

MAGURA

EN - 2703088

**WOMEN POWER
IN BIKESPORT**

**TIPS AGAINST
ARMPUMP**

**6 EMPLOYEES
IN PORTRAIT**

**MAGURA AT THE
SWISS EPIC**



STORIES

No. 6

WHAT'S INSIDE

04



**MILESTONES
FROM 130
YEARS**

**WOMEN
POWER IN
BIKESPORT**



10

22



**MAGURA IBS
PRESENTATION**

**HIDDEN
HEROES**



28



SCAN THE QR CODES
ON THE PAGES TO VIEW
FURTHER CONTENT.

EVENT REVIEW



34

36



TIPS AGAINST ARM PUMP

MALOJA NEW COLLECTION



40

48



6 EMPLOYEES IN PORTRAIT

MAGURA AT THE SWISS EPIC



54



MILE- STON FROM 1 YEAR MAGUR

MAGURA's fascinating saga: From the iconic cog
to electronics visionary and leading manufactu
motorbike and bicycle industry.

ES
30
SA

wheel logo
rer in the



/ 5

130 YEARS **MAGURA**

1000

PERFORMANCE COMPONENTS

"WITH COURAGE AND PERFECTION TO SUCCESS!"

A quote from Gustav Magenwirth,
the legendary founder of MAGURA.

MILESTONES IN OUR



Wasserdruck-Apparate
„System Magenwirth“
zum Anschluß an die Wasserleitung als Ersatz für
Hydraulische Presspumpen
sind die bequemsten, zuverlässigsten und billig-
sten Druckerzeuger für Traubenpressen jeden
Systems. (Beste Referenzen.)
Bei den Weingutsbesitzern am Rhein, Nahe und Mosel
seit Jahren eingeführt und vorzüglich bewährt.
Gust. Magenwirth, Urach
Fabrik für Wasserdruck-Apparate.

1893



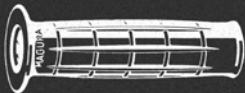
1923

FOUNDING YEARS

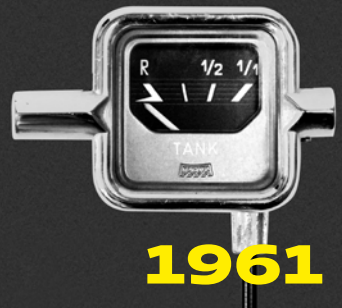
Gustav Magenwirth laid the foundation stone for MAGURA, as a family business in Urach, through ingenious inventions and a bold entrepreneurial spirit. From boiler pumps to single-cylinder petroleum engines – the origin of the hydraulic compressed air pumps.

MAGURA STEPS ON THE GAS

Rudolf Reich, Urach's racing driver and BMW chief engineer, gives Gustav Magenwirth the idea of developing an improved motorbike lever for throttle control. Gustav tinkers and invents the straight-pull throttle control lever – a breakthrough, that revolutionised throttle, air and ignition and heralded the legendary partnership with BMW.



1957



1961

PLASTICS TECHNOLOGY

Eugen Munz takes over a plastics injection moulding company in 1957 and focusses on innovation, thus paving the way for extraordinary for more developments at MAGURA. From simple parts such as levers, covers and housings to grip covers for motorbikes – MAGURA puts itself in a leading position as a supplier for all motorcycles manufactured in the Federal motorbikes is achieved.

MAGURA AND THE VW BEETLE

In the wild years from 1961 to 1967 MAGURA supplied the ingenious fuel gauges for the legendary VW Beetle directly from Urach. Designed for the Beetle, VW ordered a railway wagon full of fuel gauges every week, that were delivered directly to Wolfsburg.

1975 MAGURA USA CORPORATION

In the rebellious 1960s Magura began to become its own **playmaker** in the USA.

The first products were no ordinary ones – these were motorbike specific mechanical levers and fittings, made for two wheeled freedom lovers.

COMPANY HISTORY:



1931

THE MAGURA BRAND

The founder skilfully combines the first letters of his name Magenwirth with his home town of Urach and thus formed the brand name MAGURA. The gear segment in the logo became the essence of the brand.



1940

WAR YEARS & RECONSTRUCTION

The Second World War hits MAGURA hard. In 1945, the factory buildings are destroyed in the first air raid on Urach, but the will is unbroken. 1947 sees the production revitalised. 1950 expansion of the plant begins, and in 1953 MAGURA wins KTM as a new customer.

17



1987

THE FIRST HYDRAULIC RIM BRAKE

In 1987, MAGURA set the standard for bicycle rock'n'roll with the Hydro-Stop (HS). This pioneering hydraulic rim brake not only revolutionised the scene, but also brought new braking comfort, surgical precision and unrivalled safety.



1996

OLYMPIC GOLD WITH MAGURA HS

Bart Brentjens made history in 1996 when he won Olympic gold in mountain biking using MAGURA HS rim brakes.

THE FIRST HYDRAULIC DISC BRAKE

The Gustav M hydraulic disc brake became a superstar in 1996. It became synonymous with mountainbikes, and was given the cool nickname of "Swabian anchor". Its exceptional braking power defined the measure of all things and led to the birth of other icons such as "Louise", "Julie", "Clara" and "Marta".



HYMEC

In 1999 MAGURA launched the HYMEC system a game changer on the market – a hydraulic-mechanical clutch solution for the aftermarket. Originally developed to inspire bikers it also found favour with the likes of Harley Davidson.



2000 EXPANSION OF THE PRODUCT RANGE

In the year 2000 MAGURA entered the bicycle market stage with a range of suspension forks designed for cycling enthusiasts.

2002 EXPANSION TO TAIWAN

With one eye on innovation and another on the future in 2002 MAGURA expanded to Taiwan. The new playground of the bike industry as the location and ideal for further revolutionary moves.



2014 HC3 – RADIAL MASTER CYLINDER FOR BRAKE AND CLUTCH

When only the best is good enough! The HC3, a radical radial master cylinder for brake and clutch, sets new standards for professionals. Weight, performance, ergonomics and control – the HC3 is the ultimate answer. Manufactured from a single block of aluminium, it shows what true professional quality means.

2015 HC1 – THE COMPACT

The HC1, also known as "The Compact", offers a first-class upgrade in 2015 for motorbikes. Bringing precise braking and clutching to a new level, together with a rich, direct pressure point, making it the favourite choice for motorbike fans.



2017 THE FIRST ABS BRAKING SYSTEM FOR BICYCLES – FULL BRAKING POWER AT YOUR FINGER TIPS

In 2017, in co-operation with Bosch, MAGURA breaks into the bicycle market breaking new ground by presenting the first eBike ABS system. The first generation lays the way and in 2022 the breakthrough with the second generation, which redefined the standards.



2010 A REVOLUTION ON THE THE CARBOTECTURE MARKET

MAGURA sets the ultimate trend in 2010 with CARBOTECTURE, a brand new high-tech material made from carbon fibre. This innovation not only catapulted the bicycle market, but also the motorbike industry into a new era.

In 2012, MAGURA started supplying clutch fittings made from high-tech plastic to BMW. This pioneering world first sets new standards and demonstrates that plastic can be more than just high-tech.



2013 ELECTRIFICATION

With a vision into the future! In 2013, MAGURA launches electrified suspension components with an electronic radio control called eLECT. A system that changes the rules of the game by offering riders the choice between manual lockout operation and automatic sensor technology.



COCKPIT INTEGRATION - DESIGN AND PERFORMANCE IN ONE

Ahead of the times! In 2019 MAGURA integrates the megatrends of integration & design into brake development and proudly unveils the MCI - a brake that is completely integrated into the handlebars. A revolutionary design that combines functionality and aesthetics.



THE FIRST INTEGRAL BRAKING SYSTEM (IBS) FOR BICYCLES.

The intelligent technology transfer enables riders to use both brakes in combination and achieve a much shorter braking distance.

MAGURA IN A NEW DESIGN - FRESH, PROGRESSIVE, SELF-CONFIDENT

In its anniversary year, MAGURA presents a revised corporate design with fresh brand, anniversary logo - a symbol for spanning over 130 years of outstanding performance in every component.

WOMEN POWER IN BIKE- SPORT

MAGURA has been involved in sports for many, many years as well as in the field of sports sponsorship. We now not only have a large squad of athletes, World champion teams, RedBull athletes, but also the very young up an coming generation of bikers.

