







**Geoff Casey**  
Design Manager | Santa Cruz Bicycles





# Who We Are



SANTA  
CRUZ

# Who We Are





# UCI MOUNTAIN BIKE WORLD CUP

PRESENTED BY SHIMANO

## WINDHAM

SHIMANO KENDA GoPro Be a HERO. SHIMANO NOTUBES

SCOTT GoPro Be a HERO. FOX SHIMANO NOTUBES GoPro Be a HERO.

SHIMANO NOTUBES GoPro Be a HERO. FOX SHIMANO NOTUBES GoPro Be a HERO.

SCOTT SHIMANO NOTUBES KENDA GoPro Be a HERO. SHIMANO NOTUBES

GoPro Be a HERO. THE SUFFERFEST SHIMANO NOTUBES THE SUFFERFEST



2<sup>ND</sup> 1<sup>ST</sup> 3<sup>RD</sup>

MOUNTAIN BIKE WORLD CUP PRESENTED BY SHIMANO

TODAY'S FASTEST

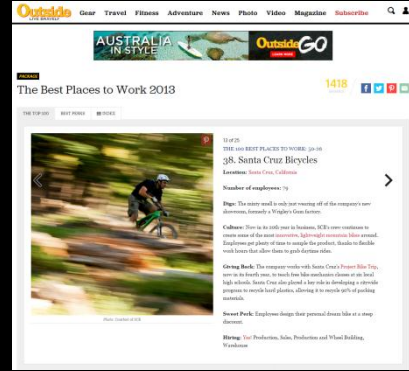


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### MTB AWARDS

Trial / All-Mountain Bike of the Year  
Santa Cruz Nomad



### Long-term Review: Santa Cruz Nomad

by Justin Oberlin / October 31, 2014 2:30pm  
Duke Reynolds, Staff



Photos by Justin Oberlin and Emily Wasky

It's an arrival at version 3.0 of the venerable Nomad, a bike that's pushed the boundaries of pedaling long travel bikes from its inception. It comes as no surprise to see this new Nomad further redefining the capability and versatility of the all-mountain category, this time with 27.5-inch wheels. Perhaps the most noteworthy aspect of this new Nomad (other) is its paint job (more) is the radical, progressive geometry: 65-degree head tube angle, 74.2-degree seat tube angle, 13.4-inch bottom bracket height, 17.5-inch chainstays, and a 41.5-inch wheelbase.



DIRTRAG





**Get Rad With Friends!**







Enjoy!

# BAR TABAC PMU SNACK



Saint-Etienne de Tinée  
Les Trésors d'un Haut  
du Col de la Chapelle (1800m)

Menu  
Café  
Pâtisseries  
Biscuits  
Cakes  
Tartes  
Gâteaux  
Bûche de Noël  
Coffret Noël

Menu  
Café  
Pâtisseries  
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Coffret Noël

