



CTTO *cervélo*





## OCTTO-CERVÉLO TEAM

The OCTTO-Cervélo Team finished its second racing season in 2013. Racing mostly in Canada and the North Eastern USA, the Team had another strong season setting a strong foundation for the future. With results in road, cyclocross and track disciplines, the team was dedicated to developing athletes and providing a showcase for the brands that support the Team.

**TEAM OCTTO-CERVÉLO**

## High-performance partnership

Born of the exciting partnership between the industry-leading bike brand and a high-performance components manufacturer, the Octto-Cervélo Team is ready to grow, ready to race and ready to win.

## Team Mandate

- Road, Track & Cyclocross competition
- Rider personal and professional development
- Brand awareness, promotion and goodwill



### OCTTO-Cervélo Team

The OCTTO-Cervélo Team will enter its third year in 2014 after being established in 2012. Based in Toronto, Canada, the Team rides, trains and races primarily in the Greater Toronto Area and Southern Ontario, with forays into the Northeast United States (including New York State and Michigan) and Quebec province. Primarily a road racing team, with a healthy side of track and a strong dash of cyclocross, the Team has two main and related goals:

- Develop Elite cycling talent by supporting up-and-coming young riders in an environment where they can receive tutelage from the Team's savvy veteran Elite mentors in the areas of training, racing, strategy, composure, comportation, professionalism, leadership and personal growth.
- Promote the Team's sponsored brands through the riders as brand-ambassadors and promoting the Team, its riders and sponsors in electronic, print and social media, networking and word-of-mouth in always professional, positive, inclusive and engaging way.

Currently, the Team has a balanced roster of 8 Elite (Men) riders, by age:

- One Junior under 19
- One Espoir under 23
- Two Seniors under 30
- Two Seniors under 40
- Two Seniors over 40

The OCTTO-Cervélo team finished up its sophomore season in 2013. Building upon a strong inaugural year, the Team in 2013 raced a full competitive calendar and made appearances at many sponsor's events.

In 2013, the distinctive OCTTO-Cervélo Team uniform was seen in these places:

- Silver medal at Ontario Provincial Criterium Championships in Toronto.
- Bronze medal at the Irish National Time-Trial Championships.
- 2nd place at the Tour di Via Italia in Windsor.
- Winner and 4 rides in the top Five at the inaugural Niagara Falls Gran Fondo.
- First place at the Tour of Waterloo.
- Featured in a Cervélo Cycles new bike launch promotional video shown on Cervélo's You Tube Channel and at the Interbike Trade Show.
- Appeared in Cervélo Cycles autumn print catalogue.
- Team riders volunteered at Cervélo's Brain Bike dealer and press camps.
- Team riders volunteered at Cervélo's consumer support booths at Gran Fondo Whistler and Niagara Falls.
- Raced or appeared in Ontario from Windsor to Ottawa, Quebec, British Columbia, New York, Oregon and Washington States.





## TEAM OCTTO-CERVÉLO

# The Partners

### OCTTO Components

OCTTO Components distill function into form and shun unnecessary flash. They are simply professional components: ride them often, ride them hard, ride them long.

OCTTO was created as a labor of love to pay tribute to the deep riding and racing culture in Southern Ontario. OCTTO Components can be described as Torontonians prefer to be described: clean, honest, reliable.

OCTTO Components Toronto was established in 2007 by Dave Anthony, the President and Chief Designer of Cyclo Mondo Ltd (CML). CML's core business is creation of exclusive cutting-edge designs for many world-famous bicycle brands and sourcing the best suppliers and factories for them.

Prior to starting CML and OCTTO, armed with a Master's Degree in Metallurgy and Materials Science, bicycle design work took Mr. Anthony all over the world. A long time ago, he spent years in the employ of a major bike components factory in the global hub of the bicycle manufacturing in Taiwan. While a great place to live and work, he missed the richness of the riding scene of our hometown. So he returned from Taiwan to launch the OCTTO brand in Toronto.

