

25TH ANNIVERSARY ISSUE

MOUNTAINBIKE

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JULY 2011

25 BIKES THAT STARTED
THE REVOLUTION:
A GUIDE TO THE FUTURE

25 PEOPLE
WHO SHAPED MOUNTAIN
BIKE HISTORY

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THE **25** MOST INFLUENTIAL PEOPLE IN MOUNTAIN BIKING

The architects of our sport



LANCE ARMSTRONG

When the seven-time Tour de France champion came out of retirement to race the Leadville 100, he introduced more people to our sport than any competitor before him. When he came back the next year (after finishing second to Dave Wiens) and won the event, a movie made about the event and his exploits made our sport more visible than any time in its history. He may not be remembered as a mountain bike racer, but he used his celebrity clout to show non-riders what they were missing.

Photo by Rob O'Dea

DOUG BRADBURY



Doug was a wizard of aluminum mountain bike frame construction, but it was when he turned his attention to suspension that he made an indelible mark on mountain biking. The first efforts to come out of his Manitou Springs, Colorado, workshop were strong, light forks with undamped elastomers. When John Tomac (you'll notice how often our 25 people intermingle) began to win on Doug's Manitou forks, RockShox had a worthy competitor. Doug went on to sell Manitou (to Eddie Cole, another guy on our list), but not before he assured us that we would all be riding on better suspension.

John Tomac and Doug Bradbury (right).

EDDIE COLE

This is designs a people of Products. startup co founded and SixSi roadie tra ment for

BOB FOX



It is a good chance that your fork or shock is named after this guy. Bob Fox was a professional poker player before he started Fox Racing Shox, a bigger gamble than any game he had ever entered. Bob's designs, attention to detail and made-in-California quality produced suspension components that forced all other suspension companies to up their game. Even if you don't ride on Fox suspension, your suspension is better because of this guy.

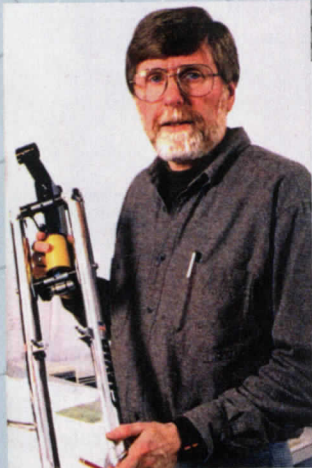
MATT FRITZINGER



It was Matt who accidentally started the National Interscholastic Cycling Association. He tried to get students to join in on road rides at his Northern Californian high school, but found that they were way more interested in mountain biking. Matt started with rides, then held some races, and his idea is now spreading like wildfire. Matt's idea is now getting kids involved in a sport that had been grayed for the last 10 years.

Matt Fritzinger, second from left.

BOB GIRVIN



Bob's Flexstem may not have been true suspension, but it got everyone thinking about it. His 1990 Offroad RF-1 dual-suspension bike used elastomer suspension and was the first dual-suspension production mountain bike. The brand changed into Proflex in 1994, and the fact that you still spot these bikes on the trail today is a testimony to their quality and design. Bob's designs made dual suspension a viable alternative for mountain bikers.

TINKER JUAREZ



One of our sport's greatest racing personalities, Tinker is more than a fast set of legs and giant pair of lungs. He is proof of the positive effect that mountain biking can have on anyone who has to overcome staggering odds. Tinker used racing as his means of escape from gang-ridden streets and a life of few opportunities. On his "Hall of Fame" induction description it says, "Tinker is nearing the twilight of his racing career." That, friends, was written in 2001. Tinker is still going strong today at the tender age of 50.

ROLAND HINZ



Twenty-five years later, you might assume *Mountain Bike Action* was a sure thing when launched by Roland Hinz. In reality, he was advised against it because the sport was at best regional ("There are no mountains in Iowa.") and would never grow larger than a small group of fanatics. He went ahead anyway. The Chief, as we refer to our boss, introduced no-holds-barred bike and product tests and shootouts. He championed suspension while the designers of the day were saying, "Suspension for a mountain bike is a stupid idea." While other magazines have come and gone, Mr. Hinz's *MBA* has remained true to his initial vision of tests that riders can trust and content that appeals to the entire family.