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SANTA CRUZ

GIANT

GIANT

Continental  
MICKY

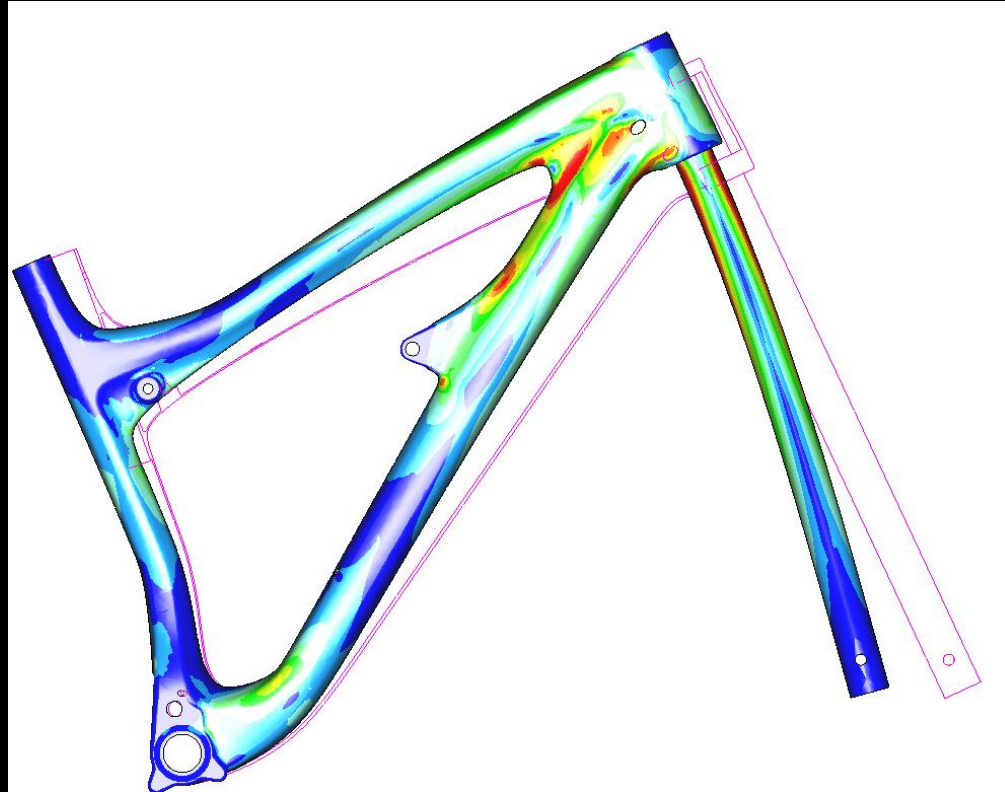


# Process Engineering



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# Process Engineering





# Process Testing



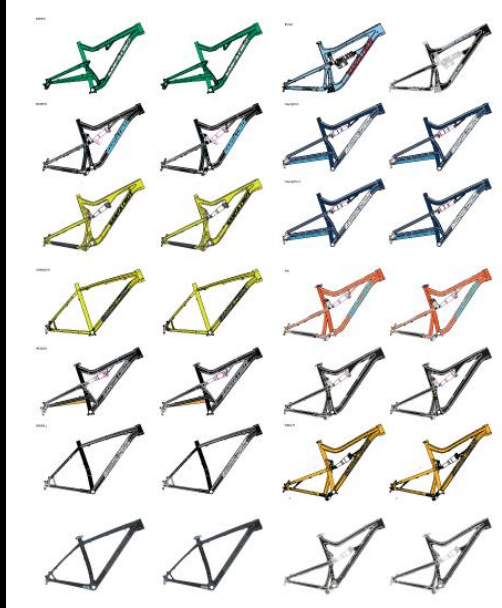


# Process Design



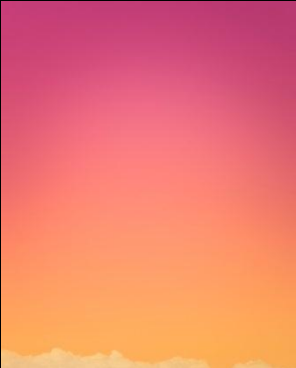
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# The Old Way...





