

# Mountain Biking At Mammoth Mountain

Trek Media Event  
June 27, 2018



# **TREK**

# *Mammoth Mountain – Some History*



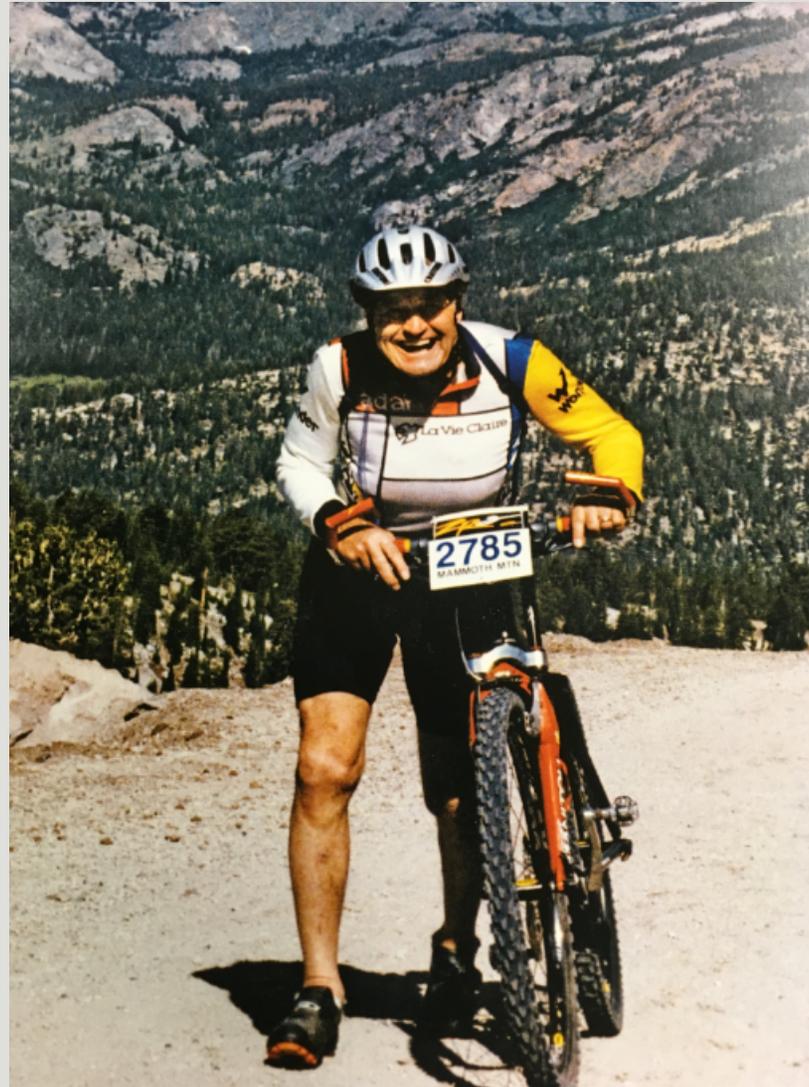
# *Mammoth Mountain – Some History*

- Dave McCoy began skiing Mammoth Mountain in the 1930's and opened the first rope tow in 1948.



# Mountain Biking + Mammoth Mountain – Some History

- Mammoth began building trails specifically for mountain biking in 1985.
  - First singletrack trail was Beach Cruiser.



# Mountain Biking + Mammoth Mountain – Some History

- Right around that time Dave thought it would be fun to throw a bike on the gondola and ride down the road from the top of the mountain. Downhill Kamikaze was born.

