



TRAVEL



EVENTS



CULTURE



LETTERS



BUSINESS

# The Brooks Bugle

Issue 1



2009 Edition

## A RIVETTING READ

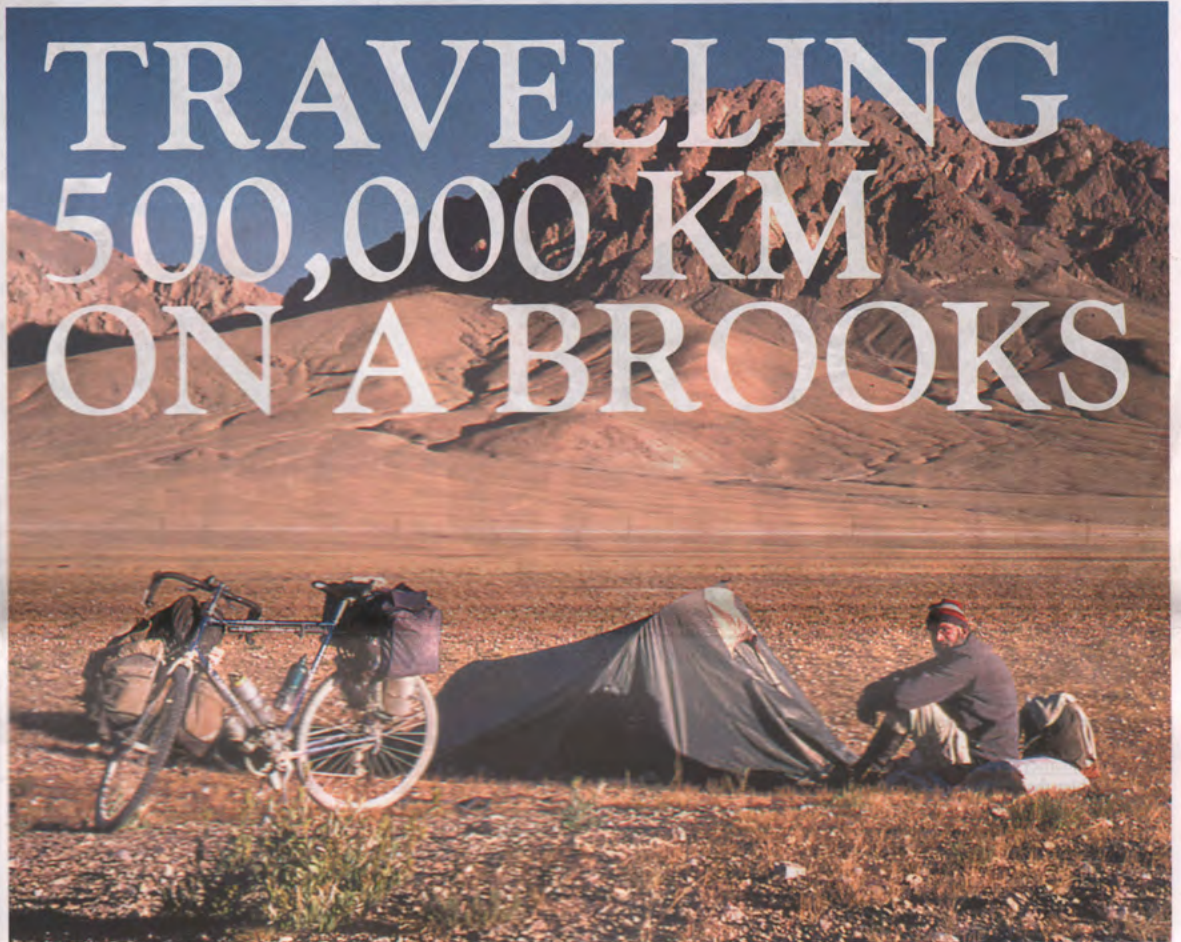
Written by The Brooks Team

The emotion of looking at a masterpiece for the first time can be strong, but its full appreciation grows significantly when art experts help us to go beyond the first impression.

