

INTELLIGENCER

Quarterly Brain Nugs From Surly HQ

#2



SURLY



We're gonna keep things short and to the point, because time should never be wasted on talk. Winter is over. The days of trudging through the snow on your bike are over. Remove the studded tires, for they make a terrible racket on the pavement. Get your off-road sled out of the shed, and find yourself a quiet patch of woods. It's time to hit the trails. Whether you're new to mountain biking or an old pro, just get on your bicycle and ride. You won't be sorry. Enjoy this issue of the Intelligencer.

**CONVERT
YOUR
ICE CREAM TRUCK
INTO A SUMMER
SHREDDER**

With 29+



Dear Surly



THIS LETTER HAS BEEN
MAILED FROM THE
WISCONSIN PRISON SYSTEM

9/12

To: Surly Bikes
Re: Catalogue

I would like to get a catalogue or brochure for the mountain bikes you carry I have looked at purchasing a long haul trucker & was interested in more of your products as I do alot of bike riding as its my only way of getting around your round.

Thank you for your time &
Sending me a Catalogue
Regards

[redacted] (Inmate No)
Fox Lake Correctional Institution
[redacted] (Mailing Address)
Fox Lake, WI 53933-0200

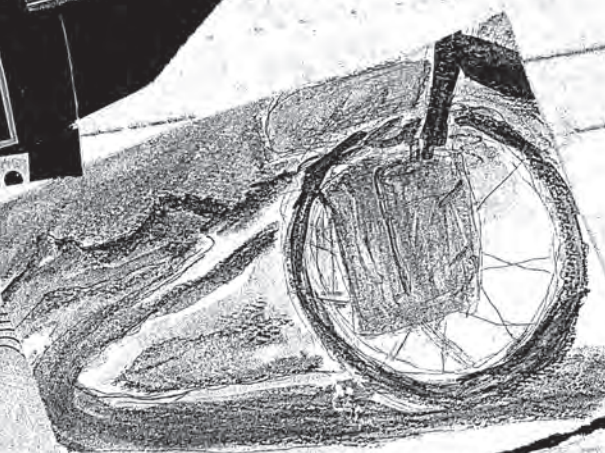
Here are stickers
We love you and honey on
at the same time
release the dirt wizards or else
#diem a five
#madblog
#charnhacks everyday
#bowl of dicks
#parishites #glimmers

YO!
So once upon a time I lost my license for a period of time for driving like an ass
And I bought a crosscheck
And I rode it for 9 months straight, 344 miles edu. I loved every minute of it.
I started racing. I then bought a stein roller and got more rad. I started mountain biking. I kept at cross. I got kinda good at it (on my crosscheck). I raced against a Dr from Europe and got lapped twice.
I gave no fucks because I was having fun. I drank some beers. Then so no more. I realized this scene is about fun, companionship and realizing the non-dream.
New Hampshire is fun, but looking tough to ride in. Equipment gets fucked. The Surly has rode 66 miles and never complained.
You're rad! Take this as a thank you!
Send me a sticker sticker maybe
of just enjoy my - RAN on!

SEND ME
SOME
STICKERS
OR ELSE
SHE GETS
it!

Hey there, good folks at Surly,
I did it. I quit my job. Packing up on giving away all my stuff. I'm taking my Kanate Monkey Lee Roy fun a long ride. Like a year, or more. I've never owned a car. Gave up the driver lic years and years ago. At the old lady age of 53, I say your fucking bikes ROCK. The best bike ever!
I read the blog post about people bugging you about stickers, I think its cooler for you to have mine. Coffee cup on bike. Damn Proud to be part of your gear. Thank You!

artsmarkt (NH) 03801
BOSTON MA DEL 22 MAR 2014 P15 L
SURLY
6400 W. 105th St.
Bloomington, MN 55438
8843828400



Sketchy like my travel plans.

H2O saved by this urinal could brew 516 kegs of beer annually. Cheers!



