

Redline Launches New BMX Race Development Team: Redline/Dvide*Focusing on the next generation of BMX racers*

KENT, Wash., (Feb. 15, 2022) — [Redline](#), a classic BMX bike brand, is launching a new BMX Race Development Team: Redline/Dvide, working with key athletes to support and develop the future of BMX racing.

“Redline’s extensive legacy in BMX, dating back to 1974, is deeply rooted in the sport’s conception and early development,” said Larry Pizzi, CCO of Alta Cycling Group. “The launch of Redline/Dvide represents a step forward for the brand in the development of the future of BMX and its competitive community. We’re incredibly excited to support these up and coming BMX athletes and live up to our motto ‘It All Starts With A Redline’”

Redline/Dvide has wasted no time in recruiting immense talent, having added elite riders [Alec Bob](#) and Connor Eaton to their roster which is still being fully developed.

Alec Bob is a force to be reckoned with on and off the track. He competed on four Collegiate National Champion teams and ranked number one in his age class globally in 2017. He was awarded the Warnicke scholarship by the National BMX Hall of Fame Committee, an honor only afforded to elite athletes who demonstrate true professionalism, and possess a solid potential for a National #1 Championship and Olympic qualification.

Currently, Bob resides in Tulsa and races under the BMX Elite Men’s category- the highest professional ranking in BMX racing. Bob is National Program Manager for the USABMX Foundation where works with the next generation of BMX racers. Bob was 9 years old when he first started out in racing, so he understands the kind of mentorship that young racers need to be successful, and he will serve as an important source of leadership for the young team.

“I’m incredibly excited to be a partner with an iconic brand like Redline. My first race bike in 2005 was a Redline Mini that I took second place on at the USABMX Grand Nationals, after only riding it for 2 months,” said Bob. “Throughout my career I watched Redline’s top riders set the bar for the rider that I wanted to become when I grew up. With this partnership I hope I can do the same for the next generation of BMX riders. I’m honored to now be part of the Redline legacy”.

Connor Eaton, aged 15, has been racing since the age of 5 and found his competitive footing quite early. He competes on the national circuit and is always keen on exploring and mastering new tracks. Eaton looks forward to representing the iconic Redline brand and hopes that the Redline/Dvide development team will improve his opportunities to qualify and compete at more advanced levels in the sport.

To stay up to date on what’s new from Redline follow along on [social media](#) or sign up for the [newsletter](#).

About Redline

Since 1974 Redline has been developing innovative BMX race and freestyle bikes that can take the heat when you’re pushing your limits on the track, in the street, or at the park. From the smallest shredders to elite

REDLINE

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professionals, it all starts with a Redline. With a rich heritage of creating superior bikes, using only the finest materials, it's no wonder Redline has become a staple in the BMX world. We've come a long way since creating our first '75 Squareback! redlinebicycles.com

About Alta Cycling Group

Alta Cycling Group is a premier cycling company offering mid-range to upper level bicycles, bicycle parts, and accessories to North America. Our brands include Diamondback, IZIP, Redline and Haibike. Alta is committed to constant innovation, cutting edge technology and providing the best possible experience for our customers.

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