



January 1-December 31, 2021 Media Hits
4,122,973 Total Impressions

[The Best Mountain Bike Shoes of 2021](#)

A handful of other companies make compatible cleat kits and pedals, including Crankbrothers and Look. The two-bolt system is also typically compatible with magnetic pedal setups such as the **Hustle REM Pedal**. Other footwear designs have a completely level outsole, with no integrated two-bolt system, to have full contact with the flat or platform pedal.

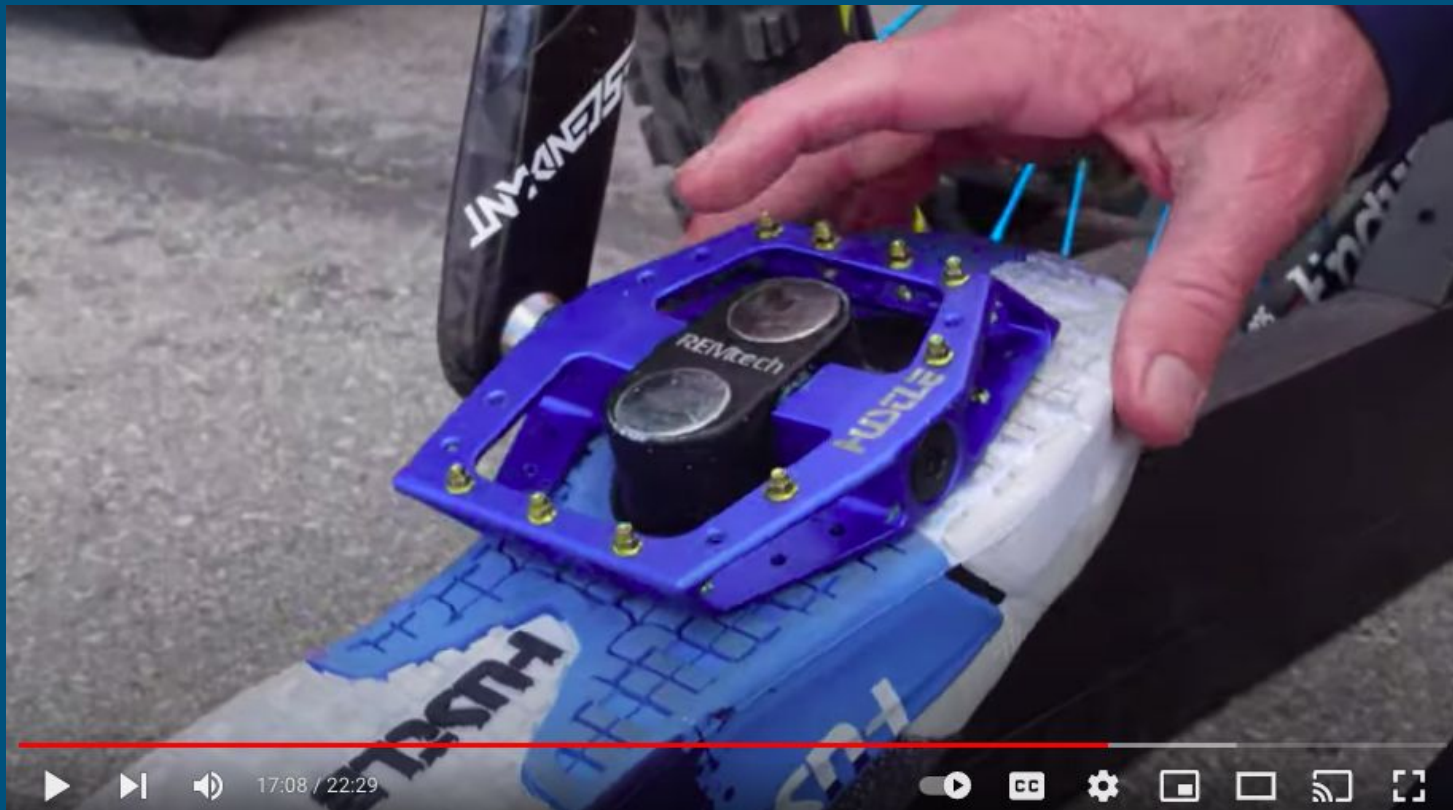


[2021 Sea Otter Day 2- The Coolest Things We Saw](#)

After a near miss on the infamous Portal Trail in Moab, Utah involving some clipless pedals and a several hundred foot cliff, Hustle Bike Labs founder Craig Pain set out to design a pedal system that held strong but released quicker than traditional clipless pedals.

Instead of the typical cleat and pedal system found in most clipless pedals, the Rempedal relies on two neodymium magnets (the same magnets used inside e-bike motors) nested inside a flat pedal. Those magnets attach to a small metal plate that attaches to the typical two-bolt SPD mountain bike shoes. The result is near limitless float and an easier pedal disengagement. The Rempedal is currently built as an alloy MTB model but Craig showed off a 3D-printed prototype for a cheaper and lighter composite pedal geared more towards commuters.