20 DOWDES IN A VAN

It's a wide-held belief that Minneapolis is a good town for mountain biking. There's dirt all over, and the trails are always in pristine condition. Even if you like to get a little loose from time to time and prefer air under your tires to grinding dirt beneath, Minneapolis has something for everyone. That said... it doesn't hold a candle to the Upper Peninsula of Michigan. Not many places do.

June 2015 saw a Surly sortie storm the UP to ride bikes, hang out with folks and preach the capabilities of the Instigator to the people

of Michigan. The UP isn't exactly a destination due to its remoteness, but it's a place I know well. I grew up in Michigan, and during a particularly nomadic time in my life, my twin brother taught at Michigan Tech, in Houghton Michigan so I know it fairly well. The UP is one of those places I would move to in a heartbeat.

Aaron and I took a van full of Instigators, Krampus, and Ice Cream Trucks and hit the trails in Houghton, Copper Harbor, and Marquette before venturing south to hit more stops below the Mackinaw Bridge. Over →

Our time

in the UP was filled with some of the best riding either of us has ever experienced.

Upon arrival we hooked up with the crew at Rhythm Bike & Board in Houghton early in the evening, had a few drinks and met back up the next morning for a day of shuttling with Steve and some pals from Minneapolis that were staying up there. Watching Steve rail absolutely everything he approached was incredible. He'd say "just hit that notch and commit, and you'll be fine," every time he came to a drop, roll-in or any feature in the trail it'd be "notch it out and roll." Steve had the steez. We shuttled all morning and into the afternoon, then drove back to Houghton and hit the Tech Trails for the Demo that evening.

The next day saw us heading to Marquette for more riding and demos.

The scene in Marquette is filled with devoted individuals who spend a lot of their time keeping the trails in pristine condition so the denizens of Marquette can shred at any opportunity. We didn't get a ton of time in Marquette but the demo was good and the next day we managed to get some runs in on the trails. Aaron and I got to ride some of the best trails in the country in Houghton and Marquette, and that was just the beginning of our trip filled with demos, guys from bike shops screaming at guys from cigarette stores in a sweltering parking lot, and yet more riding. It was just the reminder we needed that all that matters in life is riding trails on kick ass bikes. The Instigator was the only hardtail I would consider riding in the UP and I was stoked to finally ride the kind of trails that bike was built to ride. The UP rules.



SURLY 4130

UNHOLY ALLIANCE TOUR

COME RIDE OUR TRAIL
DEMO BIKES!

Instigator 26+ and 27.5,
Krampus Ops, Karate Monkey Ops,
Bathless too!

- June 1 - Houghton, MI | Rhythm Bikes, Boards and Goods
- June 2 - Marquette, MI | Quick Stop Bike Shop
- June 4 - Ypsilanti, MI | Tree Fort-Bike and Board
- June 5 - Battle Creek, MI | Team Active
- June 6 - Grand Rapids, MI | Grand Rapids Bicycle Co - All Day Garage
- June 8 - Walled Lake, MI | American Cycle and Fitness

RIDE DETAILS:

For a good time call: (800) 346-2001

SHOP CALL OUT

Tri-City Cycles Rochester, NH



TRI-CITY
BICYCLES
ROCHESTER
N.H.



In a reality where the meat-grinder that is capitalism has all but killed the soul and human interaction that once existed in everything we do, bike shops are still a thing. The reason they haven't been eaten by the internet yet is because of the people that work there. It's difficult to put into words, but you know it when you see it. Tri-City Cycles is one of those places that will not just take care of your bike but they'll take care of

your soul in that owner - Mark Traeger will eat your soul. The man loves bikes and other assorted weird shit, and is vastly more punk than anyone you have ever met. That's why we like him so much. He has a platoon of weirdos manning the shop, and somebody once attacked the building that houses his shop with a sword. If you live in New England, USA; get yourself to Rochester, NH and ask the folks at Tri-City Cycles about H.P. Lovecraft



ride b

THE NEVERENDING LIST OF HOW TO USE THE JUNK STRAP

- (16) Keep the hoses in your shed coiled up nicely
- (17) Bundle wood together
- (18) Strap your dog to your bike to pull you along
- (19) Strap another dog to your dog so it has a friend
- (20) Mandolin strap
- (21) Helping to seat stubborn tubeless tires
- (22) Strap your phone to your hardhat to capture hands-free extreme moments



