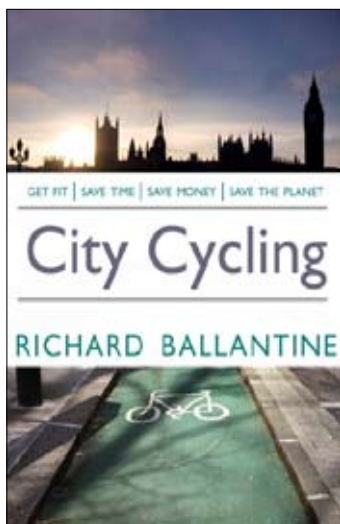


# Snowbooks advance info



Category: Cycling

## City Cycling

Author: **Richard Ballantine**

The legendary Richard Ballantine is back! Author of the world-wide best-seller Richard's Bicycle Book, he pioneered modern cycling methods in the 1970s and went on to be a household name amongst cyclists. Now he shares his years of experience with a new generation of cyclists. Numbers of urban cyclists have recently exploded thanks to higher congestion and a renewed appreciation of the speed and low cost of bike journeys in town. Richard guides the city cyclist through the pitfalls of riding in traffic, how to buy and maintain a good bike, safety and riding with confidence. A must for anyone thinking about braving the roads and experienced city cyclists alike.

### Selling points

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Richard Ballantine is the godfather of city cycling and a world authority on bikes and cycling. His style is informal and friendly - very encouraging to beginners and with the kudos to appeal to seasoned cyclists. His last book, Richard Bicycle Book, sold over a million copies.

### About the author

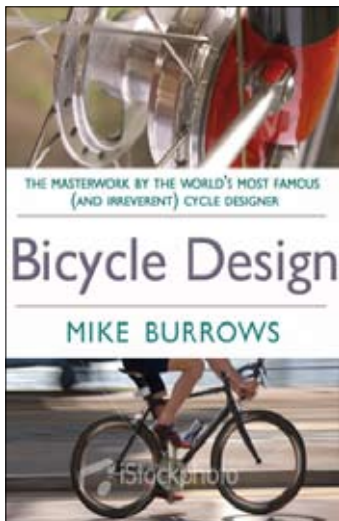
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Richard Ballantine is a cycling journalist, writer and advocate, born in America but now principally resident in London, England. He is Chairman of the British Human Power Club and chair of the International Human Powered Vehicle Association. Ballantine's best known work, Richard's Bicycle Book, was published in 1972 at around the time that cycling began to recover in popularity. It was at the head of a new wave of publications advocating the idea that cyclists had a right to use the road, and that their safety, not the convenience of others, should be of paramount importance. He also founded several magazines including Bicycle Magazine.

Publication date 01/09/2007

Full colour paperback ISBN 9781905005604 : 9.99

# Snowbooks advance info



Category: Cycling

## Bicycle Design

Author: **Mike Burrows**

Mike Burrows is a legend and this is the long awaited masterwork - revised and updated in this new edition - from the world's most famous and irreverent bicycle designer and inventor. Bicycle Design is the essential handbook if you want to know how to go faster, or if you simply love cycle technology. Inside you'll find no-nonsense explanations of everything from aerodynamics to suspension forks.

### Selling points

Snowbooks is thrilled to announce that Richard Ballantine, author of the million-copy bestseller Richard's Bicycle Book, has agreed to be an Editor At Large for Snowbooks. Author of our new book City Cycling, Richard will attract the best, world-renowned names in cycling to write books for Snowbooks under our imprint CycleBooks.

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Mike Burrows is the first author Richard has signed on our behalf. Mike Burrows is an engineer who has designed bicycles for Giant, the world's biggest bicycle manufacturer. He pioneered the carbon fibre monocoque racing bike, as ridden by Chris Boardman to Olympic Gold in 1992, and the compact road bike, used by the ONCE professional cycle racing team. For many years he has also designed, built and raced recumbents.

This book will rapidly become a classic, written as it is by the godfather of bike design. Beautifully presented and illustration in full colour by Snowbooks, it is a core stock staple in any medium to large bookstore.

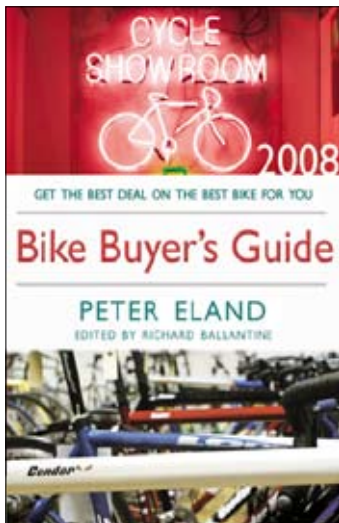
### About the author

Mike Burrows is an engineer who has designed bicycles for Giant, the world's biggest bicycle manufacturer. He pioneered the carbon fibre monocoque racing bike, as ridden by Chris Boardman to Olympic Gold in 1992, and the compact road bike, used by the ONCE professional cycle racing team. For many years he has also designed, built and raced recumbents.

**Publication date** 01/05/2008

**Full** colour paperback ISBN 9781905005680 : **9.99**

# Snowbooks advance info



Category: Cycling

## Bike Buyer's Guide

Author: **Peter Eland**

Is your bike your transport? If so you need this, the ultimate guide to practical pedalling. Detailed buying advice for the transport cyclist - urban cycling, folding bikes, family cycling, special needs, load-carrying by bike, and long-haul touring. Discover the state of the art on two wheels!

Car-free urbanites need feel inferior no longer. Need to transport a washing machine, or a couple of kids? Simple - do it by bike! That's the advice of non-driver and cycle magazine editor Peter Eland, who in this new book shows how specialist cycling gear can make possible the seemingly impossible - safely, and powered by nothing but your breakfast! The book is also packed with invaluable hints about how to make transport by bike easy and fun - whatever the journey, and whatever you're carrying.

What's the fastest and most reliable way to get around any city? The bike, of course, and ever more urbanites are embracing cycling for their commute. But what if you have a load to carry, or children to transport, or need to combine cycling with a bus or train trip? In this book you'll discover proven solutions which are now empowering transport cyclists to cover journeys long and short in safety and comfort, reliably and in style.

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Our blog is updated more than daily with all the latest news from Snowbooks [www.snowbooks.com/weblog](http://www.snowbooks.com/weblog)

### Selling points

Nothing like it exists - until now. With cycling growing at a faster rate than any other pastime, with the recent £50m investment in SusTran's cycling network and with more money available to individuals and organisations to invest in bikes, this new guide will be perfectly timed to help new cyclists get the best deal for their money.

### About the author

Peter Eland is the Editor and Publisher of the cycling magazine Velo Vision: cycling innovation, bikes for transport and human power.

Publication date 01/07/2008

Full colour paperback ISBN 9781905005857 .9.99