



SEA OTTER CLASSIC

APRIL 20-23, 2017 • MONTEREY, CALIFORNIA, USA • SEAOTTERCLASSIC.COM

POWERED BY **SRAM**™

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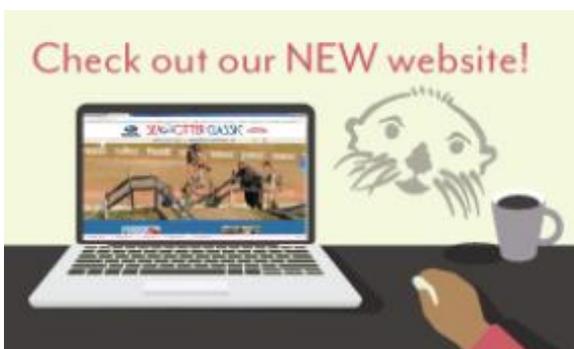


- Athletes can **register** [here](#) for Racing, Gran Fondos, or Tours.
- **Book your hotel now.** Discounts available [here](#) for Sea Otter attendees!
- Save money and **pre-order festival passes** [here](#).
- **Bring the kids** to Sea Otter and they can [ride](#) on the famous Mazda Laguna Seca Raceway!



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

Sea Otter Event News



New Website, New Content

Have you had a chance to explore the newly redesigned Sea Otter website? It's your one-stop shop for all things Sea Otter - register for races, pick the perfect campsite, and learn what exhibitors you can expect at the Expo. Just added - see if you can spot yourself in our [photo gallery](#)!



Get a Discount on Your Hotel Room

We have partnered with the Hyatt Regency Monterey and the Los Laureles Lodge to offer Sea Otter attendees a special discount rate on lodging. Check out the [Lodging Comfort](#) page for more information and to book your room.



SRAM Brings Innovation to Sea Otter

Introduced exclusively at last year's Sea Otter Classic, now widely available to all are the highly acclaimed, award winning SRAM™ Eagle 1x12 drivetrains. This drivetrain is the perfect component to use on the challenging Sea Otter cross country course as it has the widest range of gears ever seen in a 1x system. Simply unstoppable. This is Eagle™. This is SRAM. Find out more [here](#).



Thinking of Flying Your Drone at Sea Otter?

In an effort to ensure the safety of athletes and spectators, only approved drones will be allowed to fly at Sea Otter. If you are thinking of flying your drone this April, make sure you review the [Drone Regulations](#) in advance. In order to be approved, drones must be registered with the FAA and flight plans must be approved by the Media Center before you can fly.



Demos, Demos, and More Demos!

One of the best things about Sea Otter's expansive Expo is that it allows you to try before you buy. With brands like Bosch, Specialized, Haibike, Focus, Brompton, and Commencal USA already signed up to demo their products at this year's Sea Otter, you will definitely be in-the-know with all that's hot in the cycling world. Check [here](#) for the updated list of who will be demoing this April.



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.



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](#).



World Bicycle Relief - Year in Review

Your support has created incredible impact in 2016. You helped launch a new program in Malawi. You strengthened the work in countries like Kenya, Zambia and Zimbabwe. You enabled more than 45,000 bicycles to be delivered into the hands of students, healthcare workers and entrepreneurs. Read the [2016 Year in Review](#) to see the milestones and impact you made possible in 2016.

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Bring the Kids to Sea Otter 2017

Bike races, egg hunts, bounce houses, BMX trials, and more - it's fun all day long at Sea Otter! With free admission for the 12 and under crew and the Specialized Kids Zone just for them, it's a no-brainer to bring the kids with you. Saturday is guaranteed to be extra-special as kids can join in the Inaugural Kids' Mazda Raceway Laguna Seca Race, where kids can ride on the famous racetrack. Check out the [Kids' Stuff](#) page for all the fun events.



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.



Inspired by the outdoors and a sustainable future, Sierra Nevada Brewing Co. is proud to partner with the Sea Otter Classic to celebrate our passion for cycling and the pioneering spirit of craft brewing.



At FOCUS we aim to ensure that every moment feels unique for you, you and your bike are one. So we don't build cycles. We create performance bikes. Bikes for the ultimate riding experience.



Velofix is the Largest Fleet of Mobile Bike Shops in North America. Our Mobile Shops have all the parts and tools needed to get you back riding. Book online, we come to you, go riding.



Winnebago Industries, Inc., "The Most Recognized Name in Motorhomes(R)", is a leading U.S. manufacturer of recreation vehicles. The Company builds quality motorhomes, travel trailers and fifth wheel products.



Omni Promotional is a full-service, large format printer, specializing in screen and digital printing. For over 20 years, we have specialized in printing and manufacturing tents, banners, flags, fencing and other event/promotional items.



Northstar California has been named one of the top ten bike parks in the world. Northstar California offers the most extensive lift-served trail network in the U.S.



Your monthly dose of biking inspiration! For anyone who loves getting out on two wheels, Cycle California! Magazine offers content on touring, trails and a calendar of events. Subscribe for free. www.cyclecalifornia.com

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.

Test out new products on the many [test zones](#) available including a 4 km route through wooded terrain with jumps, natural obstacles, sharp turns, and fast stretches - perfect for testing XCO and Enduro bikes. In the Expo area, cyclists can test out electric bikes on both MTB and asphalt tracks.



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

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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