SURLY SPEW



If you think your bike looks good, it does. • If you like the way your bike rides, it's an awesome bike. • You don't need to spend a million dollars to have a great bike, but if you do spend a million dollars and know what you want you'll probably also have a great bike. • Yes, you can tour on your bike whatever it is. • Yes, you can race on your bike whatever it is. • Yes, you can commute on your bike whatever it is. • 26" wheels or 29" or 650b or 700c or 24" or 20" or whatever yes, that wheel size is rad and you'll probably get where you're going. • Disc brakes, cantis, v-brakes, and road calipers all do a great job of stopping a bike when they're working and adjusted. • No paint job makes everyone happy. • Yes, you can put a rack on frames - so is aluminum, carbon fiber, and titanium. • You can have your saddle at whatever angle makes you happy. • Your handlebars can be lower than your saddle, even with your saddle, or higher than your saddle. Whichever way you like it is right. • Being shuttled up a downhill run does not make you a weak person, nor does choosing not to fly off of a 10 foot drop. • Bike frames made overseas can be super cool. Bike frames made in the USA can be super cool. • Hey, tattooed and pierced long shorts wearin flat brim hat red bull drinkin white Oakley sportin rad person on your full suspension big hit bike nice view mirror sandal wearing little round glasses pocket protector collared shirt skid lid rear view mirror wearing schwalbe marathon running pletscher two-leg kickstand tourist good job. • Hey, shaved leg skinny as hell super duper tan line hear rate monitor checking power tap train in the basement all winter super loud lycra kit million dollar wheels racer keep it up. • The more you ride your bike, the less your ass will hurt. • The following short answers are good answers, but not the only ones for the question asked 29", Brooks, lugged, disc brake, steel, Campagnolo, helmet, custom, Rohloff, NIS, carbon, 31.8, clipless, porteur. • No bike does everything perfectly. In fact, no bike does anything until someone gets on it to ride. • Sometimes, recumbent bikes are ok. • Your bikeshop is not trying to screw you. They're trying to stay open. • Buying things off of the internet is great, except when it sucks. • Some people know more about bikes than you do. Other people know less. • Maybe the person you waved at while you were out riding didn't see you wave at them. • It sucks to be harassed by assholes in cars while you're on a bike. It also sucks to drive behind assholes on bikes. • Did you build that yourself? Awesome. Did you buy that? Cool. • Wheelies are the best trick ever invented. That's just a fact. • Which is better, riding long miles, or hanging out under a bridge doing tricks? Yes. • Yes, you can break your collar bone riding a bike like that. • Stopping at stop signs is probably a good idea. • Driving with your bikes on top of your car to get to a dirt trail isn't ideal, but for most people it's necessary. • If your bike has couplers, or if you have a spandy bike case, or if you pay a shop to pack your bike, or if you have a folding bike, shipping a bike is still a pain in the ass for everyone involved. • That dent in your frame is probably ok, but maybe it's not. You should get it looked at. • Touch up paint always looks like shit. Often it looks worse than the scratch. • A pristine bike free of dirt, scratches, and wear marks makes me sort of sad. • A bike that's been chained to the same tree for three years caked with rust and missing parts makes me sad too. • Bikes purchased at Wal-mart, Target, Costco, or K-mart are generally not the best bang for your buck. • Toe overlap is not the end of the world, unless you crash and die then it is. • Sometimes parts break. Sometimes you crash. Sometimes it's your fault. • Yes, you can buy a bike without riding it first. It would be nice to ride it first, but it's not a deal breaker not to. • Ownership of a truing stand does not a wheel builder make. • 32 spokes, 48 spokes, 24 spokes, three spokes? Sure. • Single speed bikes are rad. Bikes with derailleurs and cassettes are sexy. Belt drive internal gear bikes work great too. • Columbus, TruTemper, Reynolds, Ishiwata, or no brand? I'd ride it. • Tubeless tires are pretty cool. So are tubes. • The moral of RAGBRAI is that families and drunken boobs can have fun on the same route, just maybe at different times of day. • Riding by yourself kicks ass. You might also try riding with a group. • Really fast people are frustrating, but they make you faster. When you get faster, you might frustrate someone else. • Stopping can be as much fun as riding. • Lots of people worked their asses off to build whatever trail or road or alley you're riding on. You should thank them.

