

RockShox zeigt: Geht nicht, gibt's nicht!

von bb - Mittwoch, 6. August 2014

<https://www.pd-f.de/2014/08/06/rockshox-zeigt-geht-nicht-gibts-nicht/>



Beginn Originaltext:

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Prove [can't] wrong.

With the riding season now in full swing and Crankworx Whistler upon us, RockShox wanted to do something to celebrate those who progress the sport forward. Every year, we see things people once thought “can’t be done” get done. This short film called “Prove Can’t Wrong” is a salute all those who push boundaries to prove that “can’t” is a matter of opinion. We can’t wait to see what “can’ts” get proven wrong this year.

RockShox - A brief history of [can't]

Whether it’s pulling off your first bunny hop, or winning a World Championship title, we all have a “can’t” we’re chasing. People once said “suspension can’t make up for the added weight.” That didn’t stop RockShox from changing the face of mountain biking in ’89. And it hasn’t stopped riders from doing what “can’t be done” ever since. This short film salutes, amongst others, Danny Hart’s competition shattering World Champs run in 2011, one of the most prolific products in DH history – the RockShox BoXXer fork, Brandon Semenuk’s gravity defying Crankworx winning run in 2013, and many more of those who go out and prove that “can’t” is just a matter of opinion.

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What does it take to progress the sport? A willingness to #ProveCantWrong.

Click on the link below to watch the video and please feel free to share.

Tell us what “can’t” you want to see proven wrong at #provecantwrong

Music: “Geometria del Universo” by Colleen

Written by Cecile Schott (SACEM)

Used courtesy of Cécile Schott and Second Language

Featuring Brandon Semenuk, Dany Hart, Paola Pezzo, Emmeline Ragot, Cam Zink, John Dawson, Steve Peat, Shawn Cruickshanks, Greg Herbold, Anthony Messere, Kyle Norbraten, Dylan Dunkerton, Curtis Robinson, Sam Hill, Kate Courtney, Jerome Clementz, SteveSmith, Troy Brosnan, Tanja Zakelj, and Jeremiah Boobar.

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