One of the goals of OCTTO was to support cycle sport in Toronto and went on to sponsor these local projects:

- Jet Fuel Coffee Cycling Team - 2008-2011
- Peter Oyler RAAM (Race Across America) Ride - 2009
- Derrick St. John and Natasha Elliot - 2008
- Ontario Provincial Cyclocross Championships - 2008
- La Bicicletta Gran Fondo - 2009
- True North Cyclocross Races - 2009

### Cervélo Cycles

Cervélo Cycles, also based in Toronto, was created in 1995 when two engineers, Phil White and Gérard Vroomen, decided to market their work developing faster time trial bikes.

Cervélo has grown from the dreams of these two budding engineers working out of Phil's garage to a company with more engineers employed than bike models offered, using the same tools and techniques as the most advanced Formula 1 teams.

Cervélo was founded on the principle of designing and engineering better bikes. They believed that there were people out there that were looking for something better, not just something different. That functionally-driven design can be seen in every Cervélo.

In 1999, fresh out of Engineering school, Dave Anthony (who would later form OCTTO) joined Phil and Gérard as Cervélo's first full-time paid employee. His first task was to develop the what would eventually become the iconic P3 superbike from a basic ID sketch

of Phil's to a tangible product.

In 2012 Cervélo became part of the Pon Bicycle Group whose resources will allow Cervélo to continue to grow and do what they do best - to engineer better bikes and surprise their customers with innovation that allows them to achieve their dreams and goals.

In autumn of 2011, Phil and Dave were out for a friendly pint. Dave mentioned his plans to start an OCTTO "factory and development team". Having just wrapped up the great and massive Cervélo Test Team Pro Tour project, Phil was keen in going the other direction for micro sponsorship and immediately offered Cervélo as a co-sponsor this development team. Over the clink of a pint glass, the OCTTO-Cervélo Team was conceived.



OCTTO-Cervélo featured in the Cervélo 2013 print catalogue.







## SPONSORSHIP

The OCTTO-Cervélo Team is much more than a high-speed advertisement. We maintain a culture of positivity and excellence that extends beyond the hardware we ride on. To support our efforts is to support the essence of cycling – dedication, cooperation and focus.





## SPONSORSHIP

## Current Sponsors

**OCTTO Components Toronto**

- Title Sponsor
- Bicycle Parts Brand

**Cervélo Cycles Inc.**

- Title Sponsor
- Bicycle Brand

**Kallisto Sportswear**

- Silver Sponsor
- Custom Bicycle Clothing

**Roseander Main**

- Silver Sponsor
- Art Direction

**Domestique Café Cyclo Sport**

- Supporting Sponsor
- Socks, Caps and Coffee

**Orontas Bike Care**

- Supporting Sponsor
- Bicycle Care Products





THE TEAM

## OCTTO-Cervélo 2013

Photo: Jeremy Allen

### 2013 Full Roster

Peter Morse, Senior Elite Men  
Osmond Bakker, Senior Elite Men  
David Byer, Senior Elite Men  
Kevin Black, Senior Elite Men

Bayden Pritchard, Senior Elite Men  
Colm Cassidy, Senior Elite Men  
Brian Trafford, U23 Elite Men  
Will Simonds, Junior Elite Men

### Team Management

David Anthony, President  
Peter Morse, UCI Licensed Manager  
David Byer, Alternate Liaison





## ABOUT THE TEAM

## Rider Bios

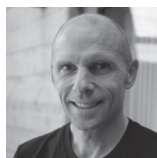


## Peter Morse

**DOB:** 1971 **Category:** Senior Elite Men  
**Specialties:** Road, Time Trial, Cyclocross  
**Occupation:** Registered Massage Therapist  
**Hometown:** Toronto, Ont.  
**Base:** Markham, Ont.  
**Fun Fact:** Motörhead Fan

## PALMARES\*

2nd – Tour di Via Italia, Windsor, Ontario – 2013  
 3rd – Springbank Road Race, O-Cup #3 – 2013  
 6th – Overall, Ontario Cup – 2013  
 2nd – Tourism London Challenge, London, Ontario – 2013  
 1st – Bristol Mtn Road Race, New York – 2012  
 1st – Tour of Bronte, Milton, Ontario – 2009  
 1st – Paris To Ancaster, Ontario – 2007, 2004  
 1st – K-W Classic, Ontario, 2006  
 Canadian Team, Cyclocross World Championships, Germany – 2005  
 1st – Ontario Cyclocross Championships – 2005, 2004, 1996  
 3rd – Criterium, Canadian National Championships – 2003