STOPPING CAN BE AS MUCH FUN AS RIDING.

THE MORE YOU RIDE YOUR BIKE, THE LESS YOUR ASS WILL HURT.

YOUR BIKESHOP IS NOT TRYING TO SCREW YOU. THEY'RE TRYING TO STAY OPEN.

RIM RANT

It's easy to look at the constant product changes that happen in the off-road world and dismiss them as change for change's sake (or for the sake of selling more bike parts). For example, these days everything is a wide load.

Sometimes these changes are actual improvements. This is especially true when it comes to wide rims. Think of rims as not just what holds your tire on your wheel but as a foundation for the sidewalls upon which you roll. Rims help support your tire in hard cornering situations so the back of your bike doesn't feel all squishy and gross.

The editorial opinion here is that poorly performing tires will make an entire bike feel shitty. Set your tires up for success—behold —Surly rims:



DIGLY

HOW TO CUSTOMIZE THE "SPEED HOLES"
IN YOUR FAT WHEELS

WHAT YOU
WILL NEED

WHEEL WITH FAT RIM
(RIM MUST HAVE "SPEED HOLES")

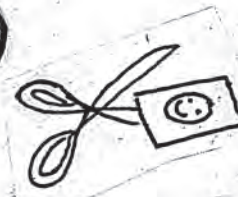
COOL IMAGES
(BOLD CONTRAST WORKS BEST)

PACKING TAPE

SCISSORS

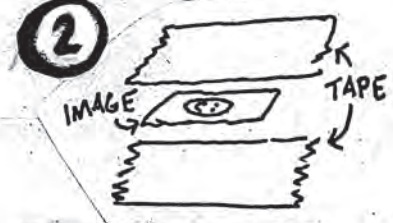
RIM STRIP

1



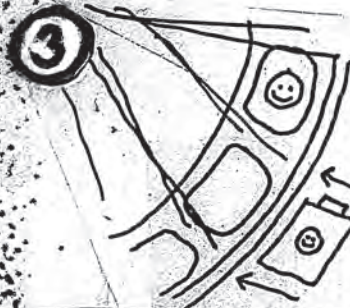
CUT IMAGES TO BE .25IN BIGGER
THAN RIMS "SPEED HOLES".

2



LAMINATE ON BOTH SIDES WITH
PACKING TAPE & TRIM EXCESS TAPE.

3



PLACE AN IMAGE IN EACH SPEED
HOLE WINDOW & HOLD IN PLACE
WITH PIECE OF TAPE.

4



PUT ON RIM STRIP WITH OUT SHIFTING
IMAGES, SET UP TIRE, & LET'ER RIP.

EXTRA CREDIT:
USE STILL FRAMES FROM A
VIDEO, CARTOON, OR GIF
TO MAKE A STOP MOTION LOOP!



VOICEMAIL FROM: THE EDGE OF THE UNIVERSE

From: Bruce
To: SURLY
Subject: Journeys to the Edge of the Universe

CUT TO:
It's 3:08AM, a man sits alone in a room, brightly lit with fluorescent lights. The room is lit so well that no shadows fall anywhere. The room is painted white with a white drop ceiling. It could be a room in a hospital, or insane asylum, were it not for the giant posters of 80's metal bands on the walls, and the hot plate, replete with half empty coffee pot, sitting on the desk. A man, sits unsteadily in his chair, talking on the phone with the radio turned up so loud he can't hear himself think.

