

ZOOM!



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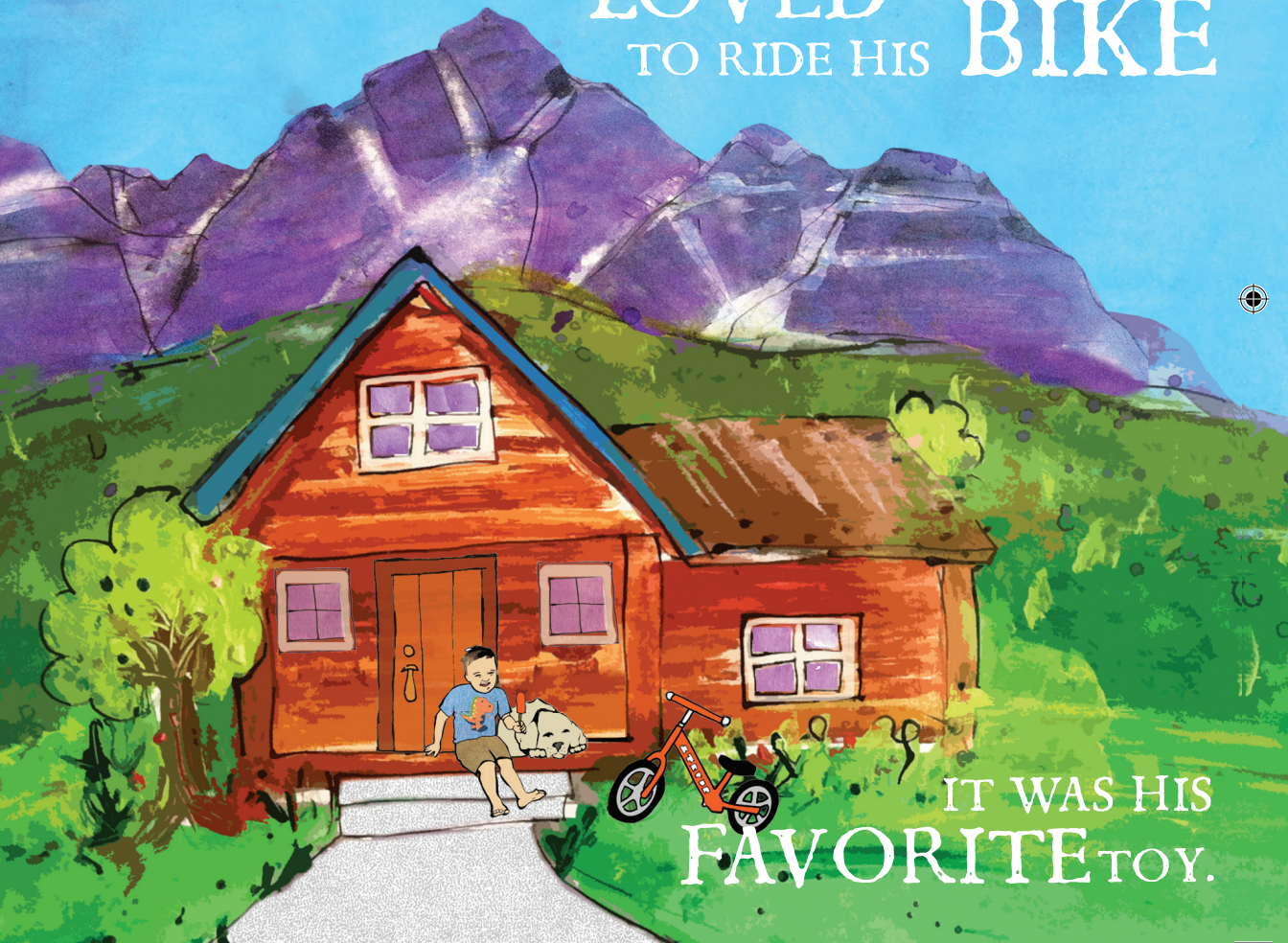
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A lot of people ask me how I got started bicycling. It involved me, my dad, my brother, my sister, and a bike in a park. I remember a few scraped knees, and also an unstoppable will. To an adult, riding a bike seems old hat. But to a kid, well, it's the greatest endeavor you can imagine. I've thought long and hard about that first moment. Because, really—wasn't that the moment that has shaped my entire life? That first feeling of freedom and speed is something that has stayed with me in every race, every ride, every day of my life.

This wonderful children's book is about a boy and his bike; but it's about so much more. The confidence, happiness, and adventure that such a simple relationship can bring about is something that I wish for every child and something that the Axel Project has set out to ensure. I hope you enjoy *Zoom!* as much as I did and I hope you share it with the same passion that Axel had for life.