## Osmond Bakker

**DOB:** 1972 **Category:** Senior Elite Men  
**Specialties:** Road, TT, Cyclocross  
**Occupation:** Massage Therapy Clinic Owner  
**Hometown:** Owen Sound, Ont.  
**Base:** Stittsville, Ont.  
**Fun Fact:** Lives in a log cabin

## PALMARES

3rd – Calabogie Road Classic, O-Cup #2 – 2013  
 12th – G.C., Tour of the Dragons Stage Race, Bennington, VT – 2013  
 6th – Calabogie Road race, Ontario Cup – 2012  
 5th Overall – Mississippi Mills Stage Race, Ontario – 2012  
 1st – Centurion Ellicottville, New York – 2012  
 1st – Three times, Eastern Ontario Cyclocross Series – 2012  
 2nd – Canadian Road Race Championships – 2009  
 78th – Cyclocross World Championships, Treviso, Italy – 2008

\*Palmares: The sum of recognised accomplishments



## David Byer

**DOB:** 1979 **Category:** Senior Elite Men  
**Specialties:** Road, TT, Track  
**Occupation:** Social Media Specialist  
**Base:** Toronto, Ont.  
**Hometown:** La Salette, Ont.  
**Fun Fact:** 2012 Provincial Champ

## PALMARES

2nd – Ontario Provincial Criterium Championships, Toronto – 2013  
 1st – Scratch Race, Ontario Provincial Track Championships – 2012  
 1st – Points Race, Ontario Provincial Track Championships – 2012  
 2nd – Pursuit Race, Ontario Provincial Track Championships – 2012

## Kevin Black

**DOB:** 1976 **Category:** Senior Elite Men  
**Occupation:** Warranty Technician,  
 Cervélo Cycles  
**Hometown:** Toronto, Ont.  
**Base:** Toronto, Ont.  
**Specialties:** Road, Cyclocross  
**Fun Fact:** 2012 Provincial Champ

## PALMARES

1st – GranFondo Canada, Niagara Falls, Ontario – 2013  
 1st – Bay of Quinte Road Race, Quinte, Ontario – 2013  
 1st – Criterium, Ontario Provincial Championships – 2012  
 2nd – Toronto/St. Lawrence Criterium, Ontario – 2011  
 3rd – Preston Street Criterium, Ottawa, Ontario – 2010





## ABOUT THE TEAM

# Rider Bios

### Bayden Pritchard

**DOB:** 1984

**Category:** Senior Elite Men

**Occupation:** Software Quality

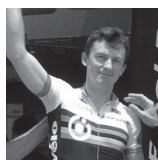
Assurance Specialist (Semiconductor Industry)

**Hometown:** Ottawa

**Base:** Guelph, Ont.

**Specialties:** Road

**Fun Fact:** Applied to be an Astronaut, Has a Master's Degree in Physics



### PALMARES

1st – Tour of Waterloo, Waterloo, Ontario – 2013  
3rd – GranFondo Canada, Niagara Falls, Ontario – 2013  
4th – Tour de Hans, Kitchener-Waterloo, Ontario – 2013  
8th – Paris to Ancaster, Ancaster, Ontario – 2013  
1st – Stage 3, Mississippi Mills Grand Prix, Ontario Cup – 2012  
2nd – Road Race, Ontario Provincial Championships – 2012  
2nd – Criterium, Ontario Provincial Championships – 2012  
2nd – Calabogie Classic, Ontario Cup – 2010, 2012  
1st – Cambridge Criterium, Ontario – 2011  
3rd – Tour of Bronte, Ontario – 2011

### Colm Cassidy

**DOB:** 1985 **Category:** Senior Elite Men

**Specialties:** Road, Time Trial

**Occupation:** Sports Massage and Rehab

**Hometown:** Dublin, Ireland

**Base:** Richmond Hill, Ont.

**Fun Fact:** Nicknamed Cass



### PALMARES

3rd – Time Trial, Irish National Championships – 2013  
8th – Road Race, Irish National Championships – 2013  
7th – Road Race, Ontario Provincial Championships – 2013  
1st – Mondello Bike Worx, Kildare, Ireland – 2013  
2nd – GranFondo Canada, Niagara Falls, Ontario – 2013  
3rd – Bloomfield Spring Classic, Bloomfield, New York – 2013

