

Bionicon USA Offers Adjustable Frame Geometry

Emulating wild goats that shorten their front-leg stride and stretch out their rear legs when bounding uphill then do the opposite when heading down, the Bionicon bikes' inventors came up with adjustable geometry.

"What sets it apart is that we have a system that works very well to change from a climbing position to a downhill position. It's a six-degree change in the geometry in the headtube angle, and all on the fly," said Paul Ferguson, chief executive officer of Bionicon USA, the company importing the German brand and showing it at Booth 5945.

The tighter geometry is for climbing; the more relaxed angles for descending.

"The bike naturally puts your frame and your body positioning into a much more forward position when climbing, which allows you to remain seated. You're more comfortable and much more efficient when you climb. And when you get to the top, you can adjust it back to the downhill position to go from a very dramatic climbing bike to a very dramatic downhill bike," Ferguson said.

The core AeroLink mechanism simultaneously adjusts the front fork and rear suspension travel.

"It's different, but once you get dialed into it you're constantly changing it. Basically, the idea is you're leveling the frame of the bike. So when you're going uphill, the frame is more level than it would normally be, and when you go downhill it's more level than it would normally be," Ferguson said.

The bike, developed in Bavaria in Germany, has been out in Europe for five years.

"Once they got it proved, and felt that it's reliable and will work well—and survive the liability issues in the U.S.—they decided to bring it over," he said.

The Ironwood model, with the adjustable geometry, tops the line and retails for around \$5,000.

"Nobody in the U.S. has really seen it yet. We just got our first feature in *Mountain Bike Action*, so it's just showing up," he said.

"That's going to be our big thing—a 35-pound, nine-inch travel freeride bike that you can pedal uphill," he added.

Bionicon also will show swing-arm and four-bar linkage bikes. **BRAIN**

Twin Six Shows Fashion-Conscious Apparel Line

Two years ago, Brent Gale was designing jerseys for a local team when he realized that cycling jersey graphics hardly represented the cutting edge of fashion. So he teamed up with fellow graphic designer Ryan Carlson, and the two created their own apparel company, which is on display at Booth 444.

Twin Six, based in Minneapolis, Minnesota, brings a fashion-conscious touch to its jerseys, which is apparent in how readily the jerseys mingle clean lines with argyle prints or weathered typefaces.

"Our only other options for jerseys were either cartoon characters, beer labels, ripped muscles, or jerseys with the names of bicycles we didn't ride or equipment we didn't use," Carlson said.



"We thought the time was right to offer up an alternative to everything else."

Gale and Carlson have long histories in design work, having spent time at small and medium design firms, large advertising agencies and large apparel retailers. Both have won several awards in the design field, but Carlson is quick to point out that they have plenty of experience on actual bicycles, too.

"We have more than 15 years of practice, of in-the-shop wrenching and on-the-floor selling," Carlson said. "Our combined skill-set, coupled with our love for cycling, made launching a cycling apparel brand with the mission of leading a graphic revolution a relative no-brainer."

Currently Twin Six's line consists of T-shirts and jerseys, but the company plans to introduce long-sleeve jerseys, bibs and shorts by fall 2006.

"We realize there is no better place to make a worldwide debut than at the largest cycling event of the year. This is our Tour de France. This is what we've built our calendar around for the last 12 months. We're ready to introduce people to the alternative in cycling apparel," Carlson said. **BRAIN**

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