



**American
SkiBike
Association**

Winter
Issue
2022

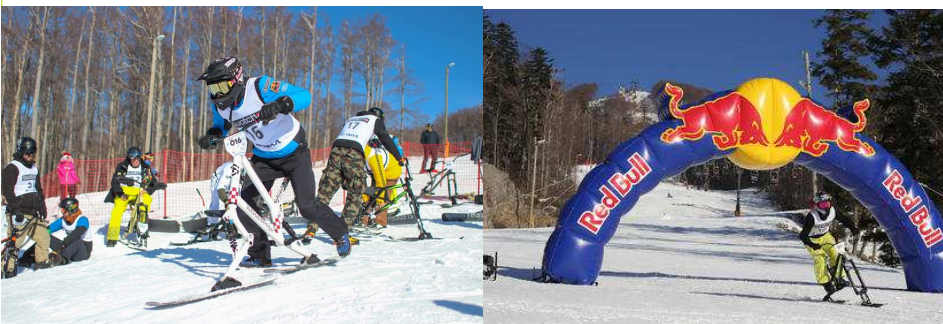
Meet Our All Volunteer Team

2022 European Championships



Rob Nichols from Durango, CO

Early January's cancellation of the traditional European races opened up the possibility of a new location to host the event. Gregor Schuster of the European SkiBike Association and SkiClub Croatia stepped in and organized this year's races in a brand new location at Platka Ski Resort, Croatia. The new location proved very successful and was the first International Race with the USA represented in many years. 28 competitors from 8 countries raced for the trophy. USA's Rob Nichols of Durango Colorado placed third and stood on the podium with a Lenz USA bike along with Sledgehammer bikes from Austria. Red Bull was the primary sponsor. There were riders from all over Europe enjoying the weekend of fun and competition. We hope to bring this kind of Racing to the USA and in 2023 invite our friends in Europe to experience our race tracks that we hope to test out next season.



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- Ron Dailey**, *Intermountain*
- Monte Hand**, *West*
- Jarrod Heredia**, *Pacific NW*
- Leif Larson**, *California*

Ambassadors

- Don Fulton**, *Utah*
- Kierra Keller**, *Nevada*
- Wayne Peterson**, *Colorado*
- Lee Harrington**, *Vermont*
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- Gregor Schuster**, *Austria & European SkiBike Association*
- Jason Buckley**, *New Zealand*

Durango Adaptive Sports Association



The Durango Adaptive Sports Association serving Purgatory Resort and the Durango area was started nearly 40 years ago by Dave Spenser and Joe Wilson as a ski area program helping skiers with disabilities. The program has grown into a well respected adaptive program with a mission to make outdoor recreation available to everyone.

Their equipment offering is diverse and has included SkiBikes in their mix of equipment. Our local ASA SkiBike Association Rep, Wayne Peterson, discovered that their SkiBike program was in need of some help. He has been working with their equipment team this season to help upgrade their bikes to incorporate more SkiBiking into their programs. He has been donating his time utilizing his metal craft and welding expertise to repair and upgrade their SkiBike fleet for the program. Wayne's day job is using those skills with the Railroad in Durango. His wife Carrie is also a volunteer in the program this season.



The Dave Spenser Classic Ski Race for their adaptive program has been a fundraising tradition at Purgatory for over 20 years. The Purgatory SkiBike Festival will be sharing the same weekend with them this year. We are looking forward to showing off how the Festival can showcase recreational riding as well as the importance achieving positive results with the use of SkiBikes with adaptive riders.

Their Purgatory Celebration is a week long calendar of activities and their biggest fundraiser runs on February 26th at the NASTAR course. We hope to see some of the refurbished bikes on the hill due to Wayne's efforts. We are working to be included in the event for future years. The American SkiBike Association would like to give a shout out for Wayne and Carrie Peterson's efforts and contribution to the ASA!