10th – Time Trial, Irish National Championships – 2012  
15th – Road Race, Irish National Championships – 2012  
1st – Team Time Trial, Ulster Championships, Ireland – 2012  
1st – Serrento 10 mile TT (Course Record 0:20:23), Ireland – 2012  
3rd – 1km Time Trial, Irish National Track Championships – 2010  
5th – Criterium, Irish National Championships – 2010  
2nd – Pursuit, Irish Track Championships – 2009  
1st – 50-mile Time Trial, Ulster Championships, Ireland – 2009  
3rd – Pursuit, Irish Track Championships – 2008  
4th – Time Trial, Irish National Championships – 2008  
1st – 50-mile Time Trial, Ulster Championships, Ireland – 2008

### Brian Trafford

**DOB:** 1992

**Category:** U23 Elite Men

**Specialties:** Road, Track

**Occupation:** College Student

**Hometown:** Ottawa

**Base:** London, Ont.

**Fun Fact:** Appeared on a lottery ticket



### PALMARES

13th – G.C., Ride With Rendall Stage Race, Ottawa, Ontario – 2013  
5th – GranFondo Canada, Niagara Falls, Ontario – 2013  
3rd – Points Race, Canadian National Track Championships – 2012  
3rd – Individual Pursuit, Ontario Provincial Track Championships – 2012  
2nd – Criterium, Elite Men U23, Ontario Provincial Championships – 2012  
1st – Forest City Velodrome, Coulier Memorial Six-day Race – 2012  
3rd – Time Trial, Elite Men Under-23, Ontario Provincial Championships, 2011  
1st – Points Race, Ontario Provincial Track Championships, 2011  
2nd – Pursuit, Ontario Provincial Track Championships – 2011  
3rd – Scratch Race, Ontario Provincial Track Championships – 2011  
3rd – 1km TT, Ontario Provincial Track Championships – 2011  
2nd – Forest City Velodrome, 3 day Memorial Madison – 2011  
38th – Overall, Pro/1/2, Killington Stage Race, USA – 2011  
1st – Points Race, Junior Men, Canadian National Track Championships – 2010  
2nd – Team Pursuit, Junior Men, Canadian National Track Championships – 2010  
2nd – 2000m TT, Junior Men, Ontario Provincial Track Championships – 2010  
2nd – Time Trial, Junior Men Ontario Provincial Championships – 2010  
Ottawa Bicycle Club Rider of the Year – 2010  
Ontario Quest for Gold Funding – 2011 & 2013

### Will Simonds

**DOB:** 1995

**Category:** Junior Elite Men

**Specialties:** Road, Track

**Occupation:** High School Student

**Hometown:** London, Ontario

**Base:** London, Ont.

**Fun Facts:** Grew up in England and Japan  
Knows how to sail a boat



### PALMARES

4th – Omnium, Canadian Track Championships – 2013  
Gold, Points Race, Ontario Provincial Track Championships – 2013  
Silver – Individual Pursuit, Ontario Track Championships – 2013  
Silver – Scratch Race, Ontario Track Championships – 2013  
4th – Road Race, Ontario Provincial Championships – 2013  
3rd – (Espoir) Calabogie Road Classic, Ontario Cup – 2013  
4th – Sprint, World Track Championships – 2012  
9th – Madison, World Track Championships – 2012  
6th – Team Pursuit, Pan American Championships – 2012  
53rd – Road Race, Pan American Championships – 2012  
1st – Good Friday Road Race, Ontario Cup – 2012  
3rd – K-W Classic, Ontario Cup – 2012  
1st – 3km Time Trial, Ontario Provincial Track Championships – 2012  
1st – 1km Time Trial, Ontario Provincial Track Championships – 2012  
1st – 500m Time Trial, Ontario Provincial Track Championships – 2012



Photo: Bruce MacNeil



## ABOUT THE TEAM

## 2013 Team Kit

Limited edition, available to the public for purchase in limited quantities.





## ABOUT THE TEAM

# 2013 Completed Schedule

The OCTTO-Cervélo Team attended 82 events in 2013, covering roughly 99 event-days during the 184 day period from March to September. The Team was active in 3 countries and 9 provinces and states.