—George Hincapie
Professional Road Cyclist

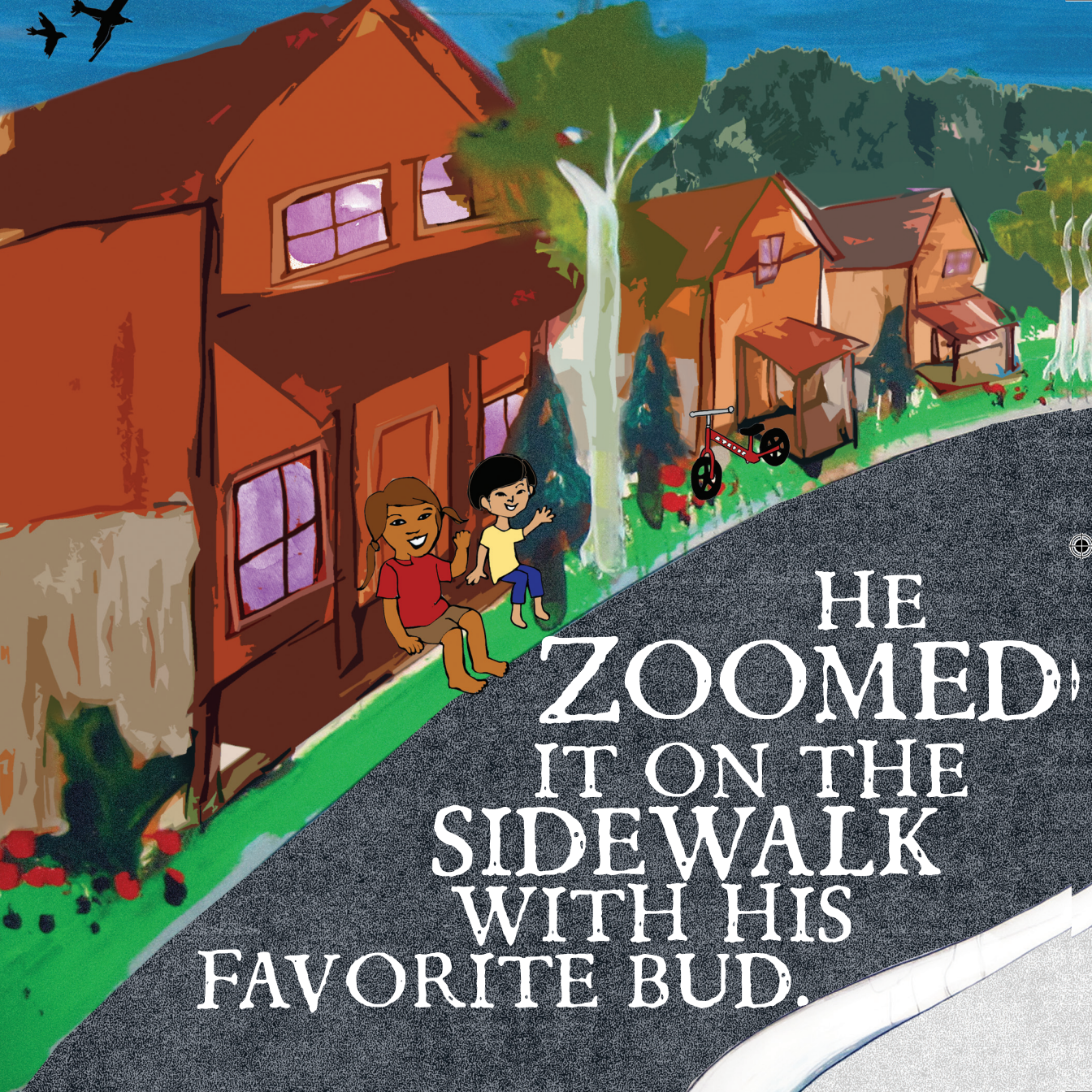
IN A LITTLE TOWN
THERE LIVED A
LITTLE BOY, WHO
LOVED
TO RIDE HIS BIKE



IT WAS HIS
FAVORITE TOY.

