



# [memory] [PILOT]

Memory Pilot is a small brand, with its eyes on the big picture. The brainchild of former professional cyclist, Erik Saunders, Memory Pilot comes from the belief that “real performance comes when you can act in new ways, on the memory of your training.”



Beginning in the 80's, in Richmond, VA, Erik initially got the racing bug after getting his first mountain bike as a teenager. Thanks to the influence of riders like John Tomac, Erik ventured onto the road for increased fitness and speed, which lead him to criterium racing - and the hook was truly set.

After racing as a junior on his local team, he rose through the ranks and found himself racing on elite teams in France, before turning pro for a Swiss team and taking a professional win on the roads of Europe. Returning to the US, Erik raced for domestic professional squads Ofoto-Lombardi Sports, McGuire-Langdale, and Successful Living before semi-retiring to launch the Time Factory Team and further applied his experience to running a team. Along the way, he managed to win a National Championship in the Madison on the track with Jackson Stewart.

With his first love of two wheels being on the dirt, Erik began putting on enduro races in California when he saw the unfulfilled need for fun and challenging events, and is a founding member of the California Enduro Series. Not just a promoter, Erik still scratches his competitive itch racing enduros himself.

The experience of being a bike racer taught Erik how to assess problems, think through solutions,

and embrace responsibility for outcomes. This background, and the experience of adapting to new challenges on the road, has been applied to everything Memory Pilot does, and plans to do in the future. As one of the early Black elite amateur and professional riders in the US peloton to make it to Europe, Erik developed a unique perspective that has been put to good use as one of the few people of color to own and operate a business in the US bike industry.

With his experience working for brands like Time and VP, involved in the product development cycle and working closely with factories in Asia, Erik saw firsthand how multi-layered and complicated the product lifecycle is. Those insights steered Memory Pilot into existence, as well as its pursuit of responsible, sustainable, and reliable domestic production of quality products.

Fenders provided Memory Pilot a cost-effective entry into the manufacturing space that allowed the ability to develop an efficient process, while maintaining control of things. This cautious approach allowed Erik to refine his processes, and create a solid foundation to apply his years of experience driving product innovations for other brands into Memory Pilot.





With a focus, first and foremost, on sustainable growth that is more focused on people than on the numbers, Memory Pilot seeks to become a reliable source of quality bike parts and accessories within the US bike landscape, planning more items to come.

**Memory Pilot fenders** are produced in Santa Barbara, CA to keep the production local and easily controlled- which also allows for custom quantities as low as one single unit. Individuals, clubs, teams, and bike brands can select from a myriad of in-house designs, or create their own unique fenders to truly complete the look of their bikes- while also getting an incredibly functional product.

Erik himself admits to having a finicky relationship with socks, so he set out to design **socks** that make his feet happy, rather than simply pursuing the newest color or wild design. Vertical ribs along the backs of the socks for support of the achilles and protection from pedal pins when getting rowdy, thinner material across the top of the ankle to alleviate pressure from shoe straps and buckles, an open weave front for increased breathability, and an overall light compression for support that also keeps the socks riding high.

Memory Pilot's steady growth and development since beginning in 2019 has placed the brand in a position to expand beyond cycling and into the outdoor category as well, bringing quality items to even more consumers who appreciate goods that are functionally fun. With over a decade of experience driving product innovations, Erik looks to take Memory Pilot into new areas as well.

For media or sample requests, contact Erik Saunders at Memory Pilot ( [ErikSaunders@MemoryPilot.com](mailto:ErikSaunders@MemoryPilot.com) ).

