



Enduro Bearings Media Report

2021 Year End Media Hits

Unique Viewer Reach: 4,737,088

Success drivers include

Press releases: 2

Media interviews: 6

Media events: 1



Bicycle Retailer

and INDUSTRY NEWS

August 24, 2021
51,066 Unique Monthly Visits

Enduro Bearings Hires SIMBOL Communications as PR Agency of Record

Enduro Bearings, creators of a wide range of bearings, components, seals and tools for the cycling industry, has hired Park City-based SIMBOL Communications to handle a variety of PR and communications services, effective immediately.

During the past 25 years, Enduro has built a strong, loyal clientele that includes many of the world's most recognizable bike brands such as Santa Cruz Bicycles, Stan's No Tubes, Niner, Praxis, Orbea, Crankbrothers and so many more. To further support these customers, Enduro Bearings will work with SIMBOL to grow Enduro's media relations as well as helping with event activations at Sea Otter and beyond. Enduro will also be introducing a comprehensive campaign to create authentic awareness in the marketplace, prompting consumers to ask for Enduro when shopping for a new bike or looking to upgrade their current bike.

"At Enduro we constantly think about how to improve bicycle bearings so that bikes perform better and last longer," says Matt Harvey, Enduro's President. "As we continue to expand our line, Nic and Scott's strong relationships with media, brands and athletes seemed like the perfect fit. We look forward to SIMBOL sharing our story with the widest range of cycling enthusiasts possible."

Bearings are often overlooked and under-appreciated despite their critical role in overall bicycle performance and dependability. Through its partnership with SIMBOL, Enduro Bearings will build marketplace awareness and appreciation for the company's products and the key technologies they provide.

"SIMBOL Communications is extremely proud to include Matt and the entire Enduro Bearings team on their roster. We always appreciate brands like Enduro Bearings, who combine engineering backgrounds with cycling knowledge and passion to recognize real needs in the market and fill them with high-quality solutions," says Co-Founder Scott Boulbol. "There's not a product they produce that we wouldn't be thrilled to rock on any of our bikes (or already do)!"





[Enduro Bearings- Max, TorqTite, XD15 and More](#)

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[Enduro Bearings Hires Cycling Veteran Rick Sutton to Head Up Marketing](#)

Enduro Bearings, innovators of a wide range of bearings, seals, components, and tools for the cycling industry, recently contracted longtime industry veteran Rick Sutton to help build and drive more awareness to the brand. Enduro has built a strong, loyal OEM clientele, including most of the world’s biggest bike brands and pro cyclists; they’ve tasked Sutton with growing that industry renown and introducing their critical, yet often-unseen products to the general cycling public. They want consumers to actively seek out Enduro products when shopping for bikes.

“Matt Harvey [Enduro’s President] asked me to bundle Enduro’s stellar OEM-focused 26-year history into a story that raises ‘Awesome & Authentic Awareness’ with retailers and riders,” says Sutton.” Everything from our company logo, to the website, to brand ambassadors, to social media, to key technologies and product stories will be reviewed and freshened up to activate ‘market-pull’ on behalf of our OEM partners.”

With 32 years experience in the bicycle industry, Sutton has played integral roles at some of the biggest brands in the sport: He was a co-founder of the Sea Otter Classic – now the biggest cycling festival in North America – and GaleForce Sports Marketing which ran many major pro and amateur races across the country.

Thanks to that experience, Harvey has total confidence that Sutton is up to that task. “I have known Rick for many years, and when it came time to think about what’s next for Enduro, I knew I wanted to talk to Rick,” he says. “With Rick’s knowledge, creativity and guidance, I feel excited for what lies ahead.”





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Enduro Bearings Launches New Maxhit Headsets- Zero Stack Headset

Enduro Bearings, has long been renowned for solving problems associated with bicycle bearing performance and durability, and with the imminent launch of their new **Maxhit™ headsets** they've done it again. With the everchanging design of rigid and suspension bicycle frames, traditional components can be fraught with issues of alignment, excess wear and tear, poor fits and more. Maxhit headsets address these issues head on.

