



Mountain Bike Action

January 2013

Interbike Coverage: Found in the Desert

Featuring: Raven 10

Circulation: 90,000

Readership: 270,000



Osprey Raven: The Raven 10 pack from Osprey has a bottom pocket that is a fold-out tool pouch. Cool idea. That is where the tool kit always ends up anyway, and with this pocket, you get fast access. The pack also has an over-the-shoulder zipper that makes getting the pack's reservoir and hose super easy to slip in and out.

If you want to see some serious product abuse, let a few thousand bike-shop employees loose in the desert with hundreds of demo bikes and tell them to "have at it." This is exactly what takes place at the annual Interbike Dirt Demo. It happens over two days in Boulder City, Nevada's Bootleg Canyon Mountain Bike Park before the show moves indoors to the Sands Convention Center in "Lost Wages."

In many ways, the Dirt Demo is more important and more interesting than the indoor show. Instead of products being neatly displayed on carpet and under lights, these products are being thrashed and bashed in the environment they were intended for. The MBA wrecking crew was in the desert and saw the carnage firsthand.

