

INTO THE RIDE #97

More New Stuff for 2011

by Randy Schlitter

New Catalog

We just published the biggest catalog ever for our bike line. There are 44 pages of bikes, accessories and information about our current models.

Blue is Back

Corvette Blue was the stock color on the Stratus XP for the first three years. People loved the way this color has depth. It is a three-stage powder coat, and quite fun to apply, especially on a Stratus XP frame with lots of shallow angles. That all changed when we went to the K frame for the Stratus XP, and now one of everyone's favorite colors is back (also on the new Alterra 700X).



Corvette Blue is the color of choice for the 2011 Stratus XP AL

Larger Tail Pack

The new tail pack is modeled after the iconic tail pack. The new bag is 60% larger, and has more off set from the rear tire. The larger tail pack still retains the original's famous shape, which some have believed to stream-line the bike and reduce drag. Inside are light plastic panels to hold the bag's shape, a bladder pocket, and several smaller pockets surrounding the inside wall. The top has the traditional bungee cords and pull loops for easy removal. The new larger tail pack weighs in at 2.45 lbs, comes in several colors and can be purchased from your local RANS dealer or online at ShopRans.com.



[CLICK HERE TO VIEW NEW TAIL BAG ON SHOP RANS!](#)

Ready to Ride (RTR) and Dealer Drop Ship Program

Live far from a bike shop that carries RANS products? Now you can choose a dealer and have a bike drop shipped to your doorstep ready to ride...well almost. You will have to install the handlebars, pedals, wheels, and seat. The bike you receive will have been fully assembled, test ridden and packed in large sturdy box. I have experienced the benefit of this program first-hand. We use the RTR program to send bikes to airshows. Within minutes, the bikes are out of the box and being ridden. It really is a great way to get a bike. Of course your 100% satisfaction is required and if you do not like the bike, send it back within 30 days, you are only out of the shipping cost. There is an up charge for this extra assembly and packaging of \$100, plus freight. If interested, contact your nearest dealer.

We have also gone green by offering to drop ship your parts and accessory orders that you would place through your dealer. This works both ways.

For instance if you are in the bike shop and they are out of stock, have the dealer order the item and it can be dropped shipped to your door, instead of you having to return to pick up the item. This is open to all RANS bikes products.

Web Site Changes

You may have noticed some changes on the bike web site. A little cleaner and some neat added features:

- Dealer stocking page: This will be really helpful to those searching the country side for a bike. Couple this with our RTR program and you have a nation of dealers willing to help you find your perfect ride.
- Virtual Catalog: Fun to flip through; double click on images to enlarge or reduce the image size.
- Floor Demos: Check with your Dealer; you might find a bargain. We are building up dozens of bikes every year to show off the new line, and these bikes get retired when new ones come on line. They are offered to dealers, so ask yours to search for a deal on a bike for you. RANS dealers have access to all the floor demos and what is in out-inventory.

- New forums page coming: We are going to open an official RANS site forums page segmented into several groups, such as Recumbents, Crankforwards, Events, Gallery, and so on. It will be a great place to get the latest buzz or share news. This means our CrankForward specific site will fold into this forum, which should add to the usefulness since it will connect to all the other forums on the same page.

We hope you are having a great 2011, and like many in the country, we are waiting for winter to stop, and spring to start. Despite the burst of extreme cold, there have been a few days we can get in rides. Kansas is like that! One day it is -19, the next in the 60's. You have to be ready to get out there! With the array of bikes to choose from at the factory, it is sometimes a challenge to pick! But no matter - a chance to ride this time of year should be taken. If you do, ride safe, and until next time, stay into the ride!

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