



















































"No matter what new trail I ride, it will at least seem like some other trail I've ridden."

John Fisch, singletracks.com





"To know the market, a person must be a market.

To know the mountain biking, the manager must be an enthusiast.

To become an enthusiast involves a lifetime commitment."

Alex Striler, XPLAY NATION







"Build it for the pros and let the masses hit it and see if they can survive."

Johnathon Allen, Adventure Journal

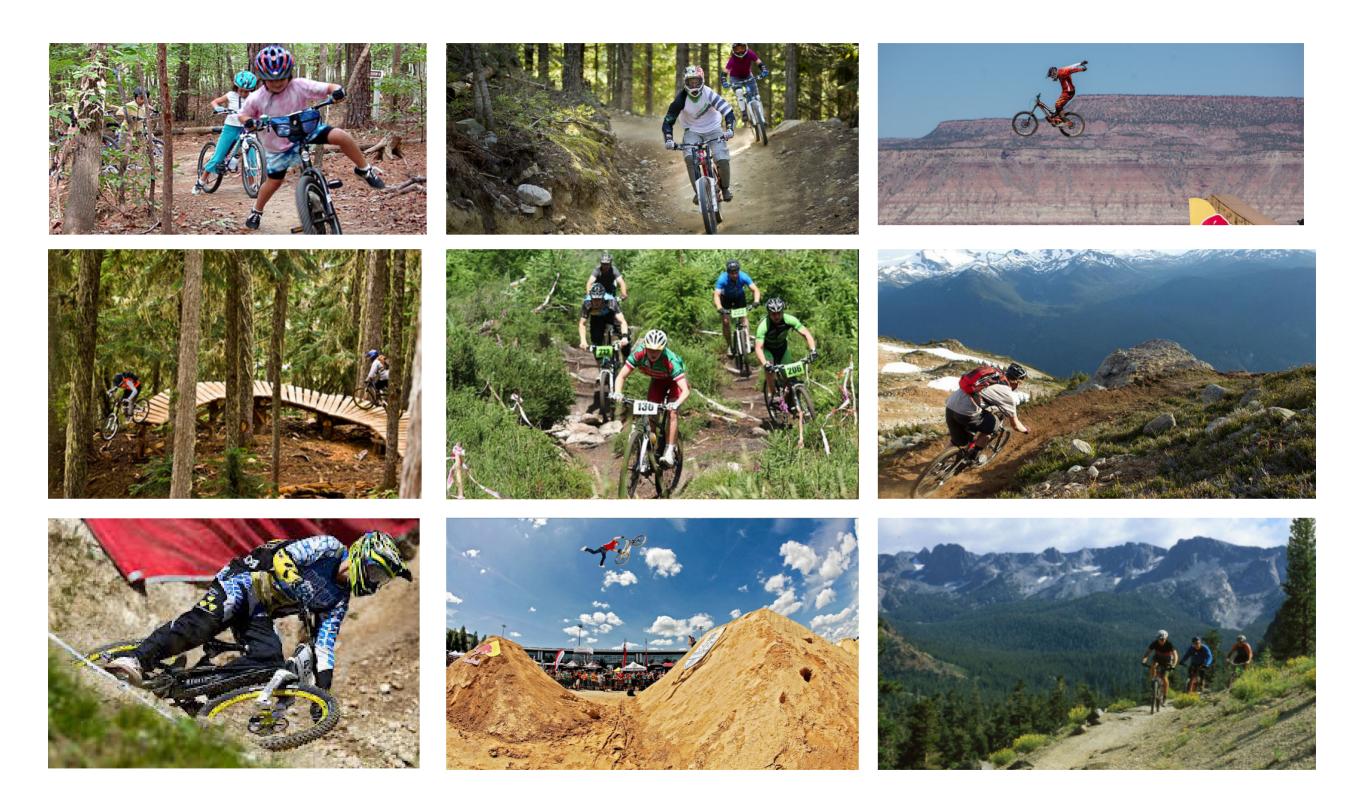


"Many destinations run a 20 years old photo of an athlete and think they are cool, they are like: We're extreme now. We're extreme sports"

Bob Hurley





















AUDIENCE'S POINT OF VIEW





BRAND'S POINT OF VIEW

AUDIENCE'S POINT OF VIEW



Andrej Žigon, Zavod Aliansa a.zigon@enteralliance.com enteralliance.com