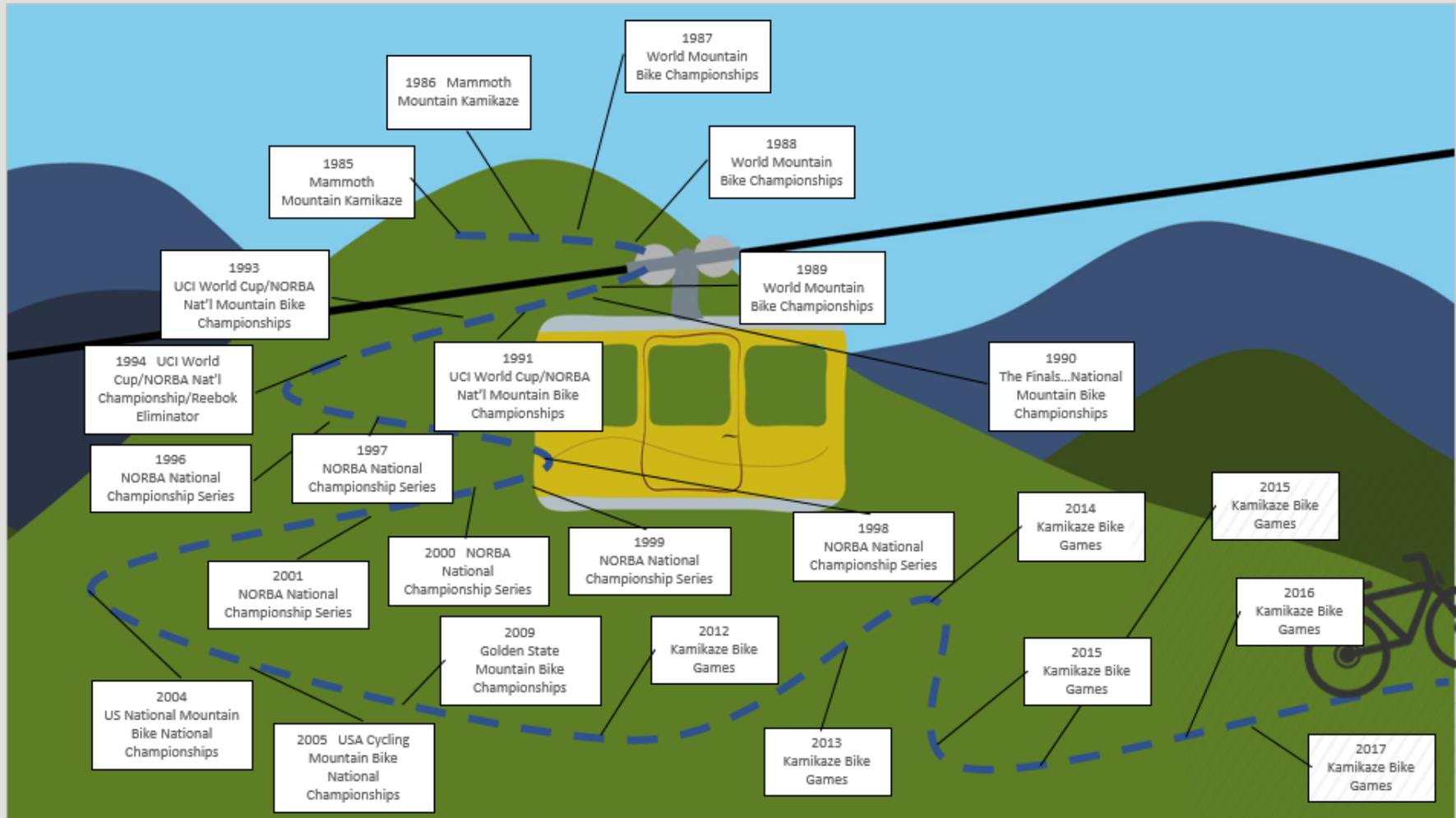


# Mountain Biking + Mammoth Mountain – Competition

- As the Kamikaze grew Mammoth started taking on more races including NORBA Nationals, USA Cycling Nationals, The Reebok Eliminator and many more.