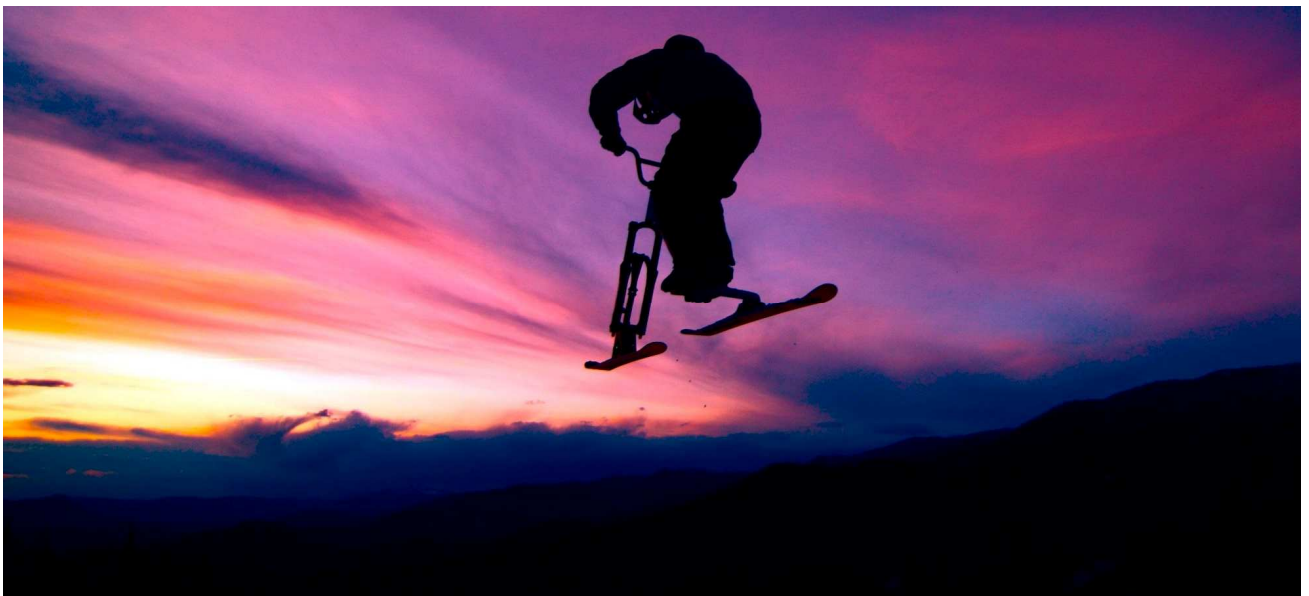
Wayne Peterson hard at work maintaining the SkiBike fleet in the Adaptive Sport Association Shop at Purgatory

Photo Contest Winner

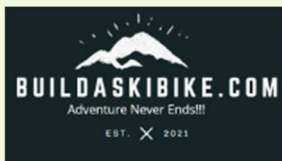


Photo by Leah Rose Rider Leif Larson

Photo Contest Runner-up



Thanks to our
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CHAIRMAN'S MESSAGE



Winter is marching well into 2022 and the west is in the midst of a month long stretch of high pressure! We got plenty of snow during the Holidays and Early January, but then it stopped! Thankfully the East, and Midwest experienced some really good storms, and there are storms on the horizon ready to pound the West again.

We've had some really fun events in Utah and California. Our sincere thanks to Ron Dailey and Monte Hand the ASA reps who organized these with the resorts! Now we are in the midst of our biggest event of the year at Purgatory Resort in Colorado.

The ASA's resort outreach efforts continue to pay off with 4 more ski resorts coming on line in this past month. Our advocacy efforts continue. We were represented at the online NSAA virtual event last month. We were able to show resort attendees the growth of our sport to their membership. They are taking note of our increasing presence at ski resorts across North America. This is good news and bad news. I expect the pushback from our detractors to grow as we get noticed. But the good news is that more of the Snowsports Industry is recognizing us. I get comments that we are so much more organized, thoughtful, and respectful. This is helping as we present many of the same "snowboarding arguments" that led to their acceptance years ago.

The lesson I continue to hear at all our industry meetings is that safety must always be a cornerstone of what we are promoting. This is a good lesson for all of us to help us grow the sport of SkiBiking.

Our mission to grow the sport through education remains a primary goal again this year. Let's show our fellow mountain enthusiasts our regard to safe riding but also how much fun SkiBiking can be. The smiles are infectious!