October 13, 2021
2.32 Million Unique Monthly Visits



[Mtbr's 2021 Sea Otter Tech Round-Up](#)

Magnets instead of springs for clipless pedals? Hustle Bike Labs has been developing magnetic pedals for several years and is launching a new shoe to accompany its pedal system.

The 401 Shoe (named after the iconic 401 Trail in Crested Butte, Colorado) features a larger range of fore-aft adjustment than traditional skate-style clipless shoes. It's also compatible with standard two-hole cleats. The 401 Shoe retail for \$160 when it comes to market later this year.

Hustle was also showing off a 3D prototype of a new lightweight magnetic pedal constructed from nylon. This version is expected to retail for \$120. The release date is still to be determined.

Sea Otter: Hustle Bike Labs

Hustle Bike Labs had their rare earth metals (REM) neodymium magnetic pedal on display at Sea Otter along with a new shoe they've developed with G-Form. Founder Craig Payne wanted a way to develop a pedal system that offered a way for riders to get clipless-like benefits combined with flat pedals benefits. The result is the Hustle Bike Labs REMPedal.

As you can see in the video above these pedals help keep your feet on the pedal through the strong neodymium magnetic attachment system. With over 100lb of force to break away, these pedals will help keep your feet on the pedals. It's not quite as locked in as a clipless pedal so don't think you're going to sprint or charge rock gardens with impunity if you pull up too hard if you're not careful with your pedal stroke.

The cleat of the shoe gives some rotational float as well and the contact area is pretty big overall. The traction pins let you get more grip on the pedals and the new G-Form shoe also gives a slimmer profile on the cleat to allow for even more contact with the pins to improve grip.

The Hustle pedal has removable pins in the pedal body to allow riders to adjust the pin placement feel to their liking. Construction-wise, the pedal is made from 7000 series aluminum and uses Neodymium N52 magnets w/ Stainless Steel Cap. You can read more on their website (<https://hustlebikelabs.com/>).





[Sea Otter 2021- Magnetic Pedals from Hustle Bike Labs](#)

The Hustle Avery Pedal (formerly 'REM Pedal') with REM Tech combines the best of traditional clipless and platform pedals while eliminating the inherent flaws of both. The hybrid design replaces the typical clipless mechanisms, with two incredibly powerful Neodymium magnets, with 128lbs of pull force, attached on the spindle. These connect to the REMplate which replaces the SPD cleat (works on any SPD-compatible shoe) to hold the foot down.

The wide alloy base offers the stability and easy exit of platforms, while the magnets hold the shoe on the pedal for the security and up-stroke pedaling efficiency of clipless. Riders won't slip off-platform pedals or get "trapped" in clipless in precarious situations or during a fall; nor will they suffer any other issues common to both traditional styles. The resulting system allows virtually unlimited float, meaning your foot can find its natural position while staying connected to the pedal.

[Sea Otter 2021- Magnetic Pedals from Hustle Bike Labs](#)

Their new Hustle Shoe, which they developed/partnered with G-Form, has a slightly thinner profile by the cleat to allow for better contact with the pins on the pedals to improve grip. It has G-Form padding around the ankle, which offers impact-absorbing protection.

This connection also improves pedaling efficiency, and the easy release increases safety. Whether you're grinding out a climb, hucking a cliff, or anything in between, it's the one pedal system that truly does it all.

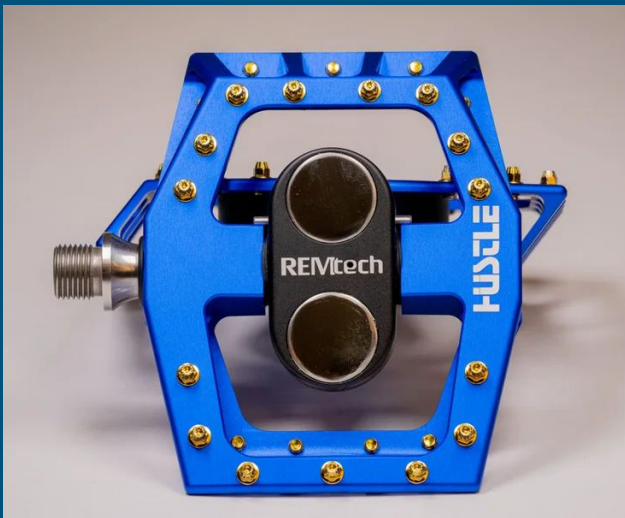


[Hustle Bike Labs' Eagerly-Awaited Avery REMTech Pedals Now Available for Preorders](#)

Hustle Bike Labs is excited to announce that its new Avery REMtech™ Pedals can be pre-ordered beginning today and will be shipping to customers in late-winter 2022. The innovative hybrid pedal design uses exceptionally strong Rare Earth Magnets to secure a rider's shoes with the locked-down security and performance of a clipless pedal and the easy-release freedom and wide surface area of flat/platform pedals.

