



NINER & IMBA

Why A Small Bike Company Makes A Big Investment In Trails

Niner Bikes is a decade-long supporter of the [International Mountain Bike Association](#). People often ask *why* Niner Bikes supports IMBA and the answer is easy: *IMBA benefits almost every aspect of a good life.*

1. ENVIRONMENTAL STEWARDSHIP

IMBA protects beautiful places from development, and promotes sustainable, legal management of existing trails. Great trail building keeps watersheds clean, prevents erosion, protects sensitive ecologies and can even prevent the spread of invasive plant species.^{1,2}

2. COMMUNITY BUILDING

Safe and fun trails mean that everyone gets to have fun! Through IMBA's carefully designed trail systems, beginners discover the sport and advanced riders get the challenges they seek - all in the same location. Mountain biking is a way to bring all ages and abilities together for great days.

3. HEALTH BENEFITS

We in the cycling industry are very aware of the many healthcare challenges that riders face. Luckily, one of the best preventative health measures is exercise. Did you know that every dollar spent on trails benefits the USA via three dollars in health related savings? Imagine how many people that number represents!^{3,4}

4. ECONOMIC BENEFITS

Both the community and the bike industry see huge benefits from IMBA's efforts. Mountain bikers by their nature seek local businesses, patronize local restaurants and get to know the local towns.

As an example, the trails built in Raystown Lake, PA increased rider visits to the area from about 5,000 to 27,000 annually in just two years. These riders are supporting new bike shops, hotels and restaurants. This influx of new users has also helped to prevent the closure of a local public campground - something that benefits the entire community, not just cyclists.⁵

Ok, bike industry people, let's face facts - we wouldn't have our jobs if it weren't for trails. The growth of trail systems directly supports every company and every person who makes a product for mountain bikers. There aren't that many opportunities to both do good *and* benefit your bottom line. Of the thousand companies who show at Interbike, about 100 of them currently support IMBA - that's 10% of the bike industry carrying the rest.

IT IS EASY TO TAKE ACTION!

To that end, we are encouraging riders to take a moment and think about the brands and shops that they love - are they freeloaders or contributors? We strongly encourage riders to [support companies that support trails](#).

We also encourage the 90% of the cycling companies out there who don't support IMBA step up, to join your peers in supporting the land, the riders and the communities that make all of this possible.

As for Niner, we are committed to continuing our long term support of IMBA, and thank everyone who joins us in ensuring a future filled with great rides!

Notes:

^{1,2}Working with environmental analysts, IMBA and local volunteers took advantage of an opportunity to [combine recreation and habitat conservation](#). The trails were designed to be sustainable, but also act as firebreaks to deter invasive plants from entering areas of native vegetation. Allow natural resource specialists easy access to densely vegetated areas, the trails became an invaluable tool in stifling the spread of the tree-killing Porcelain-Berry vine. Also, by providing a legal place for dirt jumping, the rampant illegal building that endangered sensitive native understory plants at nearby Inwood Park was immediately quelled.

²Paradise Royal Trail is a great example of how [the trail development repaired damage to the watershed, animal and fish populations](#).

³A Shimano study indicates that for every one dollar spent on trail investment for biking, the United States [realizes a benefit of three dollars](#) in health-related savings as riders lose weight and get fit [source: Shimano]

⁴Although normal bike riding does increase your health, [mountain biking pushes it to that extra level of cardiovascular activity](#) through the use of gear variety, bike structure and riding terrain.

⁵See the Raystown Lake Economic Impact sheet for [complete details](#).