In this issue, we would like to do a special focus on our female bikers. More and more female bikers are on their bikes and achieve enormous achievements!

Let's take a look behind the scenes of some of our female athletes, because they tell their own story from their point of view, fascinating story in a sport that is still a male-dominated sport.



CAROLINE BUCHANAN



**HELLO, CAROLINE, HOW ARE YOU?
TELL US A BIT ABOUT YOURSELF
- WHO YOU ARE, WHAT YOU ARE
ABOUT?**

My name is Caroline Buchanan and I am a professional athlete from Australia. My Instagram bio states that I am a 2x Olympian, 2x Queen of Crankworx and 8x BMX and mountain bike world champion! But at heart I'm basically just a girl who loves cycling and the meaning and importance it has in our lives, fully savouring it.

**WHERE DOES YOUR LOVE OF MOUNTAIN BIKING
COME FROM? AND HOW LONG HAVE YOU BEEN
RIDING THE TRAILS?**

My love of biking began at the age of 5 when I started BMX racing. I quickly progressed from national to international, world and finally Olympic level. But it wasn't until I was 15 that I discovered the fantastic world of mountain biking, which I have always described as my heart and soul of cycling.

**DO YOU WANT TO TALK ABOUT YOUR MOST
IMPORTANT HIGHLIGHTS, BE IT PRIVATE OR
SPORTING?**

Of course, my greatest successes were comebacks after almost life- and career-threatening injuries and my return to sport. I am very proud about my girls' scholarship programme, which has already raised 130,000 US dollars to support women in sport and up-and-coming talent on two wheels.

**PLANS FOR THE FUTURE? WHAT IS THE NEXT
BIG THING YOU ARE AIMING FOR?**

Landing the world's first front flip in the women's category was a decisive change of direction in my racing career.

WOMENPOWER:

**THE PRESENCE OF WOMEN IN MOUNTAIN BIKING
IS STEADILY INCREASING, BUT IS STILL
RELATIVELY LOW. HOW DO YOU SEE THAT?**

I am pleased to announce that I'll be one of the 6 girls who are riding in the very first year of the women's freeride slopestyle. This is a natural progression for me with my racing background and my hard work on freestyle trick skills over the last few years.

**WHAT DO YOU THINK NEEDS TO CHANGE? TO
GET EVEN MORE WOMEN INTO MOUNTAIN BIKING
AS AN INSPIRATION?**

The doors are open, women have careers and equal opportunities to excel in mountain biking, to shine and be successful. The sport is in the healthiest position it has ever been for women and I am proud of that, to lead the way as a role model and inspire the next generation.

**HOW DO YOU MANAGE TO STAND OUT IN THE
MOUNTAIN BIKE SCENE, WHICH IS STILL
DOMINATED BY MEN, ASSERT YOURSELF, STAND
OUT OR PLAY ALONG?**

I never fit in :). [...] CONSEQUENT, UNIQUE and SIMPLY YOURSELF. These 3 things bring success and clarity in what you do.

PERSONALITY:

**YOU CAN DO SO MUCH, IS THERE ANYTHING
YOU CAN'T DO?**

I would say downhill has always been my least favourite discipline in mountain biking. Riding at the limit and reaching high speeds, is not exactly in my comfort zone. Although of course I like to ride it for fun.

**DO YOU EARN A LIVING FROM MOUNTAIN-
BIKING?**

Yes, I've been a professional athlete for 17 years who lives from sport. The effort and the journey have been incredible and I'm looking forward to another full year's programme.

**YOU MARKET YOURSELF SUPER PROFESSION-
ALLY. HOW MUCH TIME DO YOU SPEND ON THE
BIKE, HOW MUCH ON THE COMPUTER?**

Nowadays it's just as important what you do on the bicycle as what you do off the bicycle when it comes to sponsorship deals. It's a full-time job, being a professional athlete and the business side of Caroline Buchanan to manage.

**GIVE US A LITTLE INSIGHT INTO THE LIFE
OF A PRO RIDER - WHAT DOES YOUR TRAINING
ROUTINE LOOK LIKE?**

As an older athlete on the circuit and with the knowledge about my body I dedicate a lot of time to recovery and flexibility.

I go to the gym, infrared saunas, do mobility training, freestyle exercises, trail rides, interval sprint workouts, races and competitions almost every weekend and juggle with social media, broadcasting jobs, PR photo shoots, marketing and events.

WHAT ARE YOUR FAVOURITE EXERCISES IN THE GYM AND ON THE BIKE?

My favourite exercises in the gym are Turkish Get Up and core workouts on the hanging bar. On the bicycle everything that has two wheels, no matter what wheel size.

HOW STRONG IS THE COMPETITION AMONG WOMEN IN THE SCENE?

On the track, the women are competitive, but off it there is a supportive atmosphere full of friends and like-minded Badass Women.

THE LINE BETWEEN CRASHING AND SUCCESS IS SLIM. HOW DO YOU PREPARE MENTALLY FOR THE RACES?

Champions emerge when the stands are empty and the crowds are gone. The work is done in the off-season and while training. I've always said that if you train hard, the race will go easy and if you don't train properly then you chase those who do it.

If you have consistency and repetition and always focus on your weaknesses to turn them into strengths! Then you'll stay on course, keep the rubber down and avoid injuries.

WHAT MAKES YOU FASTER – YOUR HEAD OR THE TECHNOLOGY?

Both equally :)

PRODUCT:

WHY MAGURA?

The support and appreciation of MAGURA means a lot to me and I am grateful... Personally, I love the immediate bite and the quick reaction when braking.

WHAT DO YOU ASSOCIATE WITH MAGURA?

MAGURA stands for safety, trust and is an important addition to me. MAGURA is the team behind this dream.

They are industry leaders and enjoy the trust of the best athletes in the industry.

PERSPECTIVE:

WHAT DOES MOUNTAIN BIKING CURRENTLY MEAN FOR YOU? WHAT DO YOU GET OUT OF IT?

Mountain biking is my family, it is my passion and my purpose in Life.

WHAT DO YOU THINK IS NEEDED TO ATTRACT MORE PEOPLE TO THE SPORT OF MOUNTAIN BIKING AS AN INSPIRATION?

"It's hard to be what you can't see", so this is a great motivation to lead by example and to inspire both on and off the bicycle.

It's a cycle of INSPIRING and BEING INSPIRED YOURSELF.

WHAT WOULD YOU LIKE TO PASS ON TO US?

Thanks to Magura and if you want, you can join me on my journey under @Cbuchanan68



IZABELA YANKOVA

IZABELA, TELL US A LITTLE BIT ABOUT YOU – WHO YOU ARE, WHAT YOU ARE ABOUT.

Hello everyone! My name is Izabela Yankova and I am 19 years old. I am a Bulgarian athlete who competes in down-hill mountain biking.

WHERE DOES YOUR LOVE FOR MOUNTAIN BIKING COME FROM AND HOW LONG HAVE YOU BEEN ON THE TRAILS?

My interest and love of sport was awakened by my friends, who were mostly boys at the time. I have been out on the trails since I was maybe 9 or 10 years old.

DO YOU FANCY SHARING A FEW HIGHLIGHTS FROM YOUR TRIP, BE IT PERSONAL OR FROM THE SPORTS SCENE?

Without a doubt, the moment when I got my first downhill bike is one of the highlights of my journey. I'm proud that I saved enough money and bought it myself. Everything I had wished for, manifested itself in my life.

ANY PLANS FOR THE FUTURE? WHAT IS THE NEXT GOAL YOU HAVE IN MIND?

Unfortunately, I've had a lot of injuries recently. But I see light at the end of the tunnel. My goal is to start again and to win and not to settle for anything less, that's all.

WOMENPOWER:

THE FEMALE PRESENCE IN MOUNTAIN BIKING IS STEADILY INCREASING, BUT IT IS STILL RELATIVELY SMALL. HOW DO YOU FEEL ABOUT THAT?

Compared to just a few years ago we now have a considerable number of women in the sport. It is important that we use our superpowers as women and community to encourage more girls to participate in sports. Respecting and valuing the feminine side and appreciating that it is important because as Beyoncé says: "Who run the world? Girls!"

