

Choose your weapon



Top bike is Becky's Domane, middle is my Emonda, and the bottom is Kevin's Madone. Three distinctly-different Trek road bikes. Never really thought about that before. It wasn't intentional that each of us chose a different style of Trek road bike. Just happened.

So Trek has a new marketing campaign, "Choose your weapon!" And I didn't give it that much thought until taking the picture above, just outside Summit Coffee in Redwood City, on our way to work.

The point is that Trek has all the options any road cyclist needs, sure, I get that but the surprising thing is that the three of us (myself, my daughter Becky and son Kevin) have each chosen a different style of road bike. Becky loves the silky-smooth ride of the Domane, Kevin thinks the aero tubing of the Madone looks fast (and hey, he spent \$1300 extra for the fancy flame paint job, so appearances are important to him!) and me? I'm attracted to the Emonda model, which is ridiculously-light and should provide an advantage climbing. I say should, because it's tough for Trek to make improvements fast enough to offset my decline as I get older. So far, they've done a surprisingly-good job. --Mike--

PS: My wife isn't riding road bikes anymore, but has put her Trek e-bike (electric-assist) to good use, commuting to & from the shop once a week.