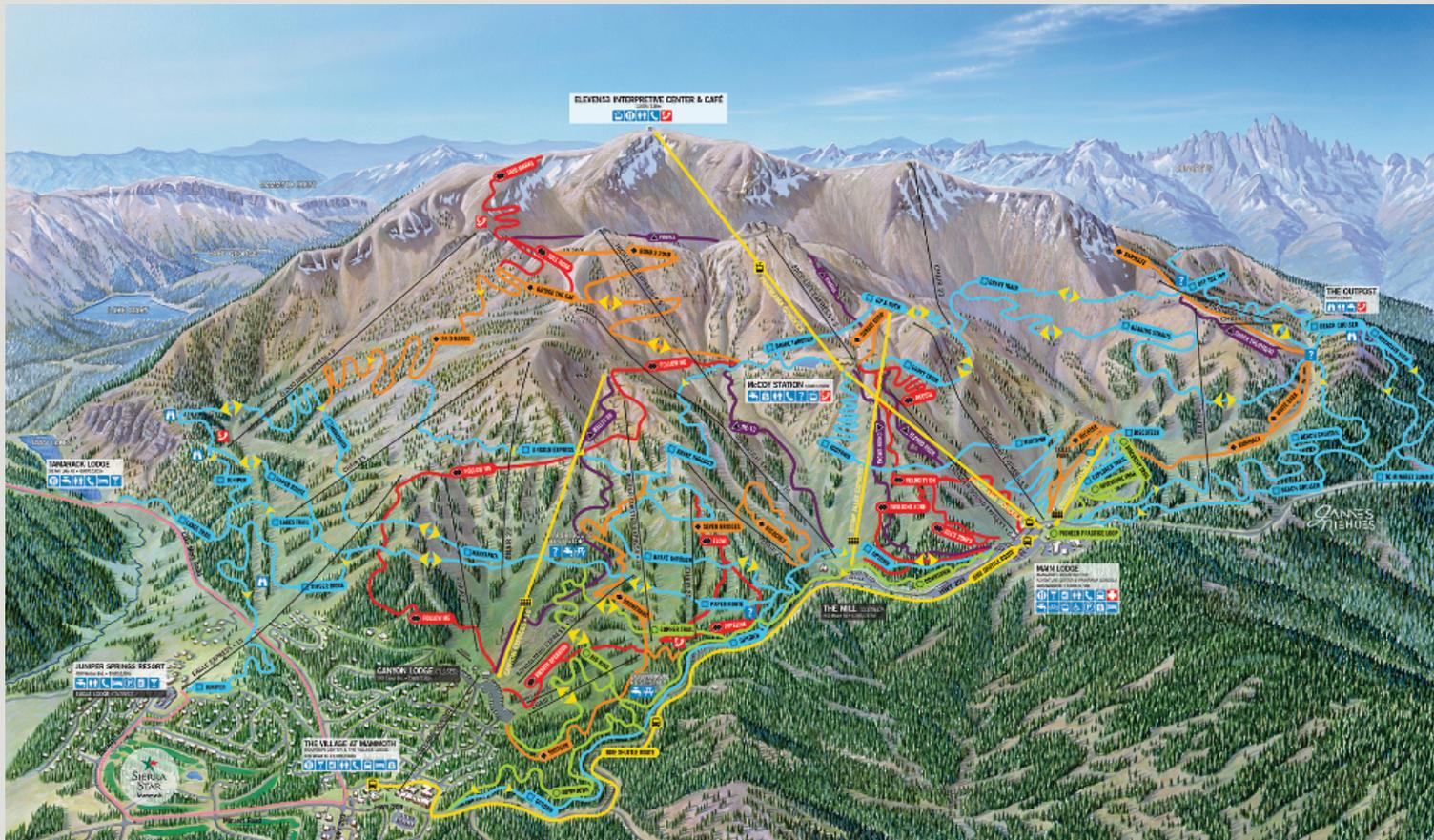


# Mountain Biking + Mammoth Mountain – Competition



# What Makes Mammoth

- 80 miles of singletrack



# What Makes Mammoth

- High alpine riding on the top of the Sierra
  - Off the Top (Intermediate), Skid Marks (Expert/Advanced) and Kamikaze (Advanced) all offer different types of terrain to ride from the 11,053' summit



# What Makes Mammoth

- Views



# *What Makes Mammoth*

- Terrain uniquely Mammoth



# What Makes Mammoth

- Riding in every direction
  - Trails peel off the top of the mountain to the North, South, and West giving the terrain a different feel in different locations



# What Makes Mammoth

- Pumice surfing



# What Makes Mammoth

- The Discovery Zone
  - Beginner/family focused area with trails specific to progressing from a beginner to intermediate.
  - Discovery → Adventure → Explorer → Discotech
  - Smooth trails that are short in length allow for beginners to get adequate rest between laps.



# What Makes Mammoth

- The Discovery Zone
  - Short lift keeps everyone engaged
  - Guests transition from the Discovery Zone straight to the long, smooth beginner trail Downtown



# What Makes Mammoth

- Families/kiddos/beginners
  - Focus on beginner trail maintenance
  - Promote clinics and lessons to help riders progress



# What Makes Mammoth

- Local race series
  - In partnership with SEMBA, our local mountain bike advocacy group, we offer a free cross country and downhill race series.
  - 7 DH races on Friday evenings
  - 5 XC races on Thursday evenings



# *The Last Two Years at Mammoth*

- Mammoth is dedicated to expanding our core offerings, family offerings and creating more trails that more people want to ride.

