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Spring 2018 Bike Collection

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PRESS RELEASES

Yakima Introduces Innovations and Upgrades to its Spring 2018 Bike Collection

Innovative new products meet the needs of a wide range of consumers, from lone cycling warriors and fat bike riders to truck owners and van life lovers.

Lake Oswego, Ore. - September 13, 2017



Yakima, the leader in vehicle racks and cargo management solutions, is expanding its bike rack collection for Spring 2018 with innovative new

products that meet the needs of a wide range of consumers, from lone cycling warriors and fat bike riders to truck owners and van life lovers. The brand will be featuring them at the 2017 Interbike trade show (booth 19231).

The new products for Spring 2018 include the BackSwing, which converts most hitch racks and baskets into a swing-away rack, the full-featured GateKeeper truck tailgate pad, and the EasyRider High, the quintessential adventure trailer. Yakima is also expanding its bestselling HoldUp family to include the new HoldUp EVO, which accommodates fat bikes, and the SingleSpeed, a minimalist single-bike hitch tray rack.

"Our Spring '18 bike collection takes inspiration from the ever-shifting cycling world, plus the consumer trends around us, both inside and outside of the category," said Joel Grabenstein, Yakima Category Director. "These stand-alone and complimentary products address unmet wants and needs in the marketplace that have been expressed to us by our consumers and retailers. Our new products will enable abundant adventures for cyclists, trailgaters and wanderers by increasing the overall ease of transporting gear and friends to the places they love."

Spring 2018 Products

BackSwing

The new BackSwing upgrades almost any hitch rack into a swing-away hitch rack, allowing users to swing their fully-loaded rack out of the way and easily access the rear of the vehicle. It works seamlessly with Yakima's Dr.Tray and HoldUp EVO – as well as almost any other rack or hitch basket using a 2" receiver. The push-button AutoLock secures it in the open position.

- Weight limit: 250 lbs.
- MSRP: \$299
- Available Spring 2018

SingleSpeed

This new single-bike hitch rack is perfect for fast and light solo travel, and its minimalist design meets the needs of urban-dwellers with limited parking or storage spaces.

The SingleSpeed carries any kind of bike and is super-easy to install and remove. The StrongArm design secures bike at wheels, protecting paint jobs and carbon frames. It's compatible with fat, mountain, road, BMX and kids' bikes.

It's the first single bike tray that comes with a full locking package: SKS Locks are included, which lock both the rack to the vehicle and bikes to the rack.

- Weight: 20 lbs.
- Compatible with 2" and 1.25" hitch receivers out-of-the box
- MSRP: \$259

- Available: Spring 2018

HoldUp EVO

Yakima's bestselling HoldUp rack is getting an upgrade for 2018. Updates include an easy-access tilt mechanism & kick plate, addition of the SpeedKnob for tool-free installation, increased side-to-side tray adjustment and fat bike compatibility. The StrongArm hook design secures the bikes at their wheels, protecting paint and carbon frames.

Ever-versatile, the HoldUp EVO fits fat, mountain, road, BMX and kids' bikes with wheels 20"-29", and accommodates disc brakes, thru-axles, Boost hubs and full suspension mountain bikes. Two bike capacity; carry up to four with the addition of the HoldUp EVO +2 (2" only).

- HoldUp EVO MSRP: \$499
- HoldUp EVO +2 (2" Only): \$369
- Available Spring 2018

EasyRider High

Haul it all with the new EasyRider High utility trailer – perfect for hauling bikes and other outdoor toys and cargo. Carry up to 500 pounds of gear with two levels of storage and our widest heavy-duty bars. Shock absorbers provide a plush ride for your gear. The smart handle lets you use it as a handcart, and the aluminum construction is strong and light. The trailer is highway-friendly for long trips, and also great for shorter adventures. Storage is easy – just fold in the tongue and roll it out of the way. Accessories, including the SpareTire, TentKit and LongTongue, are also available.

- Top deck: 78"
- Lower deck: 48"
- Distance between decks: 22"
- 500 lb. carrying capacity
- Works with Class I, II and III hitches when a 2"-sized ball is attached
- Tires are tubeless trailer tires, available at any tire shop
- Weight: 155 pounds
- MSRP:
 - o EasyRider High: \$2799
 - o SpareTire: \$199
 - o TentKit: \$119
 - o LongTongue: \$199
- Available: Spring 2018

GateKeeper

Inspired by Yakima's much-loved CrashPad, the new GateKeeper truck tailgate pad is designed for throw-it-in-and-go bike transport. Cushioned, SitTight bike cradles give each bike a safe, comfortable spot to be strapped in for the shuttle ride, and protects your bike and truck's tailgate. The full-throttle feature set includes individual bike closure straps for extra stability and protection, a tuck-away cover that opens up the view for your backup camera, and super-durable, coated nylon construction.

- Made with easy-to-clean, UV-resistant, waterproof tarpaulin nylon material
- Medium: 54" & 5 bike cradles; MSRP: \$139
- Large: 62" & 6 bike cradles; MSRP: \$149
- Available Spring 2018

JAM COLLECTIVE