

# Mountain Bike Happenings

## The Best Bike Demo Event in the Universe

The Moab Fall Outerbike event, which runs from October 5 - 7, 2018, allows participants to test ride all of the latest and greatest bikes and gear on the world-class trails of Moab, Utah. For four days, the world's premier bike and gear manufacturers will set up at the Outerbike expo site. You can browse the latest innovations, pick a bike you'd like to try and take it for a ride. Repeat as needed.

Outerbike is a consumer demo event dedicated to helping riders pick their next bike. With changes in sales channels and continual improvements in design and technology, cyclists need to test ride bikes on real trails. Outerbike was started in 2010 by Ashley Korenblat and Mark Sevenoff, owners of Western Spirit Cycling. They've added events in Whistler British Columbia, Crested Butte, Colorado and Bentonville, Arkansas, but the Moab event is where it all began.



There's three ticket options depending on what you're interested in:

**Full Demo:** The whole shebang! 3 days of bike demos, 3 delicious lunches, shuttled rides, access to all Moab Brand trails, prizes & contests, parties, and beer for 2 evenings at the event! \$240

**BYOB:** NO bike demos with this pass. If you are certain there is no better bike than the one you own and you feel guilty even thinking about riding another, this is the ticket for you. Bring Your Own Bike to Outerbike, enjoy the



shuttled rides, access to all Moab Brand trails, 3 delicious lunches, prizes & contests, parties, and beer garden. \$190

**Social Card:** NO bike demos or shuttled rides with this pass. Do you or a friend want to come to Outerbike but not ride bikes? The Social Card gives access to all 3 days of Outerbike events (except bike demos & shuttled rides) and

enjoy the perks of Outerbike including 3 lunches, parties, and beer both afternoons. \$85

"I know a great event and vibe when I see it. From the beginning Outerbike has managed to keep it all about riders who want to demo bikes. Outerbike is the best. There are other great independent events but few/none of them are as consistent year over year," said Jordan Huckee from Orbea.

"We love the Outerbike events. They stand alone as a way for us to work directly with consumers. Outerbike is our favorite event," says Ken Miner, Director of Sales Haibike USA.

Exhibitors confirmed for Moab Fall 2018

Bosch eBike Systems, Bulls Bikes USA, Canyon Bicycles USA, Competitive Cyclist, Conation Collective, Continental Bicycle Tires, Cycles Devinci, Escapod, Esker, Evil Bikes, Fasst Company, Fezzari Bicycles, Floyd's of Leadville, G-Form, Giant Bicycles, Haibike, Honey Stinger, Ibis Cycles, Jamis Bikes, Kali Protectives, Krueger Outdoor, Kona Inc., Magped North America, MRP, Niner Bikes, Norco Bicycles, Obrea, Osprey Packs, Pivot Cycles, The Pros Closet, QARV Imports, Rocky Mountain, SCOTT Sports, Shimano North America Bicycle, Specialized, Spot Bikes, SRAM, Surf and Turf Instant Shelters, Tailwind Nutrition, Transition Bikes, Underground Bike Works, Whitefish Bike Retreat, Why Cycles, Yeti Cycles, YT Industries

For more information, or to speak with Outerbike staff, email [outerbike@westernspirit.com](mailto:outerbike@westernspirit.com) and be sure to mention you read about it in the *Moab Happenings*.

Western Spirit Cycling is headquartered in Moab, UT, and runs multi-day bicycle tours and outdoor events on public lands throughout the country.



Outerbike events so far this year have attracted riders from 46 states and 8 foreign countries. Cyclists start lining up at 7am for the 9am Le Mans-style start into the exhibit area, and while the morning dash to the bikes is thrilling—before the weekend is over, everyone will have had a chance to try a wide variety of models. Several trails right from the Moab BRANDS Outerbike venue give riders a chance to compare bikes back to back on the same trails, while additional rides on nearby purpose built singletrack take place each day. Lunch is served to exhibitors and attendees under the big tent from Outerbike chef Ken Moody and his amazing crew. For this fall's event we've added womens guided rides from SRAM & VIDA/Yeti as well as tech clinics from SRAM. All the details on those as well as links to sign up can be found at [www.outerbike.com/moab-fall-2018](http://www.outerbike.com/moab-fall-2018).



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