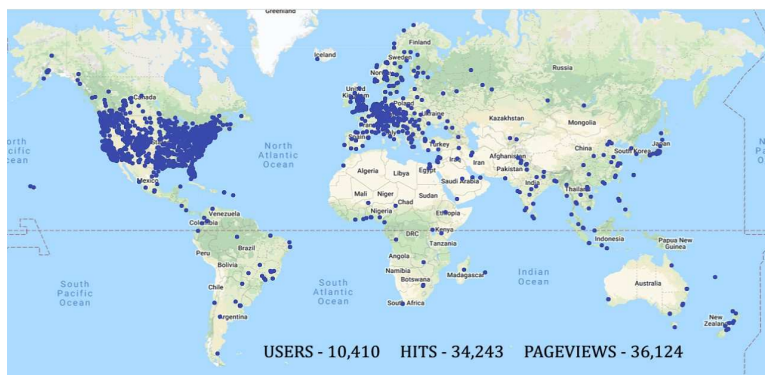
- Jim Cameron

SkiBiking Trends

The Association has been looking at SkiBiking's growth now over the last 4 seasons. Website data is pretty concrete, but sales data is somewhat elusive because most manufacturer's numbers are held very close to the chest. Each brand has unofficially reported sales increases over the past 4 years. Based on container counts they mention, (yes, we keep track), each year and the discussions we have with the individual brands, we can give a educated guess that sales have been increasing 30 percent or more each year for the years of 2018 to 2021. We also look at the import data from US customs. Without giving individual brand estimates, we believe that growth rate puts current annual sales levels at approximately 1500 new SkiBikes sold in the USA and Canada.

In spite of the supply chain crisis that has effected every company, we also see much stronger companies than we saw in past 2 decades. Gone are the days where start ups were selling SkiBikes for a few years and then disappear. All three relatively new brands, SnoGo, SkiByk and Tngnt, have rounded the corner of operating for over 5 years and all have thrived and have long term growth plans. The established brands operating for over 10 years, Lenz Sports, Brenter, Sledgehammer, and Stalmach are also experiencing excellent growth numbers and also have ambitious plans too. We think we are in the midst of renaissance for selling new SkiBikes into the marketplace. Many of us believe it is just a matter of a few years until a traditional bicycle company jumps into the mix.

The ASA has good statistics from our website looking at users and page views. This has shown tremendous growth. Jeff Butcher, who has developed our website and collects this data, has looked at this growth and says we have grown from a few thousand hits to close to 34,000 last reported in our website statistics. Jeff set a goal a few years ago to have the most comprehensive website in the world. We are seeing that being realized with huge growth in N. America, but also with a new draw from the international community. The below image shows users from all over the world. A big thanks to Jeff for creating these reports to help us focus our efforts on growing the sport of SkiBiking.



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Your tax-deductable donation helps our all-volunteer board members and representatives create awareness of the sport and open up more resorts to ride!



Breckenridge has been a cornerstone for SkiBiking in Colorado for decades. It has been part of the Vail Resorts Group which has welcomed us with good procedures and best practices that have been an example for other resorts across the country. Breck shares the Epic Pass with many other western properties. With a almost 3000 acres, it a big and diverse mountain that will challenge the bet riders, but offers long groomed beginner runs for learning.

Breck has some very interesting past owners including the Aspen Skiing Company and 20th Century Fox in the 1970s, Victoria Ltd of Tokyo Japan in the 1980s and Ralston-Purina (yes, the dog food conglomerate) in the 1990s All made significant investments and expansions to the resort over those years

making it one of the most visited ski areas in Colorado.



Breckenridge has been ground zero for SkiBiking for over 20 years. It remains the home base of the American distributor of Brenter Snowbikes (Classic Type 1 SkiBikes).

The terrain is perfect for leisurely riding, but there are steeps, trees, and high mountain expert terrain to challenge our best SkiBikers too.

They have welcomed us with open arms and have served as a great reference for new resorts developing their own SkiBike policies. Riders are in for a treat riding at Breck!

2022 Remaining

Event Schedule

Purgatory, CO Festival
Feb. 26-27

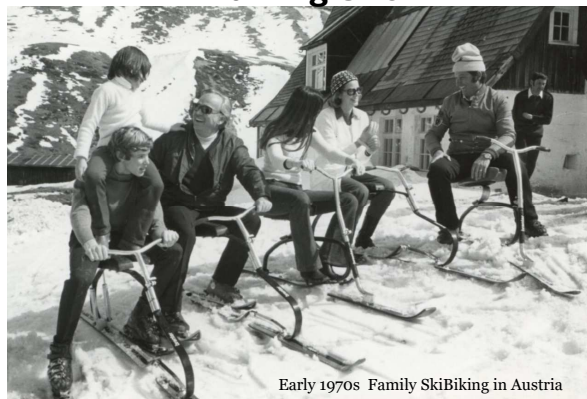
Hoodoo, Oregon Festival
March 5

AZ Snowbowl Rally
March 19

Woodward Park City Rally
April 9

Loveland Pass Shuttle Rally

Parting Shot



Early 1970s Family SkiBiking in Austria