IN YOUR OPINION, WHAT NEEDS TO CHANGE TO GET MORE WOMEN INTERESTED IN THE WORLD OF MOUNTAIN BIKING?

By introducing women to the sport through special activities meant for women, they can try it out safely and without pressure and build self-confidence. Show women in sport alongside men. We ride the same bikes, ride the same trails, struggle with the same obstacles, share the same ups and downs etc. We simply want to be accepted and included. It's as simple as that.

HOW DO YOU MANAGE TO FIND YOUR PLACE IN THE PREDOMINANTLY MALE-DOMINATED MOUNTAIN BIKE SCENE?

First of all, it's a blessing for me, being a woman. I don't try to fit in. I'm too diverse to be pigeonholed. We just need to be more understanding, talk about these things and stop being treated like men, because we have different needs at different times.

WHAT MAKES YOU SPECIAL OR HOW DO YOU FIT IN THE GAME? – WHAT DO YOU THINK MAKES IN YOUR OPINION A MALE MOUNTAIN BIKER FROM A FEMALE MOUNTAIN BIKER?

On average, women express emotions more often than men. We should not hide how we feel, just because we might appear weak. Despite centuries of stereotypes a new study found that men are just as emotional as women. Men have the same ups and downs as women. Let's just be more human and more transparent.

PERSONALITY:

YOU DEFINITELY HAVE SKILLS, NO QUESTION. IS THERE ANYTHING YOU WOULD ADMIT NOT BE YOUR STRENGTH?


Oh, I have so much to learn! About everything! I really hate going uphill. I also think that my technical skills still leave a lot to be desired.

IS MOUNTAIN BIKING YOUR FULL-TIME JOB?

Yes! I am extremely grateful to have my hobby a pretty decent job now.

YOU HAVE A SOLID ONLINE PRESENCE. HOW MUCH TIME DO YOU SPEND ON THE BICYCLE COMPARED TO IN FRONT OF THE SCREEN?

I spend a lot of time in front of the screen. I don't use the platforms just to scroll, but to learn and discover new people, places and ideas. Social media can be very toxic but you just have to accept that it's not real life. So don't waste time there, be present. I used to be on the other side... I think I spent



more time in front of the screen than on the bicycle. That's bad and needs to be changed...

FAVOURITE WORKOUTS IN THE GYM AND ON THE BICYCLE – TELL US YOUR SECRET!

I love doing squats! Downhill riding is my favourite, especially when high speeds and lots of jumps are involved.

HOW TOUGH IS THE COMPETITION AMONG THE WOMEN IN THE SCENE?

Oh, it's mental at the moment! The girls are hungry, fast, strong, fearless and very hard to beat. You have to work very hard if you want to get to the top.

THE THIN LINE BETWEEN A FALL AND A VICTORY. HOW DO YOU PREPARE MENTALLY PREPARE FOR RACES?

The line is so thin... Sometimes you're just get lucky, you know. Don't underestimate the sport. I strengthen my self-confidence through visualisation. Accept negative thoughts and then say goodbye to them. Enjoy the moment and be present.

WHAT DRIVES YOU FASTER – THE MIND OR THE TECHNOLOGY?

I definitely think it's my spirit.

PRODUCT:

WHY MAGURA?

That's easy to answer. Because it's simply the best!

WHAT DOES MAGURA MEAN TO YOU?

It stands for leadership, professionalism, history, innovation, safety, performance, family, trust and a great style.

WHICH MAGURA EQUIPMENT DO YOU TRUST AND RIDE?

I trust and ride with the MT7 HC-W "Loic Lever".

PERSPECTIVE:

WHAT DOES MOUNTAIN BIKING MEAN TO YOU AT THE MOMENT? WHAT DO YOU TAKE AWAY FROM IT?

It means constant development. Exploring the limits of gravity and engineering, skills and endurance against complex or unknown systems. It is an opportunity for me to show part of my personality.

WHY IS IT CRUCIAL TO PROMOTE MOUNTAIN BIKING AND MAKE IT MORE ACCESSIBLE FOR YOUNG GIRLS AND WOMEN IN THE IN THE COMMUNITY?

Women who ride together in groups experience and foster a supportive environment in which they develop friendships, self-confidence and skills. Sport empowers women, gives them self-confidence and strength in the face of discrimination, sexism and objectification in society.

IN YOUR OPINION, WHAT IS NEEDED TO GET MORE PEOPLE INTERESTED IN MOUNTAIN BIKING, ESPECIALLY WOMEN?

Start early and make it fun. Make it accessible. Girl orientated or just biking. Introduce female role models. A greater presence in various medias.

WOULD YOU LIKE TO SHARE A FEW WORDS OF WISDOM?

Concentrate on the step in front of you, not on the whole staircase.



**HEY MELANIE, TELL US A LITTLE
A BIT ABOUT YOURSELF – WHO YOU
AND WHAT YOU'RE ALL ABOUT.**

Hey, my name is Mel Chappaz, I am 24 years old and live in France. I have been downhill racing since 2015. This passion all comes from my father and my brother. I remember how I used to cheer for them at races; and the adrenaline rushes and the atmosphere of this sport motivated me to try it myself to try and ride with them.

**WHERE DOES YOUR LOVE OF MOUNTAIN BIKING
COME FROM AND HOW LONG HAVE YOU BEEN ON
THE TRAILS?**

The biggest highlight of my journey was when I became world champion in Australia in 2017. in Australia. That was particularly memorable, because it is of course the biggest title you can achieve in this sport, [...]. The training was so hard for me, I had to push myself to the limit to get this title. I almost threw up when I crossed the finish line

MELANIE CHAPPAZ



because I physically gave it my all. I think, that makes this title even more special for me.

WOULD YOU LIKE TO SHARE SOME HIGHLIGHTS FROM YOUR JOURNEY, BE IT PERSONAL OR ON THE SPORTING STAGE?

I'm not going to aim for big things because it will probably be my last year as a racer. I think it's really important to be able to thank them all by riding and laughing with them before I leave the racing stage!

WOMENPOWER:

THE FEMALE PRESENCE IN THE MOUNTAIN BIKE SCENE IS STEADILY INCREASING, BUT IS STILL RELATIVELY SMALL. HOW DO YOU FEEL ABOUT THAT?

To be honest, we've been seeing more and more girls riding downhill for a few years now, and I think it's so cool! Of course, we're not as many girls as boys, but it's certainly getting better and better as the sport is now becoming more "equal" with little details (girls' gear, jerseys, bicycles, etc.). I'm sure we're going in the right direction!

IN YOUR OPINION, WHAT NEEDS TO CHANGE TO GET MORE WOMEN INTERESTED IN THE WORLD OF MOUNTAIN BIKING?

I don't think we can change anything except the vision we give to the sport. Maybe we need to show more that it's accessible to everyone and at every level, show that downhill isn't just 10 metre jumps or really steep trails full of rocks and roots!

HOW DO YOU MANAGE TO FIGHT FOR YOUR PLACE IN THE PREDOMINANTLY MALE-DOMINATED MOUNTAIN BIKE SCENE? WHAT MAKES YOU DIFFERENT, OR HOW DO YOU FIT INTO THE GAME?

When I first started, it was quite difficult to fit into the sport as I was afraid of looking ridiculous in front of the guys [...]. The mentality is changing very quickly and that's cool, I love it!

I would say the difference between a man and a woman in this sport is the mind. We definitely don't think and act the same way [...]. There are areas where guys just

go for it... without thinking about the consequences if they fall, whereas girls analyse all the options more carefully before they go for it. And sometimes it can be the other way round, where girls feel very comfortable on a section where guys struggle more because they ride more aggressively, for example. We girls have more of a clean riding style and skills, everything under control, whereas guys just go for it and ride aggressively most of the time to be faster. [...] so we all have to learn from each other.

PERSONALITY:

YOU HAVE SKILLS, THERE'S NO DOUBT ABOUT IT. IS THERE ANYTHING THAT IS NOT YOUR STRONG POINT?

There are many things that are not my strength. I'm working on everything concerning my riding style and my position. I know that I have to improve in every detail if I want to be better on the bike.

IS MOUNTAIN BIKING YOUR FULL-TIME JOB, YOUR LIVELIHOOD AND EVERYTHING?

Well hahaha, this passion is just a passion, I try to do my best at it [...].

