KONA’S COMMITMENT TO RACING
Racing bikes to the point where racers begin to feel like their innards are about to explode, and riding bikes off of large cliffs and chutes, allows Kona to make better bikes. Kona has consistently been one of the largest supporters of World Cup, NORBA, and grassroots competition throughout the U.S., Europe, and Canada.

KONA CLUMP
This band of traveling beer cans contributes greatly to Kona research & development. You won’t find any lab coats or logarithms with this crowd. The Kona Factory Clump has been pushing the sport of freeriding and dirt jumping farther than any other team we know, and the design feedback we receive is irreplaceable. See them in Derek Westerlund’s New World Disorder series and John Cowan’s Higher Learning DVD.

KONA-CLARKS TEAM
Kona-Clarks is our international World Cup racing team that competes in cross-country and downhill events all over the world. These athletes push Kona designs and materials at the highest competitive levels, and then deliver the feedback directly to our design teams.

KONA CYCLO-CROSS TEAM
Ann Grande is currently on the Kona Cyclo-Cross Team. Ann Grande is also the 2002 U.S. National Cyclo-Cross Champion. Ann Grande is our cyclo-cross hero and another reason why Kona cyclo-cross bikes have become a cult classic for riders and racers. Did we mention that Ann Grande was the 2002 U.S. National Cyclo-Cross Champion?

THREE THINGS ABOUT KONA
(It’s just three, so help a brother out and read them)

1. TECHNOLOGY BORN FROM EXPERIENCE
We only know what we know (pretty Zen huh?). We’ve been in this business long enough to realize that riders who are currently pushing our sport on the front lines, is where technology should begin. We don’t fabricate technology unless there’s a real world need, and we only build for what’s being ridden now. Granted, our team rider's real world needs exceed most humans, it’s real to them and ultimately a need for us.

2. BIKES FOR SPECIFIC NEEDS
Right tool for the right job. Within our lifestyle, we understand that people who ride bikes have a wide range of pursuits and needs that require a focused bike design. If there’s a specific riding style or unique rider, chances are we’ve got a bike or we’re working on it. If there’s something that you’re doing that has a specific design need, let us know. We’ll promptly let you know that you’re nuts, or maybe onto something.

3. WHY DURABILITY MATTERS
Rider safety and product durability is written in stone at Kona. We don’t make products that are disposable or based on sometimes insane industry trends. Kona product integrity is built into everything that we do, and we feel better because of it. If it looks like a lot of effort, it probably is. We’ll still keep it this way though.

Throughout this literacy project, you’ll see graphics such as the one below. They are a way of comparing bikes within the Kona family. Kona Mountain has it’s own method of comparing bikes within the Kona line, as does Kona Asphalt. Use as a reference point for our specific bikes. Right tool. Right job.