BRUCE
(Radio top 40 music blaring in the background)

Say there... you at Surly. You've heard of St. Louis, right? That was what we say down here. (Incomprehensible gibberish). This is The Boost it's one oh one nine FM, I think there's an app for that... I was lookin' here, Surly, that's in uh, Bloomington.... I was wonerin' if y'all's bikes were made here in America, ya know?

I guess it's National GEO, (incomprehensible gibberish) it's exploring space, journey's to the edge of the universe, National GEO. Then I get there... OUT here, living and loving the good life, you know what I mean?

Now we got a visitor pass on their turf. Science, The Missing Universe. The mystery of dark matter may at last have been solved....

(Radio music blaring in the background)

What's the brief on that? Forget which issue at what time... But I like your bikés, I might see if I can make it up there before it gets... before it gets too much snow on the ground. Sorry I missed you... This is Bruce.



START

03:13

BUILD IT YOURSELF

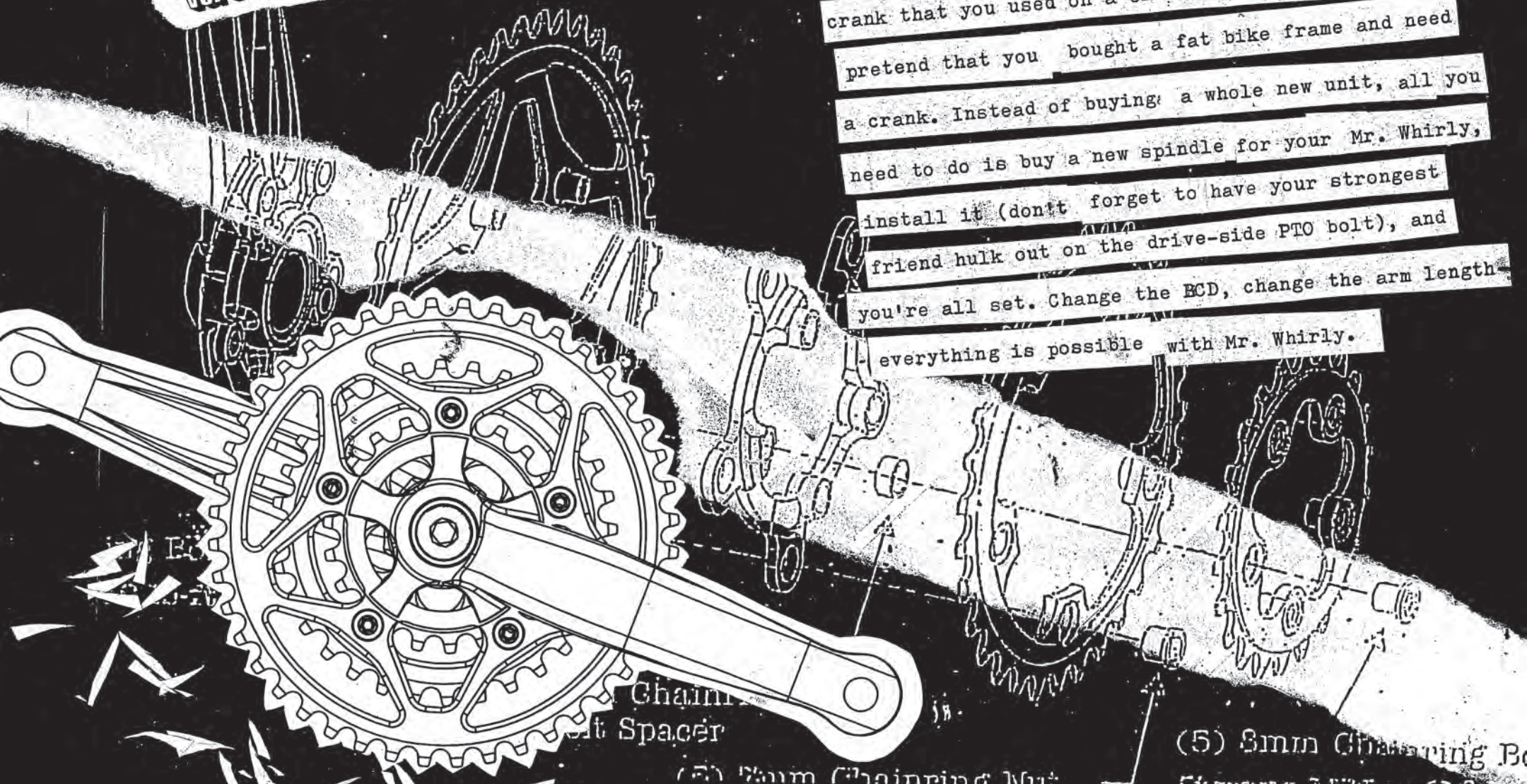
Mr. Whirly

"Versatility is my middle name!"



Mr. Whirly is an amazing crank. It's an incredibly modular piece of equipment... and we make a lot of modular equipment.

Let's say, that in your parts bin, is a Mr. Whirly crank that you used on a Cross-Check build. Now let's pretend that you bought a fat bike frame and need a crank. Instead of buying a whole new unit, all you need to do is buy a new spindle for your Mr. Whirly, install it (don't forget to have your strongest friend hulk out on the drive-side PTO bolt), and you're all set. Change the BCD, change the arm length - everything is possible with Mr. Whirly.