YOU HAVE A SOLID ONLINE PRESENCE. HOW MUCH TIME DO YOU SPEND ON THE BICYCLE COMPARED TO THE SCREEN?

I spend a lot of time on social media!!! Usually, whenever I'm moving on a bicycle, I try to take a video or a photo to share with my community.

LET'S TAKE A LOOK INTO THE LIFE OF A PROFESSIONAL RIDER - WHAT DOES YOUR TRAINING ROUTINE LOOK LIKE?

I don't have a set routine, [...]. I love going to the gym and working hard, especially on the upper half of my body, it helps me a lot to hold the bicycle properly and control my movements.

HOW TOUGH IS THE COMPETITION AMONG WOMEN IN THE SCENE?

It's amazing to see that the women's times are getting closer and closer to those of the men. And the atmosphere is generally super good, we ride together and help each other, it's good.

THE FINE LINE BETWEEN A CRASH AND A WIN. HOW DO YOU PREPARE MENTALLY FOR RACES?

To get the perfect run, there are many parameters that count, like technique, fitness, mental strength, etc., which is really hard to manage.

YOUR GARAGE IS A CYCLIST'S PARADISE. IF YOU HAD TO CHOOSE JUST ONE, WHICH ONE WOULD IT BE?

If I had to choose one of my bicycles, I would definitely take the downhill bike! It's the one that gives me the best sensations.

PRODUKT:

WARUM MAGURA?

Ich fahre seit drei Jahren MAGURAs MT7-Bremsen und ich liebe sie wirklich. Was mir am meisten gefällt, ist das Gefühl, das sie vermitteln, sie sind sehr progressiv und passen perfekt zu meinem Fahrstil! Das Aussehen ist auch super schön. Ich weiß, dass ich ihnen in jeder Situation auf der Strecke vertrauen kann!

PERSPECTIVE:

WHAT DOES MOUNTAIN BIKING MEAN TO YOU RIGHT NOW? WHAT DO YOU TAKE AWAY FROM IT?

Mountain biking means everything to me. It's been my whole life since I was little and that's still the case. I need it in my life to feel good and healthy and to achieve my goals.

WHY IS IT IMPORTANT TO MAKE MOUNTAIN BIKING MORE ACCESSIBLE TO YOUNG GIRLS AND WOMEN IN THE COMMUNITY?

I think it's really important to keep working on making sure that women and young girls can ride bicycles too, and that they can do it very well (sometimes even better than men). We need this equality in this sport to make it better and to show that women can be just as good as men in a "male dominated sport" and that women can help the boys just as much as they help us!

ANY FINAL WORDS OF WISDOM YOU'D LIKE TO SHARE?

The only thing I would like to add here is to enjoy downhill riding with friends. These are the best moments ever and it will also make you improve your skills. It will give us strength and confidence (also in real life) and push you to your limits! Enjoy it with your friends and have fun!



ROXY



/ 19



WHO ARE YOU, WHAT'S YOUR NAME, WHAT DO YOU DO?

The MTB world knows me as Roxy (or "Roxybike") – I help mountain bikers to control both their sports equipment and their thoughts through targeted training.

I see my mission as giving bikers the tools they need to have maximum fun on a wide variety of trails with as little risk as possible.

WHERE DID YOUR LOVE OF MOUNTAIN BIKING COME FROM? AND HOW LONG HAVE YOU BEEN INVOLVED IN THE SPORT?

For me, mountain biking is much more than words can describe. Mountain biking has literally saved my life. I started it at a very challenging time in my life – as an accompanying therapy,

so to speak. And that's exactly why it has also become my professional passion – because I realised back then what a profound change mountain biking can bring about [...]. I've been riding MTB myself for around 16 years, have been working full-time as a riding technique trainer and mental coach for 14 years now and have also been training other coaches internationally for 7 years.

WOULD YOU LIKE TO TALK ABOUT YOUR MOST IMPORTANT HIGHLIGHTS SO FAR, WHETHER PERSONAL OR SPORTING?

I have to say that the Magura slogan #whostopsyou speaks 100 % from my soul, as I am a person who follows through on what I set my mind to and I always question who or what is holding me back!

WOMENPOWER:

ALTHOUGH THE PROPORTION OF WOMEN IN THE MOUNTAIN BIKE SECTOR IS GROWING STEADILY, IT IS STILL QUITE SMALL IN COMPARISON. HOW DO YOU FEEL ABOUT THAT?

I think this is a shame, especially in the hobby sector, because I think that women enrich the scene and enable us all to take a slower or more in-depth look at mountain biking.

WHAT DO YOU THINK NEEDS TO CHANGE TO GET MORE WOMEN ON MOUNTAIN BIKES?

In the hobby sector, there needs to be more awareness, acceptance and offers for the different needs of women, especially when it comes to fear on the trails and learning riding technique. As a woman has less strength, she can't conceal technical deficits as well and falls often have more devastating consequences with fewer muscles. Men can therefore "fight their way through" much longer with sub-optimal technique, while women often (rightly) develop fears.

However, as the sport of MTB is still very male-dominated, women go under in many group events or are simply disadvantaged, overwhelmed or even intimidated in courses – which of course does not help to ensure that there are "more women on bikes".

HOW DO YOU MANAGE TO ASSERT YOURSELF, STAND OUT OR PLAY A PART IN A MOUNTAIN BIKE SCENE THAT IS STILL DOMINATED BY MEN?

By constantly evolving, not settling for something that already works well – but also by constantly questioning things that the scene considers to be set in stone. For me, phrases like "this is the only right way" or "we've been doing it this way for 20 years" are always an invitation to ask "why?" – because just because something is good doesn't mean it can't be better.

PERSONALITY:

YOU CAN DO SO MUCH, IS THERE ANYTHING YOU CAN'T DO?

I can't do a lot of things. For example, I can't possibly be kind to someone who treats an animal badly, I can't (yet) bed-in backwards on my bike, I find it very difficult to learn from people who think they've finished learning and I hate cleaning!

HOW CAN WE IMAGINE THE TRAINING OF A PROFESSIONAL RIDER, I.E. YOUR TRAINING?

I also practise different techniques on the bike myself with different pedalling systems to feel how it feels so that I can then describe it better. I film myself teaching and practising to make my language clearer, to refine my demos.

Of course, I also train physically, do yoga, strength training and go hiking and meditate a lot to give my brain the rest it needs to process what I've learnt.

WHAT ARE YOUR FAVOURITE EXERCISES IN THE GYM AND ON THE BIKE?

My favourite exercises are anything that I can do with my own body weight – push-ups, squats and pull-ups.

On the bike, I prefer to practise the fundamental elements that you need on the trails, i.e. braking, overcoming obstacles, dismounting, starting, balance and preferably in creative combinations, as well as playful skills such as bunny hops, wheelie, manual and rear wheel offsets. I generally like anything that challenges me.

WHAT MAKES YOU FASTER – YOUR HEAD OR YOUR TECHNIQUE?

As a qualified mental trainer and qualified neuromental trainer, I know that the mind makes more of a difference than we think. But as a riding technique trainer and physics lover, I also know

that faith may be able to move mountains, but it can't maintain traction if the technique isn't right...

YOUR GARAGE IS FULL OF BIKES. WHAT WOULD IT BE LIKE IF YOU COULD ONLY RIDE ONE?

My Lapierre Zesty – it's light, manoeuvrable, extremely smooth downhill, bunny-hops well and with my new MAGURA MT Trail SL it's the trail rocket par excellence.

PRODUCT:

WHY MAGURA?

#whostopsyou – this slogan also drives me to constantly evolve and ask myself, is it your fear that stops you or your dream that drives you? When in doubt, I opt for the latter. Above all, MAGURA's philosophy, paired with excellent performance, has convinced me.

WHAT DO YOU ASSOCIATE WITH MAGURA?

High quality, a friendly team, products that set standards, full customisability and reliability.

PERSPECTIVE:

WHAT DOES MOUNTAIN BIKING CURRENTLY MEAN TO YOU? WHAT DO YOU GET OUT OF IT?

It is currently my tool for living my authenticity and bringing meaning into the world.

WHY IS IT SO IMPORTANT TO FACILITATE ACCESS FOR YOUNG GIRLS AND WOMEN TO THE MOUNTAIN BIKING COMMUNITY?

