

(Google Maps and the Rise of the Hyperlocal Web)

# WIRED

PRIME TIME | JUL. 2007



THE SECRET OF RED BULL

39 SUMMER GADGETS

DID THE LINUX GENIUS KILL HIS WIFE?

## TRANSFORMERS

トランスフォーマー

25 Years of Butt-Kicking 'Bots!

# Explore

Gear up for adventure with two-way radios, versatile shoes, and tiny cams.

## Easy Rider

\$3,995 • [www.ellsworthride.com](http://www.ellsworthride.com)

The bike messenger slammed on his brakes. "Whoa, who makes that?" he asked. Nothing else pedal powered will get as many stares and comments as the motorcycle-meets-beach cruiser Ellsworth Ride. But get beyond looks and you'll find a continuously variable transmission in the rear hub, which gives you a theoretically infinite number of gear ratios; the only limit is your finesse with the shifter. As our messenger friend told us, "That's sick!" —Mark McClusky

**WIRED** Get yer chopper ya-ya's out without a Harley. Laid-back geometry fun to ride. Super-rugged frame and tires will take anything you throw at them.

**TIRED** Super-rugged frame and tires are super heavy. Four grand for a townie bike puts a premium on style.

