



## **iXS Sports Division Sponsoring 2010: Hans «No Way» Rey**

**One of mountain biking's legends choses iXS Sports Division**

**Eine Bikelegende wählt iXS Sports Division**





## One of mountain biking's legends choses «iXS Sports Division»

He is one of mountain biking's undisputed legends – and he is still on the move eagerly. While doing so, Hans «No Way» Rey is going to rely on «iXS Sports Division»'s helmets and safety gear for the next three years.

Hailing from the border region between southern Germany and Switzerland, the young and gifted bicycle trials rider Hans «No Way» Rey moved to the United States, to California to be precise. Shortly after, he got signed by GT in 1987, and in the following years Rey clad in his distinctive blue and yellow team gear became one of mountain biking's figureheads. From wallrides to trials shows to seemingly unrideable sections: Hans Rey always has been pushing and stretching the limits of what was considered possible. And most of all, he had a strong presence on countless cover pages of magazines as well as on many posters.

By now, Hans «No Way» Rey has cut down a bit – though just a few years ago he has been tackling Switzerland's «Bike Days» northshore trails with the young guns, even mastering a revolving wheel. Instead he has been focussing on his Adventure Team, being on the move and looking for adventures steadily – mostly in remote regions where no mountain bike has been ridden before and always accompanied by some cameras. Also, his focus has shifted to his «Wheels4Life» charity project. This nonprofit organization is aiming at supplying people in developing countries with bicycles, thus facilitating their move to economic autonomy. Apart from that, Rey is strongly involved in a project called «Flow Country», aiming to create flowy, not too steep or radical trails with banked corners and small jumps which are supposed to appeal to crosscountry riders, freeriders and downhillers alike.

Now Hans «No Way» Rey has signed a three-year deal with «iXS Sports Division»: Therefore the living bike legend is going to rely on «iXS Sports Division»'s helmets and safety gear. And because Rey still has the goods for spectacular photos, both the helmets and the safety gear are sure to get increased visibility.

### WEBLINKS:

[www.hansrey.com](http://www.hansrey.com)

[www.wheels4life.org](http://www.wheels4life.org)

[www.ixs.com](http://www.ixs.com)

[www.hostettler.com](http://www.hostettler.com)