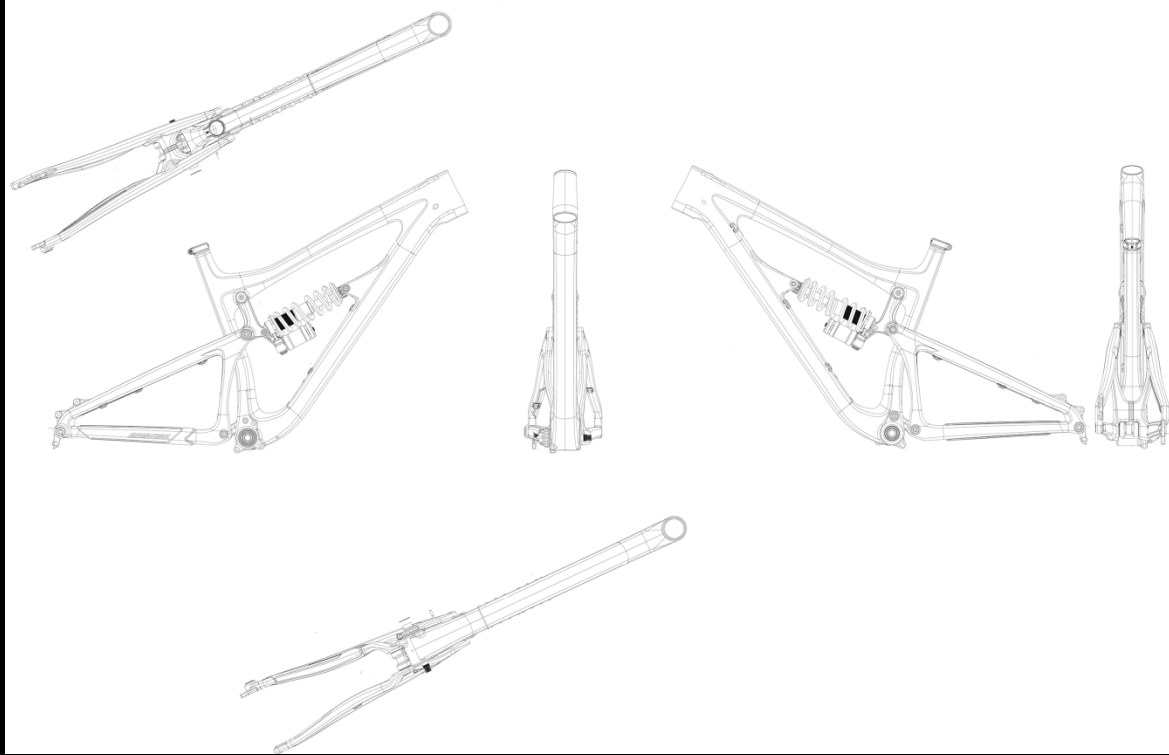
# Process Color



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# Process

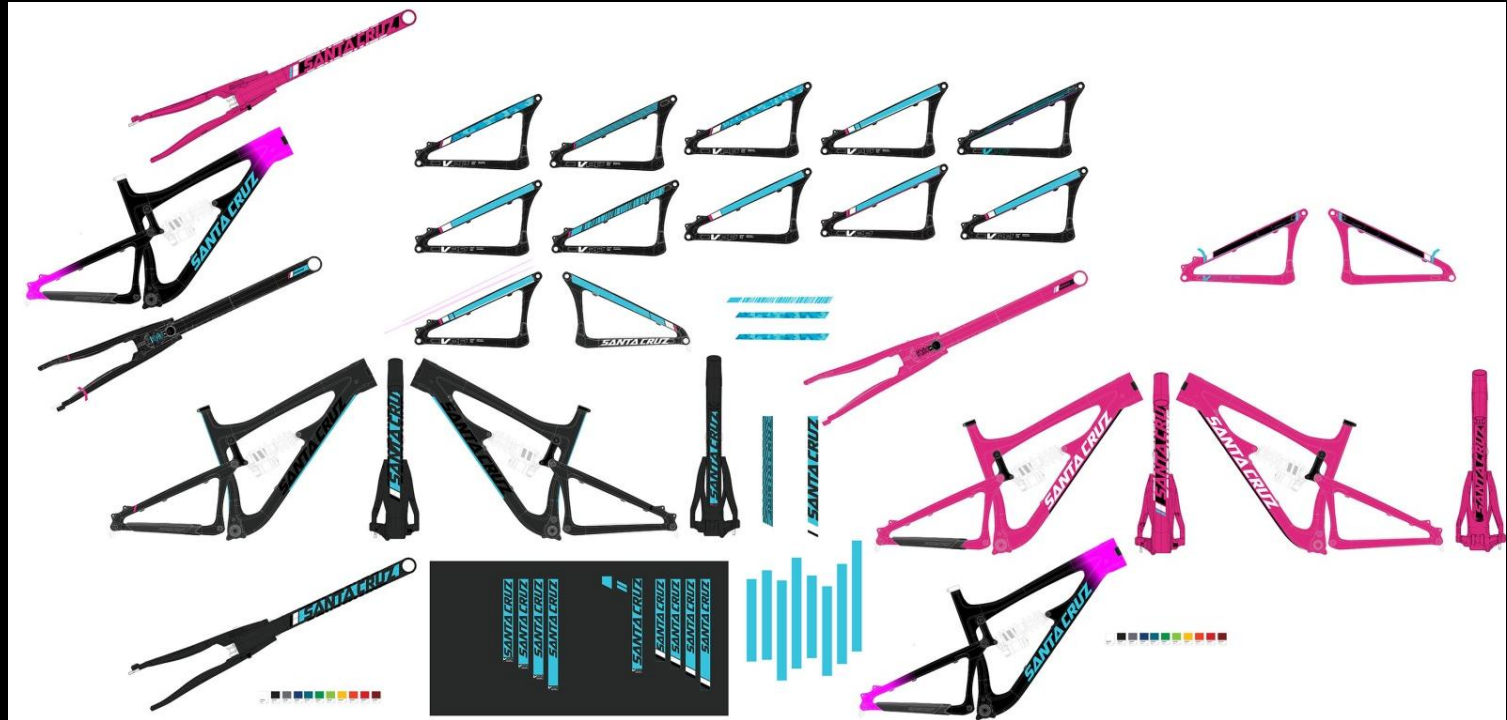
## CAD Underlay





# Process

## Graphic Direction





# Process

## Bunkspeed Iterations



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# Process

## Bunkspeed Iterations



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CRUZ

# Process

## Bunkspeed Iterations



20

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# Process

## Bunkspeed Iterations



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# Process

## Bunkspeed Composite Render



- 
- 1. Rapid Iteration**
  - 2. Increased Stakeholder Involvement**
  - 3. Decreased Time To Market**
  - 4. Decreased Prototype Costs**
  - 5. Decreased Photography Costs**

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# LIVE DEMO