Many mountain bikes and some gravel bikes include Zero Stack 'bearing in cup' headsets that endure heavy loads and intense forces which can lead to costly, premature headset replacement. Maxhit headset design addresses these concerns by eliminating the aluminum bearing cups and transforming the outer bearing race into the headtube interface. This patent-pending, 100% stainless steel innovation frees-up space for considerably larger balls nested in much deeper bearing race grooves to dramatically improve performance and durability.

"We are always exploring ways to improve bicycle bearings in support of our OEM clients, shop mechanics and riders," says Matt Harvey, President and Founder of Enduro Bearings. "When we identify a performance or dependability issue, we look to solve it, and that's exactly what Maxhit does for headsets."

The benefits begin even before a Maxhit-equipped bike is ridden, via simplified installation that eliminates finicky steer tube adjustment. Preload can be "very light" to "very tight" and still turn freely. For reasons like this, partners such as PIVOT Cycles have spec'd Enduro products on their complete bikes for decades.

Harvey adds, "It is important for us to work together with bike manufacturers on bearing solutions that improve the mechanics of the bike, and therefore the rider experience, while eliminating dependability concerns. We think Maxhit components are a game changer, not only for headsets but elsewhere on a bike as well." Maxhit headsets will be available to consumers in January, with a \$119 MSRP.





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New Enduro Maxhit Headsets Spin Bigger Balls for Harder Hits

Known for making smoother, tougher bearings for many full suspension bikes' pivots, Enduro is now tackling headsets with a unique new design called Maxhit.

Standard press-in Zero Stack headsets use a bearing cup pressed into the frame, with a full bearing assembly stuffed into that. Enduro does away with the extra layers of metal, rolling the bearings directly on the cup. This allows for bigger ball bearings to be used, which makes the entire headset much tougher.

The concept is similar to bikes that place a bearing directly into a shaped pocket on the frame, a method used on higher-end carbon fiber frames as it reduces weight. With Maxhit, they're simply placing an oversized bearing race directly in the frame rather than putting a barrier cup into the frame first, then the full sealed bearing into that.

Basically, they eliminate the aluminum bearing cups and transform the outer bearing race into the headtube interface. And, it's 100% stainless steel, so it should be stronger and more durable.





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[Gear Break: Selle Italia, Endura, 100% Sagan, Fulcrum, Enduro & Vadolibero](#)

Enduro Bearings Launches New Maxhit™ Line; Zero Stack Headset First Product

Industry leader introduces patent-pending technology for road, gravel and mountain bikes in which 'the bearing is the component'

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Maxhit bearing balls have 8-times the mass and a much larger bearing-race contact area to withstand double the load forces. Indeed, initial testing shows exponential improvements in the latter. Enduro is so confident in the technology, Maxhit components include a lifetime guarantee – including against corrosion – unheard of in an industry where most bearing suppliers only cover manufacturing defects for life.





Enduro Bearings' New Maxhit Headset has Lifetime Guarantee

Enduro Bearings may have built a better mousetrap with their new Maxhit headset and bottom bracket design. The Maxhit components are essentially oversized stainless steel cartridge bearings that are pressed directly into a frame, no aluminum cups required. In a typical zero stack headset an aluminum cup is pressed into a frame, and then a sealed cartridge bearing is seated into that cup. It's a design that's become very common over the last decade – the days of fully external headsets are fading fast in the rearview mirror.

With the Maxhit headsets, that aluminum cup is removed, creating room for bigger ball bearings – ones with 8 times more mass in this case – which Enduro says doubles the load rating and increases the lifespan substantially.

Needing to pound out and press in a new headset whenever it's time for new bearings seems like it'd be sort of a pain, but the good news is that all of the Maxhit headsets and bottom brackets are guaranteed for life, which means that replacing them shouldn't be a common occurrence. That coverage includes corrosion, good news for riders in wet, salty climates. If a Maxhit headset or BB stops functioning like it should, Enduro Bearings will take care of it.

The zero stack headsets will be available in January 2022, with a retail price of \$119 USD.