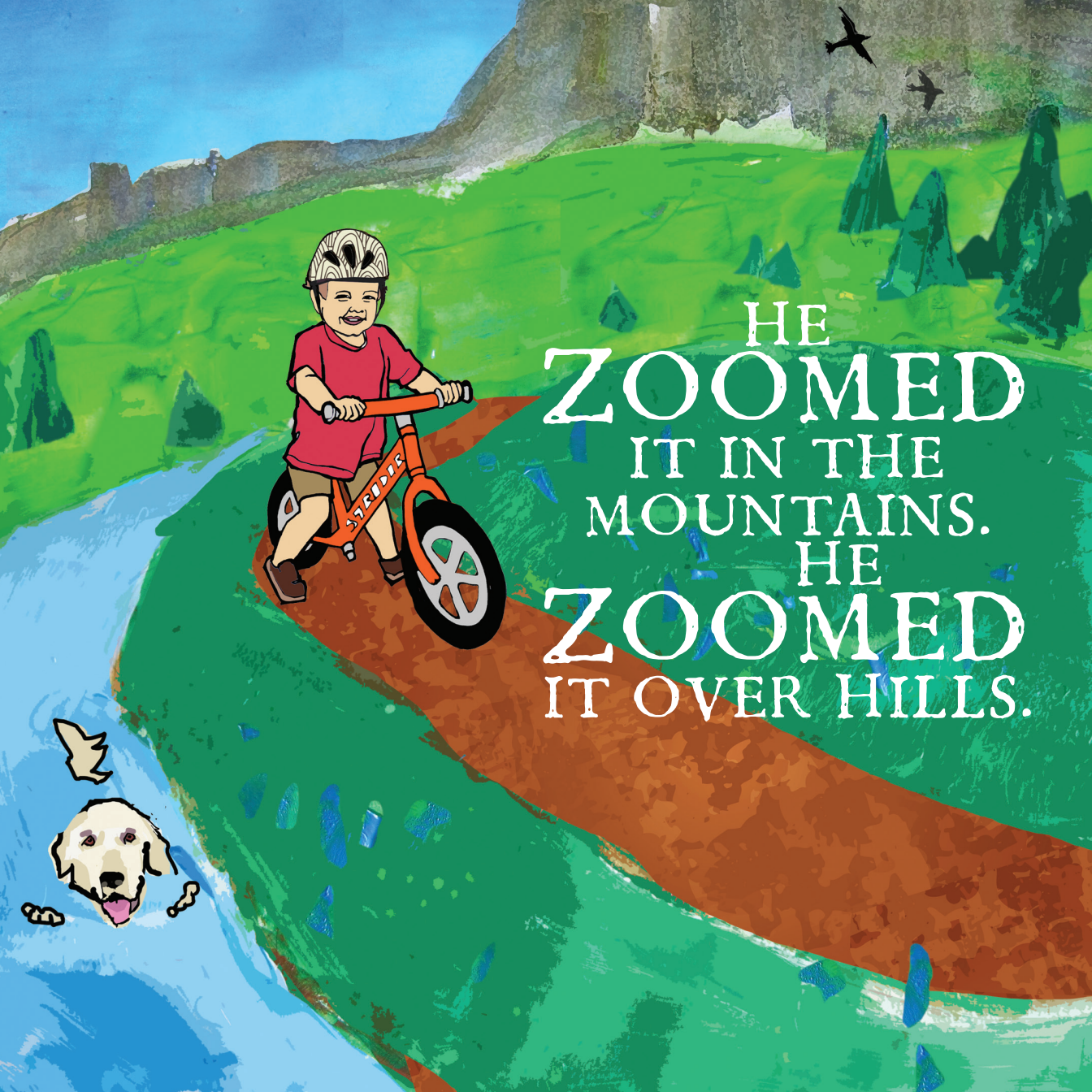
HE ZOOMED IT
THROUGH THE
PUDDLES.
HE ZOOMED IT
THROUGH THE
MUD.





HE
ZOOMED
IT ON THE
SIDEWALK
WITH HIS
FAVORITE BUD.



A vibrant, painterly illustration of a young child with a joyful expression, wearing a red t-shirt, brown shorts, and a white helmet with black patterns. The child is riding an orange balance bike with black wheels on a winding brown dirt path. The path leads through a lush green landscape with rolling hills and several tall, dark green, conical trees. In the background, a large, grey, rocky mountain rises against a clear blue sky. Two black birds are flying in the sky. In the bottom left corner, a yellow dog is swimming in a blue body of water, with its head and front paws visible. The overall style is colorful and whimsical, with visible brushstrokes and a bright, sunny atmosphere.

HE
ZOOMED
IT IN THE
MOUNTAINS.
HE
ZOOMED
IT OVER HILLS.

HE ZOOMED IT IN
THE DESERT,
ENJOYING ALL THE
THRILLS.



HE ZOOMED IT WITH A HELMET.
HE ZOOMED IT FOR A MILE.
HE ZOOMED IT WITH HIS FAMILY,
AND ALWAYS
WITH A ...



SMILE!

This book was written in memory of
Axel Micah Charrette, a young boy
whose life was taken tragically too
soon. Ride on, sweet Axel!

Axel Micah Charrette

February 15, 2011 – February 28, 2013



LEARN TO RIDE ZOOM!

STRIDER™ balance bikes are industry-leading training bikes that help children as young as 18 months learn to ride on two wheels. STRIDER balance bikes focus on the fundamentals of balancing, leaning, and steering without the distractions and complications of pedals or training wheels.

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—George Hincapie, professional road cyclist



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