



BRANDON SEMENUK FLIP-WHIPS TREK TO CRANKWORX CROWN

FREERIDE PHENOM CAPTURES ELUSIVE TITLE

(Whistler, BC) - Trek C3 rider, Brandon Semenuk was crowned king of the annual marquee freeride and slopestyle event, Kokanee Crankworx, Saturday, July 23 in front of over 25,000 at Whistler Bike Park. One of the most decorated slopestyle riders in history, Semenuk had won every major event the sport offers save for Crankworx.

Unleashing a flawless “flip-whip,” in which the bike is kicked 360 degrees while the rider spins the same rotation during a backflip, at the climax of his penultimate run Semenuk all but sealed the top step of what has been an elusive podium throughout his illustrious career. The final run that amounted to more of a victory lap was capped by a simple fist pump, the outcome all but decided.

“This is the event I’ve always wanted to win,” an elated Semenuk reflected. “Trek has given me every opportunity on the equipment and support side that I need to perform and putting it all together here at Crankworx feels amazing.”

“What’s remarkable about Brandon’s win is just how flawless every single landing was. He really represents the beginning of what slopestyle competitors who grew up riding bike parks are going to bring to the sport,” remarked freeride pioneer Andrew Shandro.

Semenuk is a member of Trek’s C3 Project (Competition, Creativity, & Cinematics); a global collection of freeride legends appearing in events and films around the world. The C3 Project, charged with pushing the limits of what’s possible on a bike, includes in addition to Semenuk, Andrew Shandro, Cam McCaul, Ross Schnell, and Rene Wildhaber. For more information, please visit www.trekbikes.com/us/en/team/c3/.

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