The bottom brackets will be available in the second quarter of 2022 for the following bottom bracket types: BSA 24 (Shimano), BSA 29 (SRAM DUB), BSA 30, and BB 86/92. A T-47 model is in the works for the end of 2022. MSRP: \$159 USD.



Sea Otter Classic- Enduro Bearings

For those of you who love tech, Enduro Bearings may be a brand you already know and love. They've solved a lot of issues across many industries and they use engineering and industry expertise to improve their tools and products. Enduro Bearings is more than just bikes and as a result, their knowledge and experience are deep and constantly growing.

Often bearings are a product that gets no rider love until an issue arises for most bikers. Riders at all levels put their trust in their bikes and the bearings used play a huge part in that.

Enduro Bearings has been making quality bearings for quite some time now helping riders, shops, and manufacturers make better bikes for us. Enduro Bearings continue to improve many bikes and manufacturing problems unbeknownst to the rider today.

We've used Enduro Bearings across a wide range of bikes including our Iron Horse Sunday rebuild a long time ago with the Real World Cycling branding. They're one of our go-to options for anything bearings as they're some of the best on the market.

The star of the show was their new **Maxhit headset**. With most headsets today they use a cup and external bearing that drop in but Enduro Bearings have integrated them. Watch the video below for a great demonstration of their new products.

Enduro Bearings has integrated the bearing into the cup and as a result, they're able to increase the bearing size from 1/8" to 5/32" which doubles the bearing load capacity, rolls easier, and is less maintenance. It goes in as one piece and helps reduce creaking, poor fitment, and other woes. It is also backed by their lifetime guarantee.

Maxhit components include a lifetime guarantee – including against corrosion – unheard of in our industry where most bearing suppliers only cover manufacturing defects.





Tech Gallery: 2021 Sea Otter Classic, Day Two

Day two of the 2021 Sea Otter Classic brought with it warmer temperatures and a lot more sunshine, as well as an even-bigger heap of new goodies on tap. In this round of coverage, we take a look at Enduro Bearings' supposedly indestructible (!) Maxhit bottom bracket and headset bearings.

Enduro Bearings will offer its new Maxhit bottom brackets in BSA threading to fit 30 mm, DUB, and 24 mm Shimano spindles. Retail price will be US\$160 when they hit the market in March.

Bottom brackets usually consist of a cartridge bearing pressed into a separate cup. But with Enduro Bearings' new Maxhit bottom bracket, the cup and the outer are one and the same, which allows for much bigger bearing balls than usual, and far better durability – at least according to Enduro Bearings.

Stainless steel construction promises to keep corrosion at bay – so much so that Enduro is applying a lifetime warranty to the new Maxhit bearings, even for wear-and-tear. They're still a few months away from being available, and will also be several grams heavier than a more conventional bottom bracket made with aluminum cups.

When it comes to bearing durability, ball size makes a big, big difference, and it's supposedly the key to the Maxhit bearings' longevity. We'll find out soon enough, I guess.

Retail price on the Enduro Maxhit headset bearings will be US\$120 per set (seals are removed here just to show the interior). As with the bottom brackets, the headset bearings will carry a lifetime warranty, even against corrosion and wear-and-tear. Unreal.





Enduro Bearings Introduces Maxhit Bottom Bracket

The next logical step for Enduro Bearing's Maxhit technology is the introduction of its Maxhit bottom brackets. The brand's patent-pending Maxhit bearing technology addresses weaknesses the company found in standard bottom bracket components that use several parts within parts, including small ball bearings that succumb to wear and corrosion.

Compared to industry standards, "Maxhit BB bearing balls can have up to eight times the mass and a larger bearing-race contact area to withstand more than double the force load, leading to increases in durability and performance."

After months of Maxhit machine testing, "Enduro documented a significant advantage in wattage savings compared to a range of leading brands also being tested. Tested at over one million test cycles, the Maxhit bottom bracket has shown no signs of wear, while many other premium brand BBs have shown significant wear after a small fraction of that test duration."