Because through mountain biking, girls and women can learn to believe in themselves more, follow their dreams and not let their fears or the first hurdle stop them. Through continuous training, they can learn [...]. [...] that mistakes are not an unwanted side effect, but an essential part of growth!

WHAT ADVICE WOULD YOU GIVE US?

Unfortunately, I see far too many falls in the leisure sector and often observe that bikers are very scared on the trails because they think that fear and falls are part of it. But it doesn't have to be! I therefore urge every hobby biker to embark on a journey to find out what mountain biking really means to YOU. Find your own truth and then look for a community of bikers who "tick" in a similar way, or be brave enough to ride alone for a while until you have found the right community for you.

/ 21

WOMEN POWER IN BIKE- SPORT



**YOU CAN
ALSO FIND ALL
INTERVIEWS HERE**

MAGUR INTEGRA BRAKIN SYSTEM



ALG







MAGURA INTEGRAL BRAKING SYSTEM STUDY

The main aim of the study on the new MAGURA IBS is to make it easier for inexperienced riders to use both brakes in combination, thereby shortening the braking distance.

Studies by MAGURA on brake pad wear show that the rear brake is generally subjected to significantly greater and more frequent stress in daily use. Many cyclists seem to be concerned about the front wheel rolling over or slipping, which is why they rarely or never use the front brake. Especially in unexpected dangerous situations, when quick reactions are required, there is often a lack of calm and routine to use both brakes optimally. This is where the new MAGURA Integral Braking System comes into play.

A study shows that combined braking with the MAGURA Integral Braking System leads to a 40 % shorter braking distance compared to braking with the rear brake alone (on a dry rider). The stopping distance with the MAGURA IBS corresponds approximately to the level of optimum braking with front and rear brakes. Even in scary situations, a very good braking distance can be achieved by using only the MAGURA IBS.



THE MAGURA INTEGRAL BRAKING SYSTEM

In detail, the Integral Braking System functions as a brake force distributor between the front and rear brakes. When the rear brake is applied, it also partially decelerates the front wheel. The constant combined use of both brakes leads to improved deceleration of the bicycle. The ratio of braking force distribution to the front and rear wheel is adjusted at the factory to the respective bicycle type.

DRAWBACK DESIGN

The Integral Braking System from MAGURA complements the MT C disc brakes and is only slightly larger than a packet of cigarettes. The discreet design of the MAGURA IBS is hardly noticeable and integration into various bicycle concepts is easy. The MAGURA IBS works purely mechanically and does not require a power source. Special brake hoses with Easy Link cable couplings make installation and servicing easier.

**UP TO
40%
SHORTER
BRAKING
DISTANCE**



PROVEN TECHNOLOGY FROM THE MOTORCYCLE FIELD

IBS systems have long been proven and established in the motorbike sector. MAGURA is now once again transferring technologies from this area to the bicycle and presenting the MAGURA Integral Braking System as a world premiere. This addition to the in-house portfolio comes alongside the ABS brake components. While the Bosch eBIKE ABS offers a fully electronic control function with MAGURA brake components, the IBS technology is based on a purely mechanical-hydraulic function.

"The innovative MAGURA IBS technology is a further step in our endeavour to drive mobility trends and make bicycles even safer. We have already proven this in the past with the introduction of hydraulic brakes on bicycles and the first eBIKE ABS brake components," explains Christian Büchle, Head of Development at MAGURA.

i

MARKET INTRODUCTION



For the market launch, MAGURA's IBS is initially designed for cargo bikes, in particular for the "Long John" design, i.e. two-wheeled cargo bikes in which the load is transported in front of the rider(s). MAGURA presented an initial design and functional sample at Eurobike 2023. The medium-term plan is to extend the applications to other types of bikes (city, trekking and all-road bikes) through further developments. A retrofit option is not planned for the time being.







HIDDEN HEROES

SETUP TIPS FROM THE WORLD CUP MECHANICS!

WORLD CUP MECHANICS ARE CONSIDERED THE SECRET HEROES BEHIND THE SUCCESS OF THEIR PRO RIDERS. WE ASKED FOUR MECHANICS FOR THEIR TIPS ON BRAKE SET-UP!

When fractions of a second make the difference between victory and defeat, rock gardens are getting rougher and rougher and drops higher and higher, World Cup athletes need to be able to rely on their equipment more than ever.

The right SetUp can make all the difference, especially in the Down-hill World Cup. To help you further optimise your own brake setup, we asked four mechanics for their insider tips on brake setup.

SPECIALIZED

NATHANIEL CARR

SPECIALIZED GRAVITY

Mechanic for Jordan Williams



220 MM FOR MORE BALANCE!

"Jordan usually runs his brakes with 203 mm disc brake rotors, but on the super steep World Cup course in Loudenvielle (FR) we used a 220 mm brake rotor on the rear wheel for the first time to prevent overheating! The position on the HR helped the bike to push less into the travel of the fork and thus remain balanced in the suspension."

MATEJ SKUZZIN

KMC MTB RACING

Mechanic for Anika Loiv

DURABLE PADS FOR MUD RACING

"Depending on the weather, our CC athletes choose between the snappy RACE (R) brake pads and the PERFORMANCE (P) compound. In mud races, the grey P pads offer us finer brake controllability, perfect for finding the sweet spot between grip and slippage. The higher durability also helps us in long races."



CUBE

RUSTY

CUBE FACTORY

Mechanic for Danny Hart

Long lever = plenty of power!

"To get a little more power out of his MT7, Danny uses the longer 2-finger brake lever blades. If you slide them far enough inwards towards the stem, they are easy to grip with one finger. Thanks to the lever law, they offer maximum power!"



JULIAN STEINER

PRIVATEER

Mechanic for himself

All-in against arm pump!

"At over 1.90 m tall, I'm a rather heavy rider and have therefore optimised my brakes for maximum power and stability. Large 220 mm MDR-P brake rotors and stable Performance brake pads help me to avoid fading and, above all, arm pump! I can now decelerate superbly with just a little manual force."



EVENT REVIEW



EUROBIKE



WINTERBERG



WINTERBERG

EUROBIKE



We were part of many exciting trade fairs, events, festivals and championships again last year. Starting in January, with the Velofolies trade fair in Belgium, through to the Roc d' Azur Festival in October.

In between, there were always highlights, such as the Bike Festival in Riva, the Eurobike in Frankfurt and the UCI MTB World Cup Lenzerheide.



SÖLDEN BIKEOPENING

In addition to technical support, events are our opportunity to get in touch with you personally. To let you experience our latest products, get to know our team and receive valuable tips for your own set-up! You can also look forward to joint excursions, workshops, autograph sessions or exciting hands-on stunt shows at many events. **We look forward to getting to know you!**



EUROBIKE



SÖLDEN BIKEOPENING

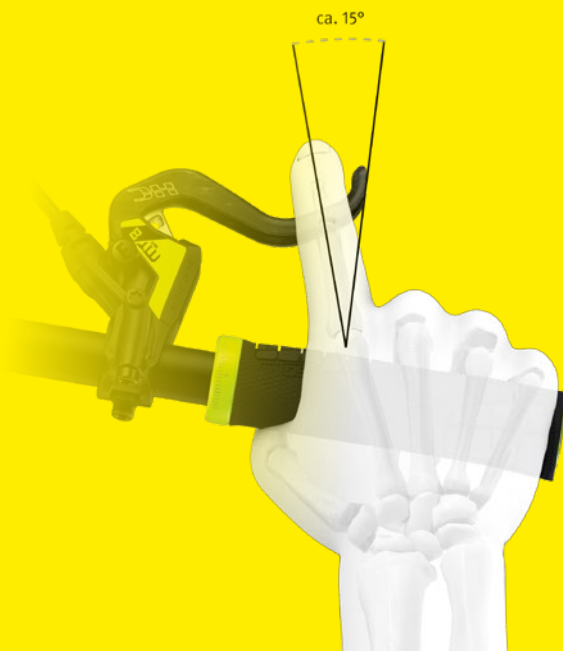
↓ TIPS AGAIN ARM PUMP

FOUR TIPS TO HELP YOU LAST LONGER.