Their signature product, the Avery REMtech Pedals, are available for \$219 at Hustle Bike Labs in three color choices: Blackjack Black, Diode Blue and Gunmetal Gray. Additional pins are also available for purchase now, so buyers can customize the number, size and pin color for their pedals. The pedals work with any SPD-compatible shoe – with the REMPlate™ replacing traditional cleats – preferably with a flatter, rubbery outsole, like those on Trail and Enduro shoes. They can even be run with flat, cleatless shoes if desired for added versatility.

“We are really excited to bring the Avery REMtech pedals to market,” says Craig Payne, the founder and CEO of Hustle Bike Labs. “We were certainly hoping to have these ready sooner, but we’re thrilled to have them now and can’t wait to see folks out there enjoying them! We believe this is a game-changing product that will offer best-of-both-world versatility and improve riding performance and experience for every type of rider.”

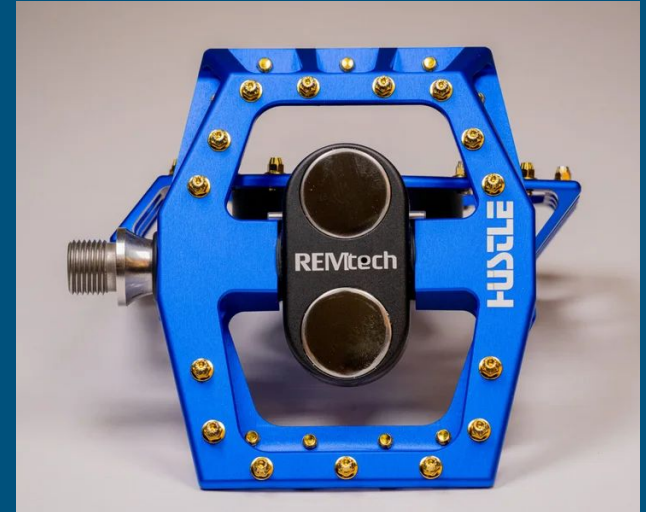


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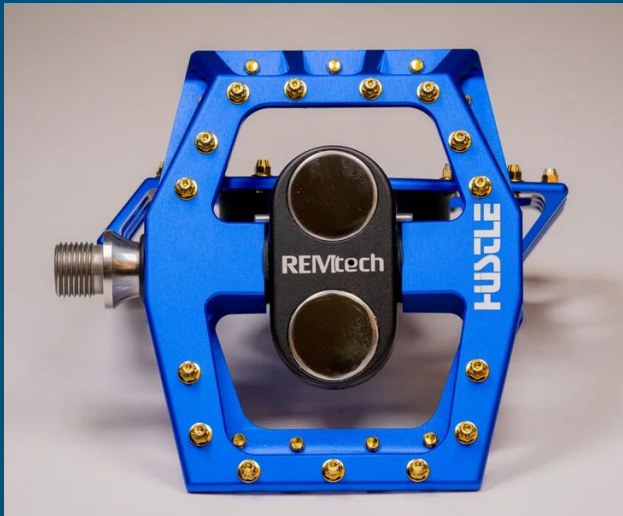


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AASQ #145: Hustle

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.

Hustle Bike Labs: Needle bearings have larger bearing surfaces, known as the "needles", so they are able to accommodate higher loads than a regular ball bearing and at a lower friction. Bushings are technically a type of bearing, but think of them more as a sleeve. They are oftentimes made of plastics and represent a cheaper option as they should theoretically fail more often than a steel bearing.

If you look at the historical uses in MTB: MRP used to have a kit to replace the bushings on the earlier models of Specialized FSR with needle bearings, Devinci used them in the early 2000s in the main pivot of their frames, and dirt bike companies have used needle bearings in their pivots due to the extremely high loads that exist in this application (high speeds and jumping).

However, I think a decision on "is it worth it", should be more made upon the quality of the bearing than if it is needle versus ball bearing or even bushing. Friction ultimately will be dictated more by the quality of the bearing (the tolerance the machine is able to hit is really important here), materials it is made of (ceramic has a lower coefficient of friction than steel, and always choose high quality stainless steel), and oftentimes the other parts of the system (i.e. shielded versus sealed).



[Gear of the Year: All of the Best Outdoor Products in 2021](#)

Here we go! Winding down another year of gear and tech, we've pared down our favorite outdoor-ready products that hit the market in 2021.

Our Gear of the Year picks represent innovations in design, tech, and performance.

Following our **early 2020 preview** of the **Hustle Bike Labs Avery REMtech magnetic pedals**, the goods are finally here.

We tested these broad pedals through hundreds of miles of high-alpine and desert terrain, mountain biking and bikepacking, and variable conditions from snow and mud to river crossings.

The robust design is durable, the customizable pins provide extra stability for foot placement, and the strong foot-to-pedal bond increases power with each stroke. Plus, pebbles don't get stuck to the seamless magnet face.