## **New Trail**

- Smooth Operator (Opened Summer 2016)
  - Machine built, Expert level jump trail



# Smooth Operator Video Clip



# ***The Last Two Years at Mammoth***

- Mammoth is dedicated to expanding our core offerings, family offerings and creating more trails that more people want to ride.

## **New Trail**

- Midtown – (Opened Summer 2016)
  - Intermediate trail starting from McCoy Station winding its way down to Main Lodge
  - Link in progression from Downtown to Off the Top



# The Last Two Years at Mammoth

- Mammoth is dedicated to expanding our core offerings, family offerings and creating more trails that more people want to ride.

## New Trail

- Discotech – (Opened Summer 2017)
  - Intermediate pump trail in the Discovery Zone
  - Great way to learn bike handling and suspension characteristics



## ***What's Next for Mammoth?***

- Boomerang – (Set to open July 2018) New hand built advanced downhill trail with nods to Mammoth classics Shotgun and White Bark
- Opening of the Outpost e-bike tour
- Continued expansion of our beginner trail offerings
- Rebuild of Recoil – advanced jump trail from McCoy to Main Lodge
- New events/races (Outerbike/Enduro World Series/?)



# Mammoth Mountain & Class 1 Pedal Assist eMTB The Journey & Experience

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# **TREK**

## ***Background/History of Class 1 Pedal Assist eMTB's***

- Mammoth hosted its first eMTB race in 2015 with the Troy Lee Designs/ BOSCH event called The Boogaloo. Mammoth has subsequently hosted The Boogaloo in 2015/2016/2017 and saw the great benefits of eMTB's.
- In April of 2016 Ron Cohen (Chief Administrative Officer) and Steve McCabe (Director of Mountain Operations) pursued Class 1 Pedal Assist eMTB access with the USFS for all trails within the boundaries of the Mammoth Bike Park.
- On April 26<sup>th</sup>, 2018 the USFS Inyo National Forest, Mammoth Ranger Station granted permission to Mammoth Mountain Ski Area for "Type 1, no throttle, pedal assist e-bikes on roads and trails inside the special use permit boundary".
- The Mammoth Bike Park opened on Friday, May 25<sup>th</sup>, 2018 to the use of Class 1 Pedal Assist eMTB's.

## ***Why eMTB's Work for the Mammoth Bike Park***

- High altitude. The Village at Mammoth sits at 8k feet and much of the bike park is at 9K-11K feet in elevation. The ability to offer our guests an experience that is less physically taxing makes mountain biking more fun, for more people. These bikes allow our guests to access more terrain, have a longer ride experience, and we're hoping will lead to more repeat visits in the future.
- Greater access to younger children, older adults, people with less physical ability, and limiting injuries.
- More visitors and growth for future years. eMTB's are selling, and people are going to want to ride them. That's where Mammoth comes in.

## **Rules & Restrictions of eMTB's in the Mammoth Bike Park**

- Only class 1 pedal assist bikes are allowed on the Mammoth Bike Park Trails.
- eMTB riders must follow all traditional rules of the bike park including respecting the uphill/downhill directional restrictions already in place.
- All riders must follow the Rider's Responsibility Code.
- All eMTB riders must have a valid Mammoth Bike Park Ticket or Season Pass.
  - If an eMTB rider only wants to pedal and not use any lifts or the Bike Park Bus Shuttle they may purchase a "Discovery Ticket". The Discovery Ticket is \$29 per day and does permit lift access on the beginner Discovery Chair at Main Lodge.
  - If an eMTB rider wishes to utilize the Bike Park Shuttle or any lift (other than Discovery Chair) they must purchase a regular bike park ticket.
- Mammoth Mountain currently has a fleet of the Trek Powerfly 5 FS eMTB's for rental at the rate of \$84 for full day/\$59 for 4 hour. Current fleet is at 35 and looking to expand. Rentals are available in The Village at the Mountain Center and at Main Lodge.
- 5 Shops in the Town of Mammoth Lakes rent class 1 eMTB
  - Footloose Sports, Kittredge Sports, Wave Rave, P3, and The Maven.