Chainring Spacer

(5) 5mm Chainring Nut

(5) 8mm Chainring Bolt
Starline LEN-120

NOZOGH

Why were you chosen as this issue's 'Superfan?' As in, what makes you so special?

I bring the best snacks on bike rides. I bring things like homemade cookies and cherry kombucha. I also know where all the hidden trail liquor lives.

What sorts of fun do you have on Surly bikes in particular?

I like Gnome-Fest in Wisconsin a lot because it's all the shenanigans and all the fun and all the great people but with no pretense of a race. Unless you count a Dirt Cat (where everyone cheats) as a race, which I don't. Everyone cheats. I don't usually make it past the first checkpoint because I'm having so much fun socializing, ramping my bike off teeter-totters, or throwing my bike in the back of some random vet's Jeep for recon rides. Good times.

You mentioned your interest in Cryptozoology. Being from MI, have you ever seen the Wolfman?

I haven't, but one time on a hunting trip a bear attacked my grandpa's tent. Grandpa shot the bear dead and now when I look at its skin on the wall I think about how that damn bear could have taken me out before I was born or even had a chance to respond to your inane questions.

If you could change one thing about the world, what would it be?

I'd save the bees! And then I'd actually remember to bring my Epi-Pen on every bike ride because my allergist says I should be really careful about bee stings.



