



FOR IMMEDIATE RELEASE:

## Boo Bicycles' BOOlossal Fat Bike to premier at NAHBS NAHBS: North American Handmade Bicycle Show is February 22-24 in Denver



Breckenridge, CO, February 17, 2013/Boo Bicycles/- BOOlossal, Boo's first fat bike, is as stylish as Boo fans have come to expect, but with an added dose of toughness. Inspired by customer Mark Guthart's desire for a unique fat bike to ride year-round in Iowa, BOOlossal was designed and produced in collaboration with Fort Collins, CO-based Black Sheep Bikes. Be among the first to see BOOlossal up close at Boo Bicycles' booth at NAHBS.

The BOOlossal was a team effort among Frey, Guthart, Wolf, and the Boo Boys building up the bike. Many hours were spent researching, discussing and brainstorming how to make the fat bike a reality. The most challenging part of the process was the technical aspect of clearance and rear wheel spacing; really the whole rear-end itself. They knew it had to be perfect on the first shot, and that involved a lot of discussion of different designs and then engineering the frame to progress from concept to reality. While they started out with an original vision, it all evolved during the process. Despite this, Mark says the process was really fun, challenging and rewarding and he is satisfied with how everything has turned out. One of the biggest takeaways for Guthart is how much Boo cares. There is a passion to make sure customers get what they want - it shows in the product they receive.

Guthart had been shopping for a fat bike for a while, but wasn't finding what he wanted. In September 2012, he contacted Nick at Boo to see if he had interest in working together. Nick jumped on the idea. The rest of the year was spent designing and planning. This bike focuses on improving upon what else is already on the market and implementing components that hold up to the unique needs of a fat bike: durability, slow-speed handling, proper weight distribution, gear range, and the capability to roll over or through anything.

The collaboration with Black Sheep Bikes came about organically. Guthart had been researching carbon forks when he stumbled upon Black Sheep and prior custom fat bike builds they had done. He pitched the idea of collaboration to Nick, who ran with it. The collaborative process was seamless, with both companies eager to build relationships and create an awesome product. Black Sheep is contributing a truss fork and integrated barstem to BOOlossal.



The finishing touches are now being put on the BOOlossal and it will be debuted at NAHBS. Guthart is excited to see his bike at the show. His long-term goal is to ride BOOlossal year-round on some of Iowa's best single-track trails.

Boo Bicycles was founded in 2009 by Frey, a Princeton-educated engineer and professional cyclist. After successfully racing a prototype bamboo-carbon fiber bike in 2008, Nick teamed up with Wolf, an industrial designer and master craftsman with 15 years of bamboo experience. Today, Boo creates custom road, mountain, cyclocross and touring bikes for customers all over the world. Each carbon fiber and bamboo frame is handmade in Vietnam by Wolf, using hand-selected, sustainably grown bamboo. Bikes are assembled in Colorado, using high-quality components selected to fit the rider's needs. Boo's marriage of performance and comfort continues to prove itself both in the professional race circuit and on the trails. For more information, contact Nick Frey at 515.554.9226 or [nickfrey@boobicycles.com](mailto:nickfrey@boobicycles.com).

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