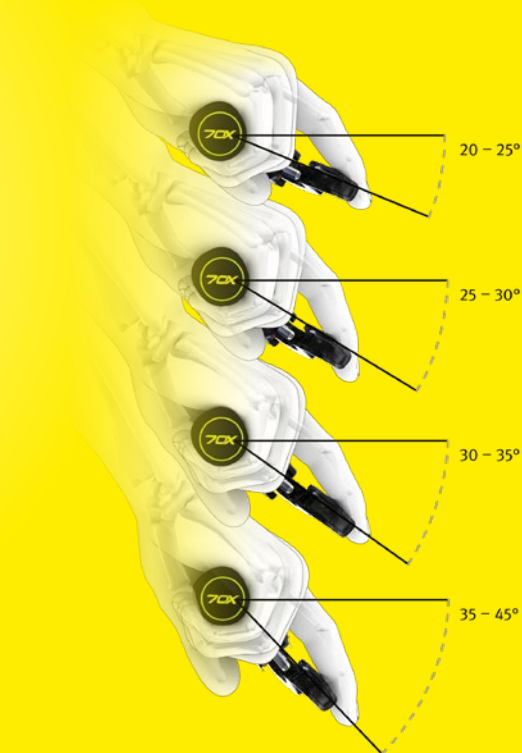
Everyone knows it, everyone hates it: Arm pump and aching hands on long descents. Arm pump can have a variety of causes – for example, a suspension that is set too hard, an incorrect riding position or handlebar grips that are not suitable. However, the brakes in particular and their settings also offer you a few adjusting screws for optimisation. Try it out!



INST MIP



/ 37

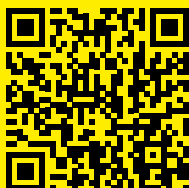


TIP 1: OPTIMISE THE ERGONOMICS OF YOUR BRAKE

Make sure that you can comfortably reach and pull the brake lever blade in every situation. Adjust the horizontal position so that you can reach the lever at an angle of approx. 15 degrees and determine the angle of inclination depending on the saddle cant and your own preferences.

Finally, adjust the reach of your brake lever blade to suit your hand size and preferences. With the #customiseyourbrake product range, MAGURA offers you additional lever options for fine-tuning your ergonomics.

Want more details? Then take a look at our ergonomics guide, which we have compiled for the specialists at SQLab.



**BRAKE LEVER
BLADE OVERVIEW**



TIP 2: CHOOSE STRONGER BRAKE PADS

Did you know that the brake pads influence more than 20 % of the braking force? So with a more powerful brake pad, you need less manual force to generate the same power. A simple way to prevent arm pump.

MAGURA offers you PERFORMANCE and RACE pad compounds for the highest demands.

TIP 3: CHOOSE A LARGER DISC BRAKE ROTOR

Changing from a 180 mm to a 203 mm disc brake rotor gives you 10 % more braking power and effectively saves manual force. The advantage is particularly noticeable on long descents, because as the disc brake rotor heats up, its coefficient of friction decreases and you have to pull harder and harder on the lever to maintain the same power.

A large disc helps to avoid this fading. The larger the disc, the longer it takes to heat up. The same applies to its mass. Lightweight cross-country discs heat up much faster than our stiffened MDR-C or MDR-P discs.



180 mm

203 mm

220 mm



+10%

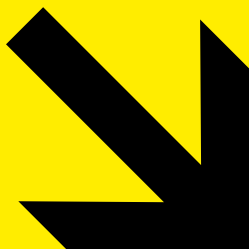


+10%



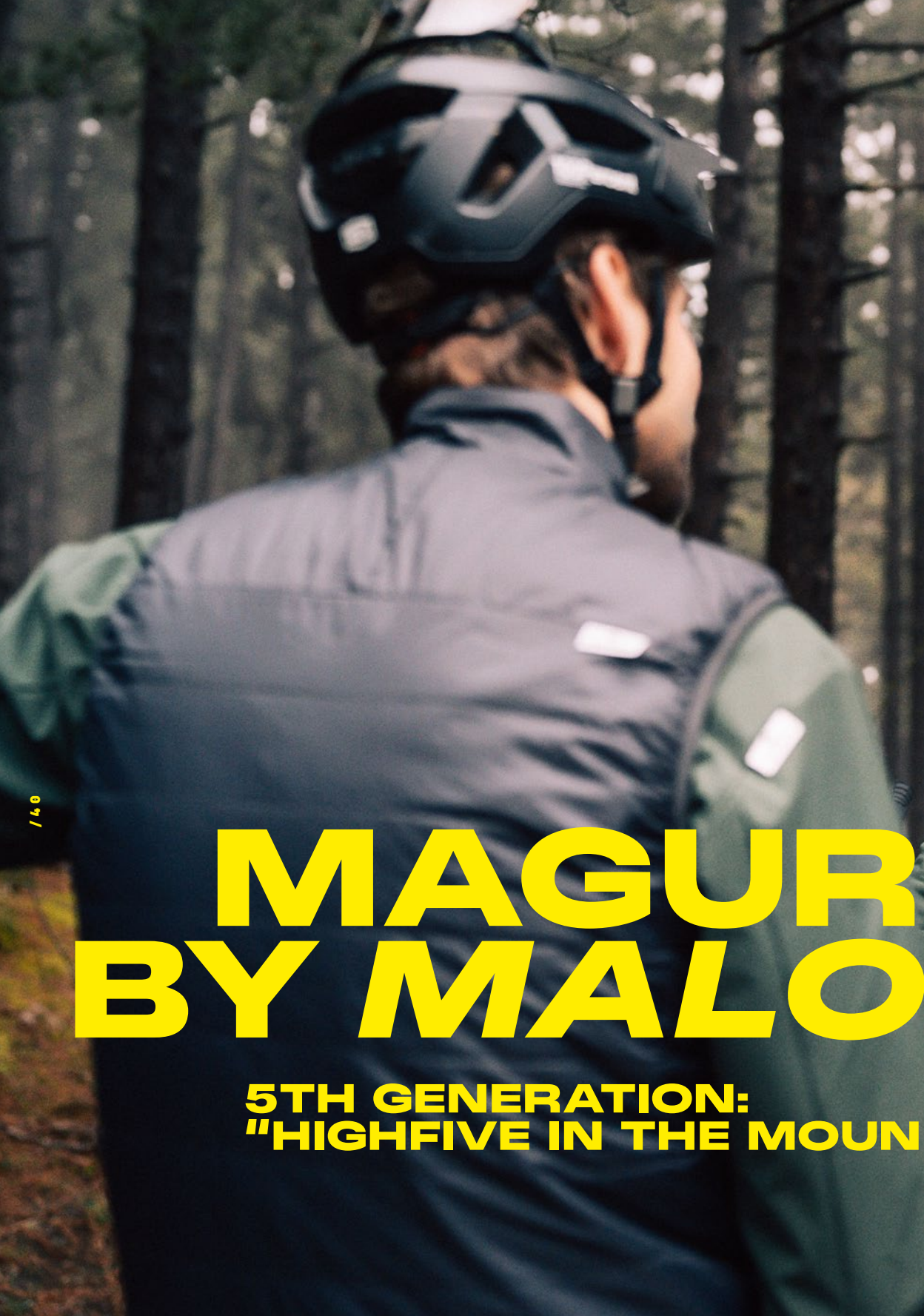
TIP 4: USE A LONGER BRAKE LEVER BLADE

A special feature of MAGURA MT brakes are the interchangeable brake levers. In addition to different shapes, you can also use a particularly long lever blade with the 2-finger brake lever. After the conversion, simply slide the brake lever a few centimetres closer to the stem and you can pull the 2-finger lever perfectly with one finger. The advantage is the particularly high braking force! Proven in use by pros like Danny Hart or Brett Tippie.



TRIED EVERYTHING ALREADY?

Then the only thing that may help is the weight-lifting bench.



/ 4 0

MAGURO BY MALO

5TH GENERATION:
"HIGHFIVE IN THE MOUNTAIN"

A woman with blonde hair in a braid, wearing a black cycling helmet and a dark green zip-up jacket, stands in a forest. She is smiling and looking towards the camera. The background is a soft-focus forest with tall trees. A bicycle wheel is visible in the bottom right corner.

AJA

TAINS"

MAGURA AND MALOJA CELEBRATE A SMALL ANNIVERSARY.