KARATE MONKEY



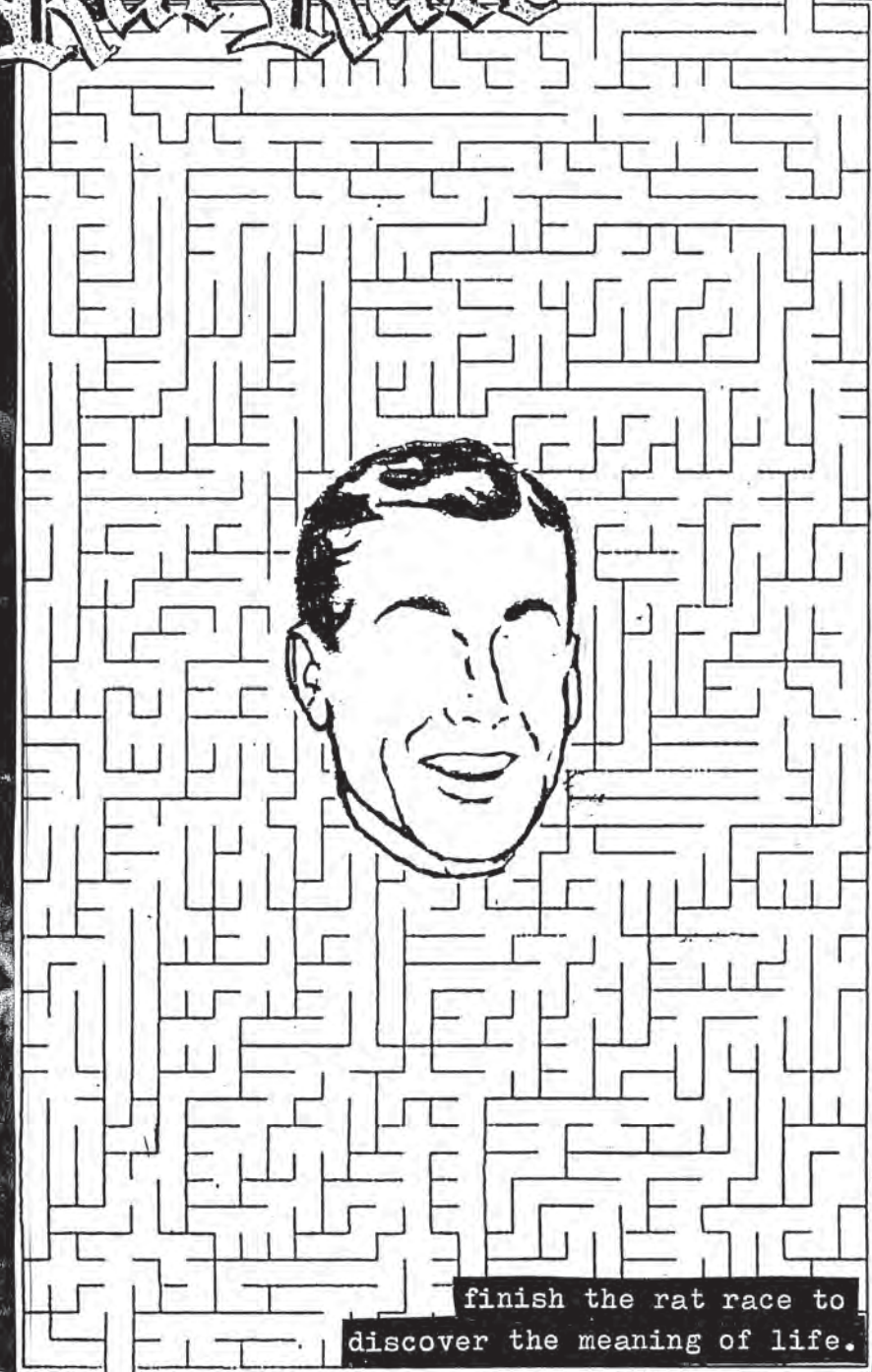
The Karate Monkey is a true 29er original. It was made back in a time when very few people were making 29ers, and has stood the test of time as a versatile shred sled, capable of everything from XC riding to commuting. Looking for a rig that can handle the commute, get you to the trails, and ride those trails? The Kung Fu fury flows strongly through the Karate Monkey.

KUNG FU
ACTION

... CONSIDERED BY MANY TO BE THE MOST DEADLY FORM OF ATTACK KNOWN TO MAN!



Welcome to the
Rat Race ENTER



The Cheater Bar has that je ne sais quoi you get when everything is right where it needs to be. It seems to have found the perfect mix of feel and geometry one must find when designing a handlebar. Wrap your grubby mits around the thing and you'll feel the steel. It's triple butted and comes in either clear-coated silver or ed-coated black

finish the rat race to discover the meaning of life.

