for any Sea Otter attendee, the Chain Reaction Cycles stand packs a punch when it comes to eye candy and exclusive offers and promotions.

Browse and shop the latest bikes, components and apparel, get an up-close look at Sam Hill's one of a kind Grave Digger race bike and don't forget to check out the famous Chain Reaction Cycles mini pump track.

Catch us on your Snapchat filters and Live on Facebook at Sea Otter Classic!

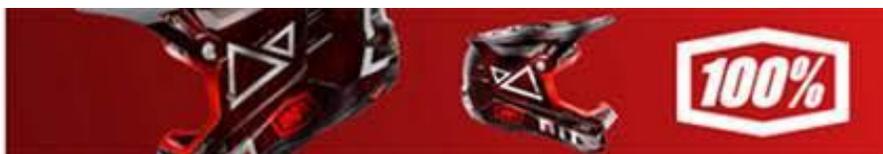


Get Your Bike Washed by Your Favorite Pro!

[WD-40 BIKE®](#) will be back at the Sea Otter Classic with a pro wash station on Friday, April 21 and Saturday, April 22, giving attendees a chance to get their bikes cleaned by their favorite pro bike athletes. Last year, top teams and athletes chipped in, including Jeremy Powers, Rebecca Rusch, Leigh Donovan, Courtenay McFadden, Teal Stetson-Lee, the Jelly Belly Pro Cycling Team, and the KHS-Maxxis-JLVelo Road Team. Teams and athletes participating at the 2017 Sea Otter Classic will be announced soon, and you can follow [WD-40 BIKE®](#) on [Facebook](#) and [Instagram](#) for updates.

For some tips on keeping your bike in top condition year-round, go to [WD40BIKE.com/Tips](#).

SP/17
AIRCRAFT



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](#).



Win a Brompton S2L

Brompton Bicycle's trademark racing series, the Brompton World Championship, will be returning to Sea Otter in 2018. In the meantime, you can stop by the Brompton booth for some practice on our head-to-head Brompton Roller Racing Championship. We'll have competitions all four days to lay down a time but the final will be held on Sunday afternoon, with a Brompton S2L



bolle.



We Have a Surprise for Our Visitors

Booth #369 is the place to be at. We offer the perfect environment for you to relax and take a breather. Impact Canopy is coming in strong this year and wants you to be part of it. Come by and have a great time with the Impact staff, vendors and other bike/cycling enthusiasts. Learn about what is new in the industry!

Ride - Wreck - Repair - Replace

Most of us have been there... you are hammering down the rock garden when the front wheel hits an off-angle rock and all of a sudden the bike stops dead. One wheel is destroyed, handlebar broken, brake levers trashed, and the frame top tube snapped. This is where a Velosurance policy steps in and pays to repair, or replace what can't be repaired, and you are back riding before the post crash bruises are healed.

After 15 years in general insurance we found that homeowner and renters policies do a terrible job insuring high-value bikes so we founded Velosurance to give our fellow riders better coverage at a fair price. All we do now is insure bikes. Get your [free quote](#) today. (Photo of Celia Ferguson by Andrew Dunlap)

PRIMAL

GEAR UP & SAVE

USE CODE **SAVE15**



Exciting New CLIF BLOKS Flavors Coming to Sea Otter 2017

CLIF® BLOKS™ Energy Chews provide quick, chewable, energy to athletes while training and racing



Bring the Kids to Sea Otter and Experience the Specialized Kids Activities

Admission for the 12 and under crew is free so there's no reason not to bring the kids with you when you come to

before or during Sea Otter. CLIF is rolling out some new flavors for you to enjoy - salted watermelon, ginger ale and spearmint. All flavors will be available for sampling at the CLIF Bar booth.

BLOKS come in 33 calorie cubes, with sleek and portable packaging, making it easy to customize and track caloric and electrolyte intake during long outings and races. Learn more about these products [here](#).

Sea Otter. This year brings the Inaugural Kids' Laguna Seca Race on Saturday. Kids will enjoy the bounce houses, egg hunts, trials shows and the Specialized Kids' track. 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.

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.



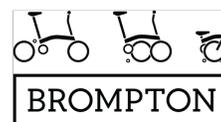
Primal Wear has emerged as the leading designer and manufacturer of premier cycling apparel for teams, clubs and events around the world.



From concept to execution our ePerformance bicycles feature advanced design, innovation, and breakthrough engineering. We are the industry leader in ePerformance and offer the most comprehensive lineup worldwide.



Jaybird has pioneered the sports Bluetooth headphone market and makes premium wireless sports headphones to inspire people to be active and empower them to improve their lives.



Handcrafted in the UK since 1975, the Brompton bike is completely customizable and has the ability to fold to one-third its size, easily accompanying you by train, bus, car, or plane.



Natural Fuel for Peak Performance - Natural Delights Medjool dates are a delicious, carbohydrate-packed fresh, whole fruit fit for wherever life takes you. Look for Natural Delights in the produce section.



Sea Otter Europe is a cycling festival taking place June 2-4, 2017 in Girona, Spain. Join in competitions, exhibitions, and all kinds of activities related to cycling.



With a selection of park, trail and skill focused ramps available, FlowForm Bike Ramps is the low maintenance, rider focused solution to your community's bike park needs.

Sea Otter Europe

Scenic Girona, Spain is gearing up to host [Sea Otter Europe](#) on June 2-4, 2017. Over 200 brands have already registered to participate in the event's extensive Expo. You can see all the attending brands [here](#).

The organizers have set up a number of test zones, including a circular 4-kilometer route through wooded terrain, which is particularly suited for testing XCO and Enduro bikes. At the same time, during the festival the part of the Exposition area put aside for electric bikes will include a test area for this type of bicycle, as well as a zone for testing bikes on asphalt and MTB tracks. (Photo by Facu Aguirre)



[REGISTER TODAY](#) to join Sea Otter Europe!

Bicycle Leadership Conference

Keynote Speaker - Kit Yarrow - Consumer Psychologist

Decoding the New Consumer Mind

What consumers want, how they shop and why they buy is completely different than it was a decade ago. Marketers can't just keep doing the same things better - they need to do better things. Consumer Psychologist Kit Yarrow will provide insights into the new psychology of today's consumers and offer actionable ideas about the "better things" that marketers can do to win their consumers' hearts, minds and dollars.



Join the [Bicycle Leadership Conference](#) on April 18-20, 2017. The Bicycle Leadership Conference is cycling's premier executive-level conference. The two-day event is held on Monterey's historic Cannery Row at the Monterey Plaza Hotel & Spa.

Sports Car Racing Association of the Monterey Peninsula

This year marks the 60th anniversary of one of the world's most celebrated road courses - your Mazda Raceway Laguna Seca. The beginning is traced back to the Pebble Beach Road Races that began in 1950.

The popularity of the races and the financial impact on the community impressed the military authorities at Ford Ord. They began working with the newly-formed group of civic-minded businessmen who created the not-for-profit [Sports Car Racing Association of the Monterey Peninsula](#) (SCRAMP) in an effort to keep sports car racing in Monterey.



In mid-1957, SCRAMP and the Army selected a site at Laguna Seca on Fort Ord for the race track. SCRAMP paid the Army \$3,000 for use of the land, and the lease was signed on August 7, 1957. SCRAMP volunteers raised \$125,000 and the track was constructed in a mere 60 days.

Now, 60 years later, Mazda Raceway Laguna Seca flourishes with major race events. It has emerged from the humblest of beginnings to a world-renowned race track that is owned by the County of Monterey for the benefit of the community and racing world.



www.SeaOtterClassic.com
800.218.8411