# Publicity & PR Highlights

## 25 Placements & 21.9M Est. Impressions

- **Outside**, Mammoth opens its bike park to e-MTBs <https://www.outsideonline.com/2301756/mammoth-opens-its-bike-park-e-mtbs>
  - Est. Impressions: 3,746,814
- **Pinkbike**, Mammoth Mountain Bike Park to allow e-bikes complete access <https://www.pinkbike.com/news/mammoth-mountain-bike-park-to-allow-e-bikes-complete-access.html>
  - Est. Impressions: 3,811,659
- **Teton Gravity Research**, Mammoth Mountain is first to allow e-bikes in the Bike Park <https://www.tetongravity.com/story/bike/mammoth-mountain-is-first-to-allow-e-bikes-in-bike-park>
  - Est. Impressions: 1,567,621
- **Adventure Sports Journal**, Mammoth Mountain welcomes e-bikes in the Bike Park <http://adventuresportsjournal.com/mammoth-mountain-e-bikes/>
  - Est. Impressions: 35,000
- **Mountain Bike Action**, Mammoth bike park first in the country to allow e-bikes <https://mbaction.com/mammoth-bike-park-first-in-the-country-to-allow-e-bikes/>
  - Est. Impressions: 47,884
- **E Bike Action**, Mammoth Bike Park first in the country to allow e-bikes <https://electricbikeaction.com/mammoth-bike-park-first-in-the-country-to-allow-e-bikes/>
  - Est. Impressions: 5,000
- **Mountain Bike Getaway**, Mammoth Bike Park first in the country to allow e-bikes <http://mountainbikegateway.com/mammoth-bike-park-first-in-the-country-to-allow-e-bikes/>
  - Est. Impressions: 5,000
- **Bicycle Retailer**, Forest service allowing e-bikes in Mammoth Bike Park <http://www.bicycleretailer.com/industry-news/2018/04/17/forest-service-allowing-e-bikes-mammoth-bike-park#.WtalG9Pwb64>
  - Est. Impressions: 189,360
- **Loam Wolf**, First in the Country to allow e-bikes <http://theloamwolf.com/2018/04/18/usfs-mammoth-bike-park-first-in-the-country-to-allow-e-bikes/>
  - Est. Impressions: 5,000
- **Electric Bike Report**, news roundup <https://electricbikereport.com/ebike-news-emtbs-at-mammoth-ebike-giveaways-giro-ditalia-embt-racing-skills-training-more/>
  - Est. Impressions: 42,929
- **VeloNews**, The Dirt [http://www.velonews.com/2018/05/news/mountain/the-dirt-courtney-10th-at-albstadt-world-cup-ironman-may-take-over-breck-epic\\_467491](http://www.velonews.com/2018/05/news/mountain/the-dirt-courtney-10th-at-albstadt-world-cup-ironman-may-take-over-breck-epic_467491)
  - Est. Impressions: 2,040,000
- **Mammoth Times**, e-bikes approved for Mammoth Bike Park <http://mammothtimes.com/content/e-bikes-approved-mammoth-bike-park>
  - Est. Impressions: 10,015
- **Sierra Wave**, Mammoth Bike Park gets approval for e-bikes <http://www.sierrawave.net/mammoth-bike-park-gets-approval-for-e-bikes/>
  - Est. Impressions: N/A
- **MTBR**, Mammoth Bike Park first to allow e-bikes <http://reviews.mtbr.com/mammoth-bike-park-first-to-allow-e-bikes>
  - Est. Impressions: 3,900,000
- **Bicycle Retailer**, Boogaloo e-MTB race series expands <http://www.bicycleretailer.com/industry-news/2018/04/25/boogaloo-e-mtb-race-series-expands-2018#.WuNkgtPwY3g>
  - Est. Impressions: 189,360
- **GearJunkie**, Forest Service OKs e-bikes at Mammoth <https://gearjunkie.com/mammoth-bike-park-allows-e-bikes>
  - Est. Impressions: 1,160,000
- **Afar**, How e-bikes are changing the way we travel <https://www.afar.com/magazine/how-e-bikes-are-changing-the-way-we-travel>
  - Est. Impressions: 793,870
- **InsideOutdoor**, Mammoth Mountain Bike Park to allow e-bikes <https://insideoutdoor.com/mammoth-mountain-bike-park-allow-e-bikes/>
  - Est. Impressions: N/A
- **E-bike Central**, Mammoth Park CA and U.S. Forestry service approves eMTBs in national wilderness area <https://www.ebikecentral.net/2018/05/06/mammoth-park-ca-and-u-s-forestry-service-approves-emtbs-in-federal-wilderness/>
  - Est. Impressions: N/A