EXIT

We don't mean to impose
but the ocean is a perilous place



B I K E D U M P

Select

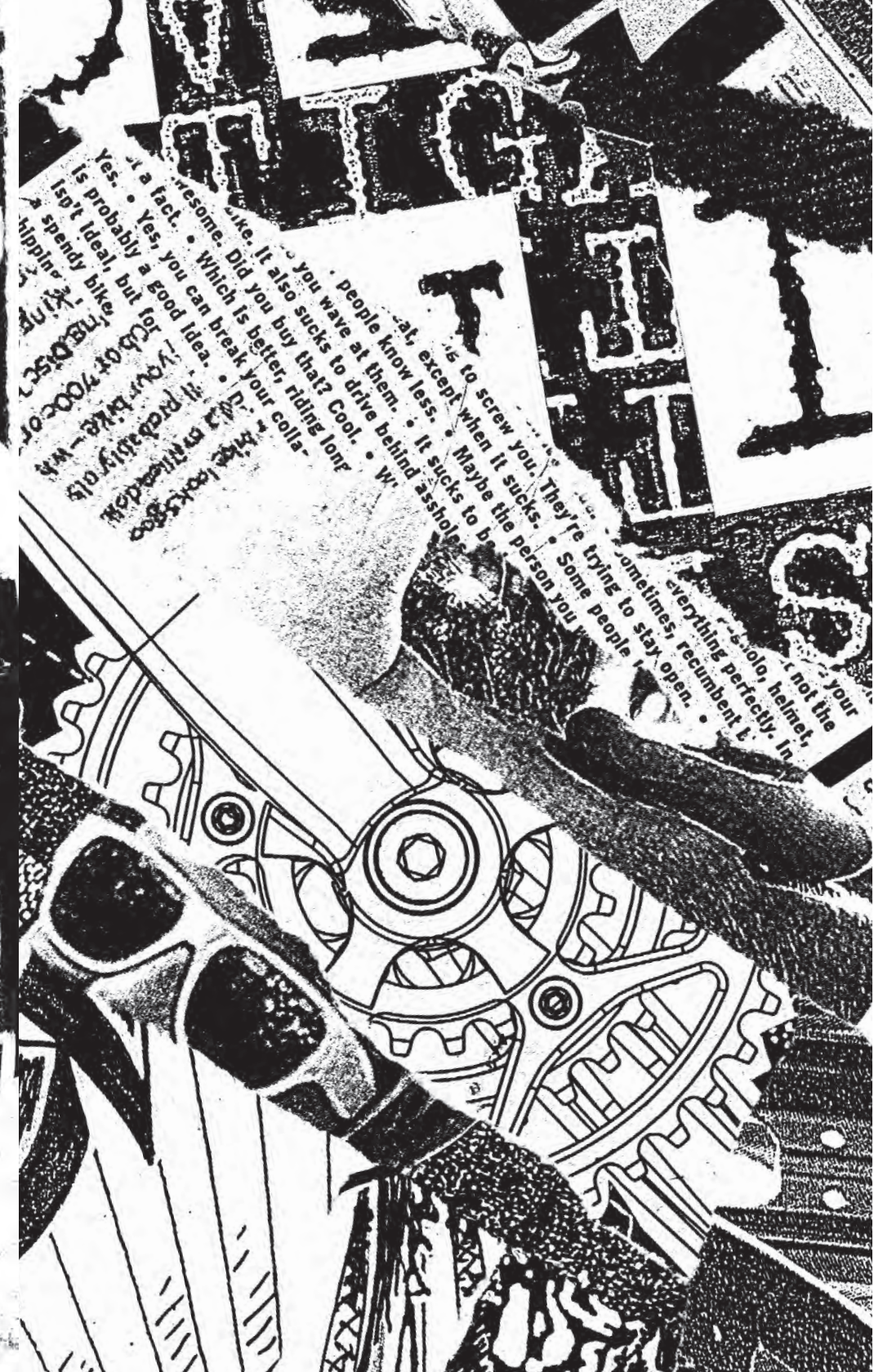


See this bike in all its technicolor glory on our website.

Owner Name: TrailYeah
Location: Mt. Juliet, TN.
Bike Model: Wednesday
Description: My first ever Surly. So far, it kicks major A.

- Why We Like It:**
1. His/her first Surly. Welcome to the tribe.
 2. It's a single speed.
 3. Gum-walled Nates.
 4. All shiny silver components.

See/share more dumps at Surlybikes.com/gallery



SURPLYS

Bikes. Parts. Chaos.
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Bloomington, MN 55433 USA
darcy@surplybikes.com



save. share. repurpose.