The 5th collection of the two brands will be launched in May 2024. Under the motto "HighFive in the Mountains" or "highfivemtns" for short, we are once again bringing functional lifestyle to the bike and inspiring designs to the mountains.

With 19 items, the new collection is more extensive than ever. Whether for biking or for everyday use, in cold weather or for warm temperatures: with the clothing items in our latest collec-

tion, you can spend more time in your favourite playground: the mountains.

A jersey is a jersey? Not when it comes to design and quality! We have been collaborating with Maloja for five collections now and rely on their flair for fresh designs and passion for high-quality products that have been thought through down to the smallest detail. In 2024, bikers will once again have the choice between performance and lifestyle clothing.



i

AVAILABLE NOW



You can get all articles in our MAGURA merchandise shop at magura.com and from your bike dealer.

ACTIVE WEAR



MTB Short



Freeride
Longsleeve
& Jersey

GRAVITY JERSEYS

Our tried-and-tested gravity jerseys with long and short sleeves and the matching trail shorts are among the absolute bikewear classics. Whether for trail, enduro or downhill: the jerseys are suitable for every purpose. The wide cut allows the comfortable use

of protector jackets and waistcoats, while the robust mesh material ensures a high level of comfort. The jerseys are odour-inhibiting, breathable and quick-drying. The design is kept simple this time – all in black with a yellow MAGURA logo.



Stretchfleece Jacket

HIGH MTNS HIGH



Track Jacket
& Primaloft Vest

JACKETS

Is it getting a bit chilly to ride in just a jersey on your early morning or evening bike rides? Or are you out and about and need a stylish piece to throw on? We've also thought of this in our collection. With our chic, simple functional jackets in dark green and the waistcoat in black, you'll always look stylish – whether you're on your bike or in a café.



Black Endurance
Jersey

Black Endurance Bib Short

ENDURANCE CLOTHING

The Endurance Set offers you a stylish, functional outfit with which you are perfectly equipped to get your race bike or cross-country bike. The cosy material is odour-inhibiting and particularly quick drying. With the discreet design in black with yellow highlights, you'll look cut a good figure in any situation.



Sweathoodie



Short highfivemtns

STREET WEAR

APPAREL

The MAGURA by Maloja streetwear collection offers you a selection of fashionable T-shirts, shorts, a hooded jumper and a classic dark blue shirt. To increase comfort, many of the products are made from 100 % organic cotton or combine fabrics with a natural feel. One of the highlights is cord shorts with a mix of cord and hemp stretch.

The subtle designs of the streetwear make it easy to combine with other items of clothing. Prints such as the stylised of a mountain range in combination with the MAGURA logo, make the items into highlights for fans of the traditional German brand.



Night Blue Shirt



Mountain T-Shirt
Men & Women

MERCHANDISE AND ACCESSORIES

Whether it's for everyday wear or sport, accessories are a must. That's why we're once again offering a cool cap made from 100 % organic cotton for a stylish everyday look.

Do you want to look chic during sport too? Then grab our new headband in yellow with black MAGURA lettering - or our new sports socks. So you'll be perfectly equipped from head to toe.



Headband
highfivemtns



6 MAGURA EMPLOYEE IN PORTRAI

CONOR

SALES MANAGER MOTORCYCLE



Part of the MAGURA family for 15 years.

As an absolute motorbike expert, customers rely on the recommendations of the Bavarian with Irish roots. He is the in-house specialist who knows exactly what fits where and advises customers so that the product fits the intended use and works for decades without any problems.

At MAGURA, he particularly likes the high-quality "Fit & Forget" products, which the customer forgets about after installing them, as they work perfectly and require little maintenance.

"For most people today, motorbikes are no longer the main means of transport - so they are toys instead of everyday equipment. Everyone has fun with toys and with the best operating elements more fun and fewer problems - that's what I like."

1



EST



2



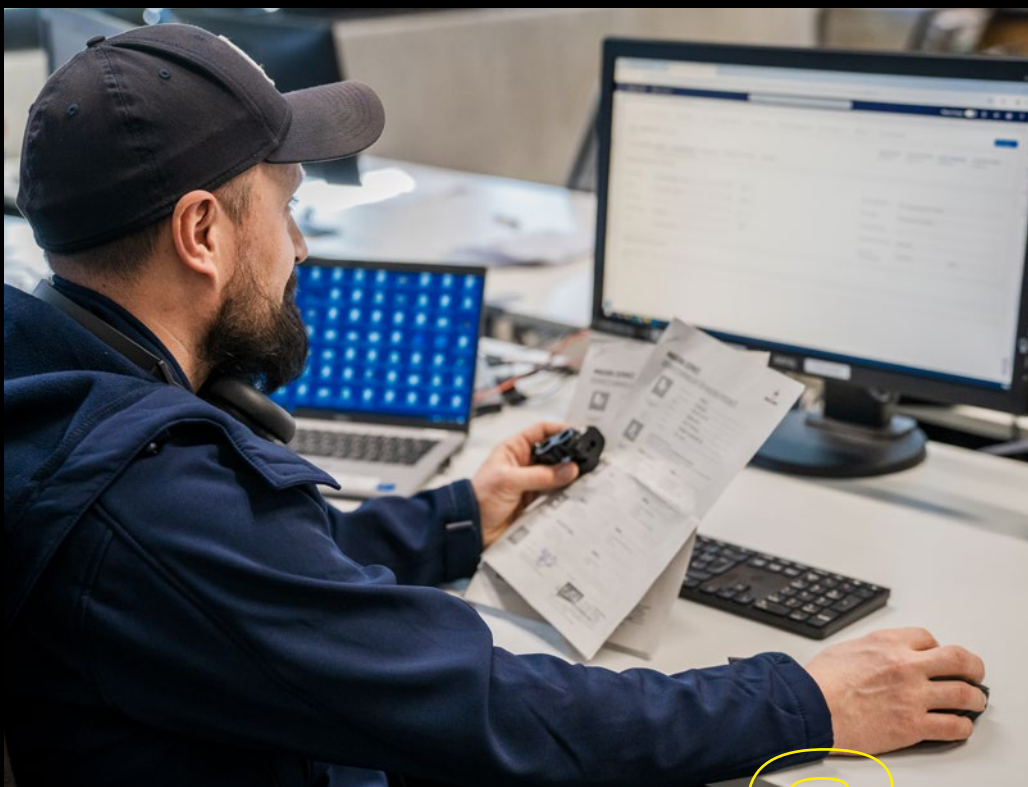
SARAH

PERSONNEL DEVELOPMENT OFFICER

Since joining our team in 2016, Sarah has enjoyed the variety of her tasks and the opportunity to learn something new every day. After completing her apprenticeship as an industrial clerk at MAGURA, she moved straight into the area of personnel development. There she takes care of tasks in recruitment, support, development and personnel marketing, especially in training and further education.

As someone who enjoys working with people, Sarah looks forward to new challenges every day. New projects bring exciting tasks that she tackles with enthusiasm.

"I'm convinced that you can learn something new every day, and it fills me with pride that I'm always learning something new at work."



3



SEBASTIAN

TECH SUPPORT

Sebastian has been working as a service employee at MAGURA / MAGURA Bosch Parts & Services for 18 years. The company was recommended to him by a friend who worked here at the time. He started at MAGURA in the production of suspension elements.

Today, as a service technician, Sebastian is responsible for solving technical problems for B2B and B2C customers. This includes telephone customer service as second level support, quality checks and identifying and rectifying causes of failure. His tasks also include the repair and maintenance of all products from current and past generations.

The quality and innovation of MAGURA products are particularly outstanding for Sebastian. "I appreciate the reliability and performance of the components, which offer customers a safe and high-quality riding experience."



MIRIAM

PURCHASING MANAGER

Miriam has been with MAGURA since 2008 and started there as a project buyer after completing her product engineering studies. She was attracted by the combination of commercial and technical requirements in an international environment. In 2013, she was given the opportunity to take on responsibility for the entire Strategic Purchasing department. In addition to strategic purchasing, she is now responsible for scheduling, supplier development and initial sampling.

Miriam describes her job as a manager at MAGURA as constantly developing her team and adapting to changing requirements. This is more important than ever, because "procurement has a major impact on competitiveness and requires a balancing act between availability and costs," she says.

