

interbike

SHOW DAILY



Photo by Gary Newkirk

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Montague Makes Over Paratrouper; Pumps Up Boston Commuter Bikes

Though it's a military bike, Montague frequently receives requests for the Paratrouper in different colors.

So the company is offering it in dark green next year. Paratrouper also gets SRAM X7 components and an upgraded fork. Check out the revamped Paratrouper at Booth 4405.

But it's the company's Boston single-speed bikes that are really boosting sales.

"Our big appeal is full-size 700c wheels and frame. It's just like your regular bike, but it stores easily in your trunk," said David Criswell, Montague's marketing manager.

"And what we are hearing from customers is that locking up the bike folded up not only makes it easier to secure, but it seems that thieves take one look and move on to an easier theft," he added.

The clean single-speed design of the Boston bikes appeals to multi-modal commuters who like the ease of trunk loading and taking the simple



Montague Boston 8

drivetrain bike along on buses and trains.

Boston 8 adds a Shimano eight-speed Nexus hub, but retains the look that appeals to commuters. It sells for \$1,099; the single-speed Boston sells for \$769.

Montague's Octagon makes adjusting handlebar height up to 120 millimeters without tools easy. It's now available as a \$40 aftermarket component for other bike applications. Quality Bicycle Products distributes Octagon.

Bicycle Retailer

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