### Steaming Nostril

24 March, Waterloo, Ontario

### Good Friday Road Race, O-Cup #1

29 March, Hamilton, Ontario

### Tour of Brone

6 April, Oakville, Ontario

### Hell of the North

7 April, Stouffville, Ontario

### Paris-To-Ancaster

14 April, Ancaster, Ontario

### Bloomfield Classic

20 April, Bloomfield, New York

### Calabogie Classic, O-Cup #2

21 April, Ottawa, Ontario

### Tour of the Dragons

4-5 May, Manchester, Vermont

### Springbank Road Race, O-Cup #3

5 May, London, Ontario

### Bristol Mountain

11 May, Canandaigua, New York

### Lake of Bays Road Race, O-Cup #4

12 May, Haliburton, Ontario

### Grand Prix Cycliste Gatineau

18 May, Gatineau, Quebec

### Niagara Classic, O-Cup #5

19 May, Niagara, Ontario

### Quinelle Grand Prix

26 May, Ottawa, Ontario

### K-W Classic, O-Cup #6

2 June, Kitchener/Waterloo, Ontario

### Ride With Rendell Stage Race O-Cup #7

8-9 June, Ottawa, Ontario

### Preston St Crit

16 June, Ottawa, Ontario

### Canadian National Championships

20-23 June, Quebec

### Irish Cycling Championships

20-23 June, Ireland

### Tour de Waterloo

23 June, Waterloo, Ontario

### Mondello Bike Worx

25 June, Kildare, Ireland

### CHIN Picnic Crit, O-Cup #8

1 July, Toronto, Ontario

### Ottawa Bicycle Club GP

13 July, Ottawa, Ontario

### Le Tour de Norfolk

16 June, Delhi, Ontario

### Ontario Provincial Road Race

28 July, Bradford, Ontario

### Tom Jelicka Memorial Crit

3 August, Cobourg, Ontario

### Port Hope Crit

4 August, Port Hope, Ontario

### Tour de Terra Cotta

5 August, Terra Cotta, Ontario

### Cervélo Brain Bike

15-23 August, Stevenson, Washington

### Tourism London Challenge

17 August, London, ON

### GranFondo Canada

24 August, Banff, Alberta

### Chris Thater Memorial

25 August, Binghampton, New York

### Provincial ITT

31 August, Clarence-Rockland, Ontario

### Tour di via Italia

1 September, Windsor, Ontario

### Detroit Crit

2 September, Detroit, Michigan

### GranFondo Canada,

6-7 September, Vancouver-Whistler, BC

### GranFondo Canada, Niagara

13-14 September, Niagara Falls, Ontario

### La Salette Rural Routes Bicycle Tour

14 September, La Salette, Ontario

### Buck's County Univest GP

7-8 September, Doylestown, Pennsylvania

### Bay of Quinte Road Race Challenge

22 September, Trenton, Ontario

### Ontario Track Championships

27-28 September, London, Ontario

### Tour de Hans

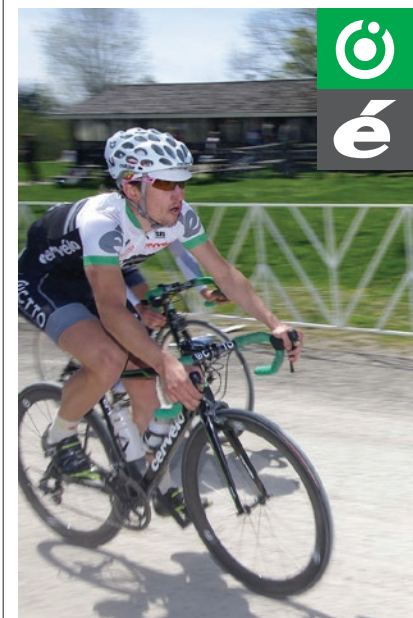
28 September, Kichener-Waterloo, Ontario

### Midweek Tuesday Criterium

Every Week April-August, Mississauga, Ontario

### Midweek Thursday Time Trial

Every Week May-September, Brampton, Ontario







## CONTACT

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Toronto, Ontario, Canada  
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Photos: Except where otherwise noted, all photos (C)David Anthony.  
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ROSEANDER MAIN