/ 51



CLAUDIA

MARKETING MANAGER EVENTS & SPONSORING



5

Claudia became aware of MAGURA in 2007 during her training as an MTB guide. Since 2008 she has been able to combine her passion for mountain biking and her profession as an advertising specialist at MAGURA, according to her: "a six in the lottery."

Her area of expertise consists in particular of organising trade fairs and events as well as looking after athletes and teams. And it is precisely this versatility that makes it special for her.

Highlights for her are the MTB festivals to take part in - e.g. the BikeFestival Riva or the Glemmride. "The shared MTB spirit and the interaction between exhibitors and visitors make these events special!"

As a trail and enduro rider, Claudia appreciates being able to back MAGURA products 100 %. "I trust MAGURA brakes completely. They give me confidence downhill and don't let me down even on long descents. The wide range of brake pads, discs and levers allow me to set up my bike perfectly."





PHILIPP

DEVELOPER

Philipp began his training as an industrial mechanic at MAGURA in 2010 and then gained valuable experience as an employee service technician in the field of technical support. Between 2014 and 2016, he expanded his expertise in the bike industry as a technical support technician at an e-bike gearbox manufacturer and then opted for further training. In 2019, after completing his technician, Philipp returned to MAGURA with new skills and fresh motivation. Since then, he has been working in product development and administration of CAD and in product data management.

Philipp describes his work at MAGURA as exciting and varied, characterised by a great team spirit. He appreciates the continuous learning opportunities: "You never stop learning" describes the job best... His latest project has been the most impressive for him so far, as he was able to accompany it completely and was extensively involved in the areas of testing, marketing and customer meetings.

What Philipp particularly likes about his job is the opportunity to combine his passion for cycling with his profession. For him, this is the ideal fit. He also praises the support and efficiency of the team, which works together quickly and purposefully.

6

MAG AT SWI



MAGURA THE SWISS EPIC



The Swiss Epic stage race is considered one of Europe's mountain bike highlights. In 2023, two MAGURA colleagues swapped their desks for a starting place in the legendary race through Graubünden.

Whether experienced ex-professional, bike park enthusiast, leisure cyclist or commuter. For many of our MAGURA colleagues, the bicycle is their pure passion and daily motivation at their desk. We see it as our mission to drive mobility trends around the bicycle and to offer you the best performance for your application.

True to the motto #whostopsyou, our employees are always throwing themselves into sporting challenges with our components – whether on weekly lunch rides, short trips or joint race participations.

Two of our employees found their personal challenge in 2023 at the "Swiss Epic" team stage race. Two enthusiastic mountain bikers with a 40-hour working week who use every free minute outside of their job at MAGURA to get out on their bikes and clock up the kilometres: Dominik (MAGURA Marketing) and Roland (MAGURA AM Sales). They regularly reported live on the MAGURA Instagram channel during the race. The facts of their challenge: 5 days, 350 km, 12,000 vertical metres and trails galore!

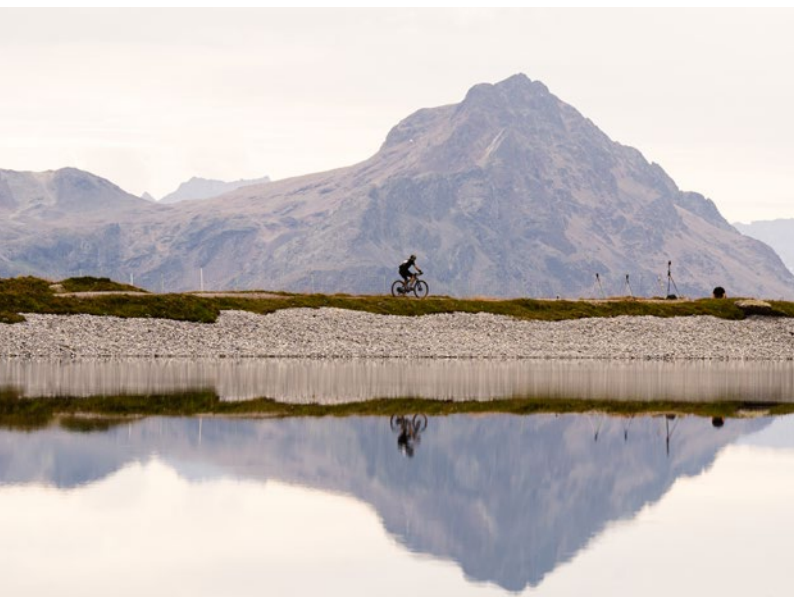
They got off to a promising start on the very first day of the race, which also earned them respect for what was to come. The Bike Kingdom Lenzerheide challenged the riders right from the start with plenty of natural and bike park trails, but also with thin mountain air and the steepest uphill ramps.

Day 2 was a transfer stage to St. Moritz. 81 km and 2,350 metres in altitude had to be conquered – including 1,300 metres in altitude in one go over the Albula Pass at 2,312 m above sea level.

In the international field of 2-person teams, both achieved a great top 25 result on the first stage. On the second day, they even made it into the top 20 overall with 12th place.

But after the euphoria, unfortunately everything changed. Dominik fell ill with a high temperature in the night of the third day, so Roland had to "fight his way through" alone from stage three onwards. As a lone fighter in the field of two teams and without any mental support or energy-saving slipstream changes. It was certainly not an easy task, but the experienced family man successfully fought his way through. He was able to finish the race after five days. Unfortunately, as an individual participant, he was not ranked, but nevertheless won the coveted finisher's medal. Chapeau!

Are you already dreaming of your next challenge? Everyone has their own motivation and a very special goal, and the path there is never straightforward or easy. But #whostopsyou ?!





SETUP TIPS FOR YOUR NEXT MARATHON ADVENTURE

Modern marathon races like the Swiss Epic are not only a challenge for riders and equipment on the climbs, but also on the descents. There is nothing left of fast races on simple forest paths these days. Trails, root fields, stone fields and bike park tracks are the order of the day. The equipment has also changed accordingly. Fullys have become the norm and, in addition to more potent suspension, modern geometries with slack steering angles and long main frames provide additional safety.

The MAGURA #customiseyourbrake product portfolio offers several options to ensure that your brake setup is optimally adapted to adventures like the Swiss Epic. Especially for races in the Alps, with often kilometre-long trail descents, a tuning for more stability and braking power can not only provide safety, but also save arm strength and increase comfort, depending on the rider's weight. Heavy riders in particular benefit from the conversion.

The first noticeable upgrade is the change from a 160 mm to a 180 mm disc brake rotor. This tuning alone increases braking power by a valuable 10 %! Retrofitting a 4-piston brake calliper can provide additional power. Thanks to the MAGURA MT modular system, an MT8 can be upgraded to an MT Trail SL in a few simple steps with a 4-piston brake calliper. The brake lever and brake hose do not need to be changed.

Depending on the application, race brake pads offer even more power than the standard setup. But be careful! This pad compound may fade more quickly on long descents. For longer descents, we therefore recommend the performance brake pads with the grey pad carrier plate. Try it out!

And how does the racing weight change with a "down-country" brake upgrade? – Upgrading an MT8 SL with 160 mm brake rotors to an MT Trail SL with 180 mm brake rotors adds just 56 g to the weight! Even if many racers meticulously optimise their bikes down to the last gram, 56 g should be easy to cope with. Later braking points and more safety on the downhill will definitely make up for the tenths of a second lost on the uphill!



BIKE CHECK: ARC8 EVOLVE FS X MAGURA

Dominik chose a 120 mm downcountry fully from Arc8 for the Swiss Epic. At a slim 67 kg, the experienced rider opted for a lightweight setup with MT8 SL 2-piston brakes and 180 / 160 mm disc brake rotors.

A MAGURA VYRON MDS-V3 dropperpost with 125 mm stroke made his setup perfect. With enough energy to last a year, the stage race was a breeze for the seatpost, even without intermediate charging. The new remote and fast hydraulics also made spontaneous lowering possible in unfamiliar terrain.



Follow us:



facebook.com/magurapassionpeople



instagram.com/magura_bicycle

Imprint:

Published by:

MAGURA Bosch Parts & Services GmbH & Co. KG

Editing & Concept: Sascha Liebig

Author: Dominik Voss & guest authors

Layout & Design: vg mediastudio

Cover photo: Clint Trahan

Publication date: 04/2024

MAGURA NET- WORK

