

HEAD SET

ED'S LETTER

Mad dogs...

So, the Munga cat is out of the bag. Alex Harris has taken our crazy mountain bike scene – and neutered it.

A WHILE back, Attie Koekemoer (one of the owners of this magazine) and I sat down to a working lunch, and returned with a napkin listing all the South African stage races and multi-day events we could think of. No Google, no smartphones, just our ageing memory banks. The result was staggering: a shade over 80 options in one calendar year. By the time we consulted the internet oracle, that number had swelled to nearly a hundred.

The Absa Cape Epic has created this massive demand for longer, harder, easier, gentler, shorter, better, cheaper... any variant of its success imaginable. And we lap it up – just try to find an entry for any of them!

So, when Alex Harris, our regular contributor, Freedom Challenge record holder and Everest conqueror, called and said he was planning something big, we kinda believed him. But we had no idea how it would separate itself from the mass of established must-do events.

He did. In a very big way, scaring the living daylight out of the assembled pros at the event

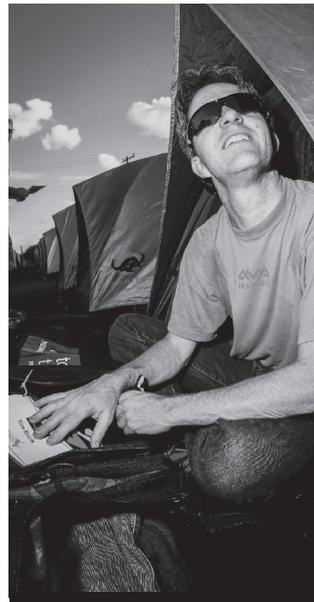
launch by announcing, firstly, that the entry for his 1 000km unassisted mountain bike race, from Bloemfontein to Cape Town, would be double that of the "overpriced" Epic.

"Madness!" I hear you say. \$10 000 for a two-day race (maybe three if the Karoo plays nasty, two weeks before Christmas)? Oh, how the assembled chattered. And then were silenced. The winner will go home tired yet, we think, happy, with a cheque for



MUST READ The hottest jackets on the market, tried and tested. *

FOLLOW US ON TWITTER @timbrink and @ridemagazinesa. **MAIL US AT** ride@ramsaymedia.co.za.



\$750 000. Not many pros – road or mountain – make that in a career, let alone in one race. In fact, that is monster money on an international scale.

So now we have the top-ranked mountain bike race in the world – the UCI rates the Epic as the Big Daddy – and what has to be the most lucrative.

The winner of Le Tour only pulls in half that, and has to share it with his team. And bust his (and their) guts for three full weeks.

I can't wait to see who this event attracts. There is so much money on offer, I suspect we can look beyond the usual Epic suspects, and might see some end-of-season roadies (from the top flight is unlikely, unless the event gets the appropriate UCI sanctioning), maybe some ultra-endurance legends, RAAMsters, Dividers, Freedom Challengers and other mad adventurers.

Tim Brink, **EDITOR**

SILHOUETTE SPORTSWEAR MANUFACTURERS

Hannes Koekemoer Attie Koekemoer

PUBLISHED BY RAMSAYMEDIA FOR SILHOUETTE SPORTSWEAR MANUFACTURERS

EDITORIAL

Editor: Tim Brink

Senior subeditor: Yaron Blecher

Subeditor: Mariola Fouché

Contributors: Songezo Jim, Jazz Kusckie, Richard Palmer, Steve Shapiro, Andrew Steer, Ron Thompson, Grant Usher, Vroulief

Photography: BettiniPhoto, Nic Jordan, Kolesky/Nikon/Red Bull Content Pool, John Maarschalk, Oakpics, Sportograf, Cor Vos

Illustrations: Matthew Ackermann

CREATIVE

Art director: Yolande Verhoef

Senior designers: Shereen Cherninais, Samantha Nadelman, Lesley van Schalkwyk
Designers: Leilani Solomon, Leigh Taylor

ADVERTISING SALES

National sales manager: Suzan van Aswegen

Tel: 011-301-4445

suzan.vanaswegen@ramsaymedia.co.za

Ad sales assistant: Jabulile Mosete

Tel: 011-301-4466

CIRCULATION MARKETING

Contact centre manager: Karen Mulder

Subscriptions administration: Lynn Heiberg

Subscriptions marketing: Katherine Miller

Contact centre manager: Greg Esau

SUBSCRIBE OR CONTACT US

Call centre: 0860-100-205 Fax: 0866-704-101

Email: subs@ramsaymedia.co.za

Online: www.magsathome.co.za

RAMSAYMEDIA SBC PUBLISHING

General manager: Andrew Solomon

Production manager: Briggette America

Promotions manager: Amanda Africa

RAMSAYMEDIA DIRECTORS

Paul Jenkins (Chairman), Terry Moolman, Tim Holden, Cornelios Vamadelis, Werner Schmidt

CAPE TOWN HEAD OFFICE

Tel: 021-530-3100 Fax: 021-530-3197

3 Howard Drive, Pinelands, 7405

PO Box 180, Howard Place, 7450

JOHANNESBURG OFFICE

Caxton House Building, 368 Jan Smuts Avenue,

Randburg, 2196

PO Box 78132, Sandton, 2146

Tel: 011-449-1100 Fax: 011-449-1104

www.ramsaymedia.co.za



PUBLISHED BY RAMSAYMEDIA

All rights reserved. No part of this publication may be reproduced, stored in a retrievable system or transmitted in any form or by any means, electronic, photocopying or otherwise without the prior written permission of the copyright owners, RamsayMedia (Pty) Ltd, Howard Drive Pinelands 7450. Printed by CTP Web Printers. Distributed by RNA, 12 Nobel St, Industria West, JHB. While reasonable precautions have been taken to ensure the accuracy of advice and information given to readers, the editor, proprietors (Silhouette Sportswear Manufacturers) and publishers cannot accept responsibility for any damages or inconvenience that may arise from incorrect information.