

Absen backs South African cyclists at Berg & Bush!



Team Absen comprising Richard Baker (Gearhouse LED Vision), Robert Izzett (DWR Distribution), Paul Newman (Lucidity) and Guillaume Ducray (4LED & AV Unlimited).

In the live events world, it's not just about gear and shows—it's also about friendships that extend to outdoor adventures!

The Standard Bank Berg & Bush is a thrilling two-day cycling event in the beautiful Drakensberg mountains. Absen and DWR Distribution proudly supported a team of long-time friends, including Guillaume Ducray (4LED & AV Unlimited), Paul Newman (Lucidity), Richard Baker (Gearhouse LED Vision), and Robert Izzett (DWR Distribution), as they tackled the challenging 110km trail starting and ending at Em'seni race village. They've been mates from the start, growing up together in the industry for the past 25 to 30 years.



Camping in tents during a chilly South African winter, the team faced tough climbs out of the Tugela Valley, enjoyed scenic descents past Spion Kop Lodge and Mount Alice Farm, and navigated misty conditions on day two, including a climb up Brakfontein hill and serene routes through riverbeds and farms.



“It was an awesome time hanging out with some old industry friends,” grins Paul Newman. “But man, it was freezing! Being in the middle of the Drakensberg it was minus three on the one day! It was tough when you pedalled as the wind factor was against you but as the sun came out, it got better. There was much laughter and banter and a good weekend was had by all.



Team Absen conquers Berg & Bush! Pictured: Guillaume Ducray (4LED & AV Unlimited), Paul Newman (Lucidity), Richard Baker (Gearhouse LED Vision), and Robert Izzett (DWR Distribution).

Richard Baker and Guillaume Ducray both concur that the Drakensberg winter was a standout with chilly mornings transforming into spectacular days, picturesque sunsets, and wonderful company. They extend their thanks to DWR and Absen for making the weekend an absolute blast!

So how did they do? Pretty darn well! Amongst 779 participants they placed between 136th to 139th!!!!

