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# Bicycle Retailer

Published by the NBDA

AND INDUSTRY NEWS

**DOREL:**  
Strong 2012  
forecasted  
despite  
economic  
uncertainty

**SEROTTA  
TAKES ON  
PARTNER  
TO BOOST  
BUSINESS.**

**A NEW ADG:**  
Now a 'bike  
company, not  
framebuilder,'  
investor says.



Raleigh USA executive Chris Speyer (center) pushes a military veteran up a hill in the Face of America ride near Gettysburg, Pennsylvania, in April. An unidentified rider pushes Speyer.

## Technology gets amputees rolling again

By Matt Wiebe

BETHESDA, MD—It takes a lot for a double, triple or quad amputee to enter public space, much more to walk or roll into a bike shop.

Yet thanks to programs like Ride 2 Recovery, for many injured military veterans cycling is a lifeline, and they are as passionate as any cyclist about getting their miles in.

"Not a lot of people are comfortable with these guys, yet any shop mechanic can service a hand cycle, and any fitter can help an amputee get more comfortable on their bikes," said Ray Clark, program manager of Project Hero at Ride 2 Recovery.

The Hero program keeps a fleet of 50 bikes and

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## Pressure mounts on factories as they eye early '13 deliveries

By Nicole Formosa

LAGUNA HILLS, CA—The warmer-than-normal winter weather that boosted North American bike

shops through the slim months may also cause a few headaches this summer as a lack of inventory plagues key categories.

Retailers are already finding it

difficult to order certain models of 29ers and carbon fiber road bikes from brands whose growth out-paced 2012 forecasts. Scott Sports sent a letter to its retailers in early May addressing the scarcity of Spark 29ers and the new high-end Foil aero road bike.

Scott forecasted for about 15 to 20 percent growth this year, in line with what the brand has seen annually since it relaunched its U.S. bike business in 2004, but it wasn't enough, said Adrian Montgomery, Scott's PR and marketing

director. Increased sales in emerging markets in Asia and South Africa combined with unexpected early demand in North America because of weather trends and the acceptance of 29ers in Europe left Scott strapped for supply.

"Some brands are adding late production runs for 2012. We're just going to suck it up and plan for '13. We leave sales on the table, but it keeps you from being in reactionary mode," Montgomery said.

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**IN THE RACE:**  
Bike brands  
champion  
China's pro  
cycling scene.

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# MONTAGUE'S FOLDERS BEEF UP COMBAT STEALTH



Perhaps the ultimate sign of respect for your bikes is when paratroopers jump out of airplanes with them.

Montague, which makes full-sized folding bikes, has built an unexpected niche catering to the military, from MPs who use the bikes to patrol an airfield or a base to special forces troops who rely on their stealth in the field.

“Through mid-to-late ‘80s and early ‘90s, we heard of military people jumping out of aircraft with them but we really didn’t take them very seriously,” said David Montague, founder of the Massachusetts bike brand. “We pretty much ignored it, but as time went on they became more and more serious and we started making adjustments.”

Montague’s development work proved timely as American troops went to war in Iraq and Afghanistan after 9/11.

“If you’re a paratrooper, you hit the ground and you’ve got 80 to 100 pounds of gear—and you’re walking,” Montague said.





The relationship between Montague and the military became official in 1997, when the company received a two-year grant from the Defense Advanced Research Projects Agency to develop an electric bike suitable for American troops. Montague developed its X-Series folding frame that could quickly collapse in half and fit through the cargo door of a military aircraft.

“The number of bikes that we broke in the DARPA program is staggering,” Montague said. “We went through a lot of stuff just to prove them out and make sure they were going to hold up under military conditions.”

DARPA’s interest in bikes stemmed from the Gulf War of the early 1990s, when it realized that many troops were walking.



“The ability to have a vehicle, even a bicycle, triples your range on all but soft sand. Even if you can’t ride the bicycle you can still sling 100 pounds onto it, and you can go further if you’re just using it as a mule.”

The company also learned that military bikes couldn’t be too streamlined.

Front suspension is essential when the bike is carrying 300 pounds or more. And a bike without gears is not very useful in mountainous terrain in places like Afghanistan.

Along with more prosaic uses, Montague has heard of special operations forces using the bikes when stealth is essential.

“Bicycles produce no thermal or acoustic signature, so they’re not showing up. The enemy doesn’t know you’re coming,” he said. —Doug McClellan