JOBST BRANDT RIDE BIKE!

Cyclist, inventor, maverick: the untold story of one of cycling's most influential outsiders and inspiring explorers.

Jobst Brandt (1935-2015) was a cyclist and engineer whose passion and intellect changed the way we ride bikes today. Years before the evolution of mountain bikes and gravel bikes, his legendary 'Jobst rides' took Bay Area racers including Tom Ritchey, Gary Fisher and Eric Heiden over dirt roads and landslides in the Santa Cruz mountains and the Sierras. He also maintained a love affair with the Alps, touring 2,000 miles across Europe's mountain passes nearly every year for almost half a century.

As he pushed riders and bicycles beyond traditional limits, Jobst turned towards improving bicycle technology. With Palo Alto Bicycles, he founded Avocet and introduced innovations such as treadless tires, the bicycle computer, and touring shoes. His mentoring of a young Tom Ritchey influenced the birth of mountain biking, and his 1981 book *The Bicycle Wheel* remains the definitive guide to wheelbuilding.

Jobst's journey led him from high school in Switzerland to Stanford University, then a US Army posting in Frankfurt and to Porsche in Stuttgart, where he translated the manual to the 356 before designing the 804 race-car suspension. He returned to Palo Alto at a time when the Bay Area was a crucible of world-changing ideas in technology, engineering and cycling, and played his part in all these spheres.

A 6'5" rider on a 26" frame, Jobst made a huge impact in more ways than one. His take-no-bullshit attitude was legendary, and he inspired devotion among friends and frustration among those who (almost always wrongly) opposed his ideas. He is one of cycling's greatest maverick minds of the last fifty years, yet when he died in 2015 he was relatively little known.

Using his astonishing archive of unseen photos and documents, as well as interviews with friends and associates in the cycling industry, JOBST BRANDT RIDE BIKE! will introduce him to a wider audience and establish his place in cycling history.

About Isola Press
Isola Press is an award-winning publisher of adventures in illustrated books. It focuses on cycling, the outdoors, place, space and culture, and specializes in working with forgotten archives. Its books have been featured in the *Guardian*, the *British Journal of Photography*, the *Face*, *Bicycling*, *Huck* magazine and the *London Review of Books*.

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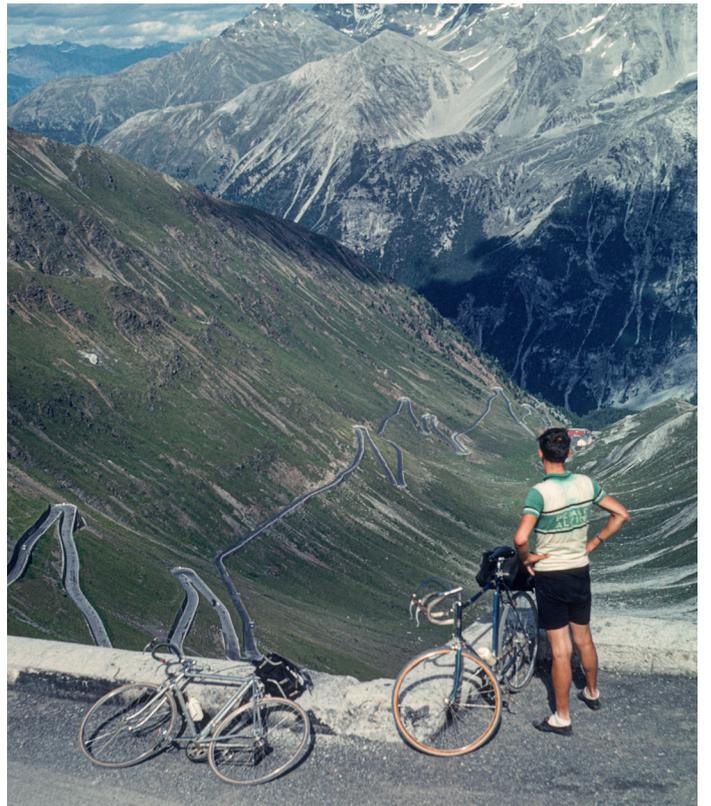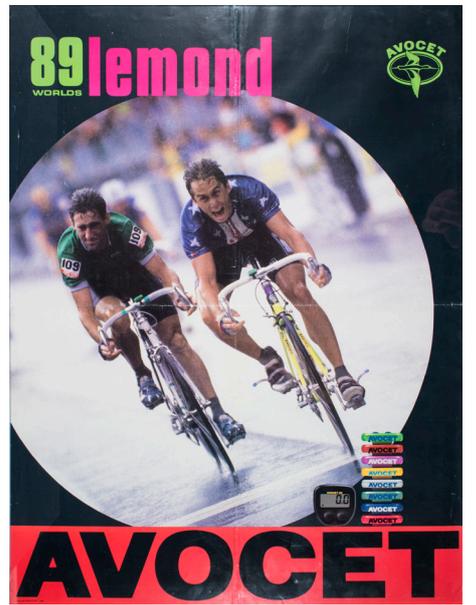
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Tires by Avocet—
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Every Cyclist

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has lower rolling
any tire.

SMOOTH TREAD
New Avocet FasGrip™ Clinchers...   *Ultra-Grip and Ultra-Fast*

CYCLIST MAGAZINE takes FasGrip
tires to the limit. Their conclusion

"Yes, the bald (FasGrip) tires
do stick   it's hard to
believe these tires will stick
when you see a puddle at the
apex of a corner. But they do."

TIRE ROLLING RESISTANCE TEST
700x28C Tires at 110 lb Load

Specialized™ Clincher	Vittoria Tubular	Avocet FasGrip Clincher
with 3-ply casing	with 2-ply casing	with 3-ply casing

PALO ALTO

BICYCLES
1980·81