In over 100 years of history Brooks has changed ownership a few times. Six years ago was the beginning of a new era, when many of us started working for the company as it changed shareholders. Coming from backgrounds and work experiences vastly different from those in Smethwick, where little had changed in the last decades, our understanding of Brooks was limited. The company seemed like a beautiful painting behind a few layers of dust. It had been declining steadily since the 1950s, when the third generation of the Brooks Family sold the company. It needed a restoration that only patient hands could provide. We wish to thank all those who have helped us in our jobs, sharing with us their experiences, opinions, enthusiasm and work.

At this stage we feel it is important to take new steps, to go beyond the beautiful painting we have been patiently restoring. Not only do we want to show it to you, our customers, under a new light, but also want to give you the opportunity to be part of it. We are convinced that our best ambassadors are our timeless products and the lavish Brooks Cyclists, whose comments and stories keep the Brooks legend alive. After several years of publishing the Brooks Book for Cyclists, we decided to introduce this new publication, which we feel is more in line with the desires of information of our beloved cycling community and the developments of the world of communication. These pages of the Brooks Bugle, in fact, anticipate the spirit of our new website, which will dedicate significant space to user generated content.

Our forefathers in 1890 wrote: "we trust that our present efforts will meet with that approval with which, in the past, our attempts to bring the cycle saddle to perfection have been rewarded by riders of the wheel." We are honoured to be the guardians of such a long living legend of the cycling industry, and we hope that our work and attitude in preserving what to us is much more than a company will be a guide to those who will come after us.



# TRAVELLING 500,000 KM ON A BROOKS

Written by Frank van Rijn  
World Cyclist and Author

"Long ago a little bit of the fun of my bike trips was spoiled by saddle soreness. After experimenting with all kinds of shorts and underwear in combination with several saddles, a bike repairer remarked: "Why don't you try a Brooks?" "A what?" I asked. "A Brooks! A Brooks Saddle, I mean.

Just make a test ride on this bike," and he pointed me to a bicycle with a rather wide leather saddle. The two springs underneath it gave me instant confidence. After 200 meters it became clear to me that I was entering a new world and the 4000 km long bike trip across Spain that I made shortly afterwards on the Brooks B66 was a revelation. The saddle soreness was over and never returned on the following 465.000 km: the Andes, Sierra Madre, Rocky Mountains, Sahara, Sahel, Great Victoria Desert,

Himalaya and Holland's long windy dikes slid along without any sit comfort problems.

This great saddle turned out to comfortably survive for many tens of thousands of kilometres over rough stony roads."

We wish to thank Frank van Rijn for his words on how he became a Brooks Cyclist. We proudly announce that Brooks supports the publication of Frank's book "Revanche in de Andes". First published in black and white in 2002, this book tells

the stories of Frank's bicycle journeys in South America during the 1990s. The second edition of the book features 100 full colour photos taken along the 15.000 km of the adventurer's trips on the Andes and 10 maps showing the routes along the world's longest exposed mountain range.

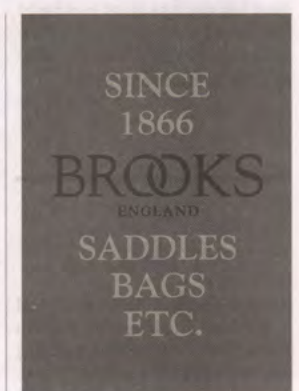
For more info visit:  
[www.frankvanrijn.nl](http://www.frankvanrijn.nl)  
[www.uitgeverijelmar.nl](http://www.uitgeverijelmar.nl)

## DESIGNED IN THE 1890s



Nowadays most saddle manufacturers are offering a range of anatomical saddles, claiming that they were the first to find this solution or that their invention works best. We recently discovered that Brooks offered saddles with cutting over 100 years earlier than any other saddle maker. In many pages of the 1890 Brooks catalogue you can read that the Imperial, Long Distance, Climax and many more saddles have "registered cutting that is a certain preventive to all perineal pressure".

Continues on page 7



**LONDON BIKE  
POLO CENTENARY**  
**1908 LONDON  
OLYMPICS**  
**2008 SHOREDITCH  
INVITATIONAL**

YORGO TLOUPAS  
Team Zombie BMX  
Winners of the 1st Annual BFT  
Bike Polo Championship  
London, October 2007

SINCE  
1866

**BROOKS**  
ENGLAND

SADDLES  
BAGS  
ETC.

[www.brooksengland.com](http://www.brooksengland.com)