# ***The First 30 Days – Successes/Challenges***

- As of June 20<sup>th</sup>, 25% of our rentals have been eMTB's.
- *Safety/Speeds on Trails*
  - eMTB riders have been complying well with the rules/etiquette of the bike park. Little to no conflicts. Most eMTB riders are utilizing green/blue trails.
- *Trail Erosion*
  - No greater impact on trails
- *People Getting In “Too Deep”*
  - This has not been an issue. We see that most of our eMTB audience has been the beginner rider and our lifts let people off at the top...
- *The “Core” Audience Reaction*
  - Our core audience initially was skeptical about the potential impacts and rider confrontations on the trail, but many have changed their minds and see the overall benefits of eMTB's in the Mammoth Bike Park.

# Interacting with the Town of Mammoth Lakes

Mammoth Mountain Ski Area is working closely with local town officials to create an e-bike friendly community. Both parties have worked with People for Bikes on guidance in how to best communicate the rules and regulations of e-bikes in our community. The town recently released [this](#) document outlining use:

UPDATED: JUNE 12, 2018

## Riding E-Bikes in Mammoth Lakes WHAT YOU NEED TO KNOW!



Riding E-Bikes in Mammoth Lakes is a new and fun way to enjoy a stunningly scenic landscape. E-Bikes are encouraged in some places but not permitted in others. Please be familiar with these rules to make sure the introduction of this exciting new technology succeeds in Mammoth Lakes.

### WHERE E-BIKES ARE ALLOWED

	CLASS 1 E-BIKE	CLASS 2 E-BIKE	CLASS 3 E-BIKE
<b>ALLOWED</b>			
<b>NOT ALLOWED</b>	<ul style="list-style-type: none"><li>E-Bikes are NOT permitted on any trail designated as non-motorized. (Examples: Mammoth Rock Trail, Mountain View Trail, Panorama Dome.)</li><li>E-Bikes are not allowed on multi-use pathways. (Examples: Paved two-lane pathways around town such as the Lakes Basin Path and the Town Loop.)</li></ul>		

### E-BIKE RIDING ETIQUETTE

PLEASE ENJOY THIS MULTI-USE TRAIL SYSTEM RESPONSIBLY

- Always stay on the right-hand side of the road - Pass on the left.
- Respect motorized/non-motorized trail use regulations - Check in with the Mammoth Lakes Trail System for clarification if you are uncertain about the status of a trail or road.
- Yield appropriately - Let your fellow users know you're coming and **beware of blind turns!** Anticipate other users as you ride around corners. E-MTBers should yield to all non-motorized users, regardless of the direction they are traveling.
- Ride responsibly - Respect all speed regulations and recommendations, and ride within your limits.
- Plan ahead - Know your equipment, your ability and the area in which you are riding and prepare accordingly. E-bike batteries can run out! Keep track of how much you have left. **DON'T GET CAUGHT WITH A DEAD BATTERY!**
- Leave no trace - When a road is soft or wet, consider other riding options. Stay on existing roads. Pack out at least as much as you pack in.
- Never scare animals - An unannounced approach, a sudden movement or a loud noise easily startles animals, including horses and cattle. Give animals enough room and time to adjust to you.
- If you see this sign, E-Bikes are not permitted and violations are punishable:



Questions? Contact: Joel Rathje,  
Town of Mammoth Lakes Trails Coordinator  
jrathje@townofmammothlakes.ca.gov

## ***What's Next?***

- Creation of an uphill trail to the top of Mammoth
- Increase of the eMTB rental fleet
- Greater signage & route finding for eMTb riders
- Racing: 2018 will feature The Boogaloo & eDURO Racing at the Kamikaze Bike Games in September
- Increase lessons for eMTBs
- Kids programs incorporating eMTBs
- Adventure programs & guided eMTB events



***Goodnight!***





A MAMMOTH RESORTS PROPERTY