Maxhit components include a lifetime guarantee against wear and corrosion. "We knew Maxhit technology would be perfect for areas of high load on a bike," said Matt Harvey, president and founder, Enduro Bearings. "The headset was first because there are not as many standards, but we recognized Maxhit would be a game-changer for bottom brackets as well."





Enduro Bearings Continues Maxhit Line with New Bottom Bracket

Doubling-down on the recent Maxhit headset launch, Enduro expands their integrated-bearing component offerings with the Maxhit BB.

The next logical application for Enduro Bearing's Maxhit technology, after the successful launch of the company's new Zero-Stack headset, is their new Maxhit bottom brackets. Bicycle bottom brackets are known to be one of the most problematic wear components, primarily due to the limited space available for the bearings. Enduro's patent-pending Maxhit bearing technology addresses weaknesses commonly seen with traditional BB components that utilize several parts within parts, including small-sized ball bearings that inevitably develop wear and corrosion issues over time.

Bottom brackets endure profound and intense forces transmitted through the crank spindle. To better absorb these forces, Enduro's unique Maxhit design eliminates the aluminum bearing cups and increases the size of the 440C stainless-steel outer bearing race to actually become the BB shell interface.

Compared to industry standard, Maxhit BB bearing balls can have up to 8-times the mass and a larger bearing-race contact area to withstand more than double the force loads, leading to exponential increases in durability and performance. After months of Maxhit machine testing, Enduro is documenting a significant advantage in wattage savings compared to a range of leading brands also being tested. Already tested at over one million-test-cycles, the Maxhit bottom bracket has shown no signs of wear at all, while many other premium brand BBs have shown significant wear after a small fraction of that test duration. Enduro is so confident in the technology that Maxhit components include a lifetime guarantee – including against wear and corrosion – unheard of in an industry where most bearing suppliers only cover manufacturing defects for life.





[AASQ #145: Needle Bearing Tech with Pinnd, Enduro Bearings, Hustle & Real World Cycling](#)

Welcome back to the Bikerumor *Ask A Stupid Question Series*. This week, we're pivoting the conversation to bearings, specifically needle bearings, and their useful applications in bicycle componentry. You wanted to know what advantages, if any, needle bearings (aka roller bearings) offer over your regular cartridge bearing or plastic bush.

Enduro Bearings: What is the advantage of a needle bearing over regular ball bearings or bushings? Well, needle bearings generally have a much higher static load rating than the same sized ball bearing. Needle bearings generally require higher tolerances of alignment, press fit and mating parts in order to work correctly. They cannot account for thrust loads as a single ball bearing can so sometimes you need mating thrust washers, bushings, or even ball bearings next to them to account for that.

They can work well on shock mounts where everything is in alignment without high axial loads (twisting, misalignment). They must be fitted quite tightly to avoid "knocking". In our 15 year experience with supplying them for this duty, we have encountered very few problems with them. In Enduro Bearings design, we also supply them with separate seals on each side to keep them clean and retain the grease.





[A Comprehensive Guide to MTB Bearings with Matt Harvey from Enduro Bearings](#)

Between the hubs, headsets, and pivots there's a large number of ball bearings that make everything spin smoothly. Our editorial crew was recently chatting about the bearings in our mountain bikes, and we realized that there is a bevy of questions we didn't have answers to. Thinking that readers might be similarly inquisitive, we contacted Matt Harvey from [Enduro Bearings](#) to learn more about the spherical bits that spin inside.

We wanted to examine the makeup of a bearing, when riders should service them, and what are the dos and don'ts of bearing replacement.





[Gear Break: LOOK E-Bikes, GCN Sale, Aurum Magma, 22% off Road ID, Syncros Lights, Enduro Bearings](#)

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*“We knew Maxhit technology would be perfect for areas of high load on a bike,” says **Matt Harvey**, President and Founder of Enduro Bearings. “The headset was first because there are not as many standards, but we recognized straight away Maxhit would be a game-changer for bottom brackets as well.”*



Enduro Bearings Media Report

Year End Media Hits 2021

Unique Viewer Reach: 4,737,088

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