

Hans Rey Biography

Chronological highlights:

- 1966 June 4th, Hans Rey was born in Kenzingen, Germany
His father Felix Rey is Swiss, his mother Sieglinde Rey is German. Hans picked the Swiss Passport when he was 8 years old.
With his two older sisters, Brigitte and Silvia he grew up with their parents in Emmendingen, Germany. Where Hans lived and attended school (Real Schule and College) until he was 19 years old.
- 1978 Hans and his cousin Andi participate in a bicycle safety rodeo in his hometown, which was organized by the AMC, the local motorcycle Trials club. From that moment on it was Hans' dream to become a motorcycle trials rider. Since his parent's thought that he was too young to ride motos, or that is might be to dangerous or too expensive, him and his mates started riding trials on bicycles.
- 1979 First local bicycle trials competition (2nd place)
- 1980 First event out of town, part of an unofficial German Championship near Frankfurt. With his mates Andi Kromer and Oli Scheffler they start a Trials Show Team, supported by Michael Lay.
- 1981 First time competing in the entire unofficial German Championships "Velo Trial Pokal". Hans finishes 2nd overall.
- 1982 First ever official German Bicycle Trials Championship - Hans wins the Overall for the next 4 years. 1982 was also the year of the first ever international event series, the 1st European Trialsin Championships (held in Spain, Germany and England).
Hans finishes 3rd in his class and 6th Overall, amongst his rivals was future 7 time moto trials World Champion Jordi Tarres. Sponsored by LTS (Lay Trialsport) and Monty.
- 1986 Hans completes 4 month mandatory basic Swiss Army military service as a Mitrailleur (machine gun shooter). Enrolls in the Fachhochschule (University) in Stuttgart. Moves to Mainz for internship semester at ZDF.
- 1987 By 1987 Hans won a total of 4 German National Titles, 3 Swiss Titles, and 1 official US National Title (before the United States Cycling Federation changed its rules that only allowed US citizens to win the title). During that time Hans was consistently in the top 5 rankings in the World. With several runner-up titles and a big victory at the 1987 German World Championship round.
Breakthrough in the biggest TV program in Germany, he wins his bet riding a square of four balance beams in a popular Game Show called "Wetten, dass....?" with a live audience of 41 million viewers....!
- 1987 was also the first year Hans came to America. Following an invitation of fellow trials rider Kevin Norton from Corona del Mar, CA. Hans took a vacation semester from his University in Germany, to come to America for several weeks.
He earned instant recognition in America, where the Mountain Bike boom was just evolving, and trials happened to be part of the mountain biking scene, unlike in Europe where it was associated from motorcycle trials. Hans' riding level was

much above the American standard, which not only earned him quickly his infamous nickname "No Way Rey", but it also secured him some sponsorship income. With that backing Hans decided to stay a little longer, to get to travel America, live his childhood dream, and to hopefully pick up on the English language.

Start of Hans' GT and Swatch sponsorships - famous ad on top of a New York taxi cab. He becomes a member of the infamous Laguna RADS mountain biking club, who introduce him to real mountain biking.

- 1988 Hans competes mainly in American observed trials events and tours the countries shopping malls for Swatch, doing demos with Skateboarder Rodney Mullen and others. In 1989 Hans adopts his trials skills to also compete on 26 inch stock mountain bikes (besides the 20 inch Modified class), he also starts competing in dual slalom and downhill events, all whilst doing trials shows all over the USA. He has cameo appearances in "The Good, the Rad and the Gnarly" Stump Ski movie and in 101 BMX/Freestyle tricks video.
- 1989 Jump over a car on the 405 Freeway - that stunt made Hans realize that some of his riding could be quite exploitable with some marketing.
Hans wins the NORBA Trials World Championships in Mammoth. He also competes in Downhill and Slalom races.
Starts Alps Mountain Bike Tours, a mountain bike touring company together with his sister Silvia, Kerstin Bach and Anke Peters.
Willy Bogner hires Hans as the biking stunt-coordinator and stuntman for his \$17 million movie: "Fire, Ice and Dynamite"
- 1990 Hans abandons his university plans permanently, decides to take his professional career to a new level. He refers to himself more and more as an "extreme mountain biker" rather than a racer. Inspired by other extreme sports athletes such as Robby Nash, Stefan Glowatz or Scot Schmidt.... Many believe this was the beginning of what would later be known as Freeride. Breakthrough in Germany as Uli Stanciu from the bike Mag creates a big how to series w Hans, that will be turned into a book. Competes at first ever Mountain Bike Worlds in Durango, wins the trials class and raced Slalom.
Films some crazy and dangerous scenes on hot lava at a Hawaiian volcano.
- 1991 The idea of the first Hans video was born by Richard Long, the late owner and president of GT. Plans for potential rollerblade career get abandoned. Hans signs sponsorship with the German clutch company, LUK.
- 1992 "Hans No Way Rey", the video was finished and launched. The video was the first of it's kind; it was funny, action packed, and rather short (15 Min.) - what made people wanna see more....Hans meets his future wife Marisa Lichtner.
Bike Trial Vice World Champion MTB class, Winner Australian Open Trials.
- 1993 The second video, "Level Vibes" is shot and launched. The main locations were Jamaica, Mammoth and San Francisco. Suffered a big crash in a DH race in Hunter Mountain - he spent one week in the hospital in Albany w punctured lung and broken ribs. Wins the Trials World Championships in Metabief France, he also takes a surprising Bronze medal in the Slalom. Buys a house in Laguna Beach, CA. Gets sponsored by Adidas.
- 1994 Level Vibes gave Hans' career a nice boost. The movie "Tread" is being shot, the

first ever 16mm Mountain Biking film. Greg Herbold and Hans are the stars of the movie. Cuts back on his slalom and DH races, to put more focus on his trials riding roots.

1995 Hans gets married to Marisa. "Monkey See - Monkey Do" is being shot. Hans' 3rd video was an action packed how-to tape, starring Mr. Jiggs a bicycle riding Chimpanzee, and featuring his underwater bungy jump. Hans starts working on the TV show Pacific Blue as a stuntman. First ever ESPN X Games, Hans gets 2nd in the Trials, and lot of TV coverage, before the Games, since there was a baseball and hockey strike, ESPN promotes Hans heavily. Interview in the Sports Illustrated Swimsuit edition.

Hans goes to Machu Picchu, Peru via the old Inca Trail w. special permit fr. President.

1996 Hans performs in Atlanta at the Olympic Games Closing Ceremonies 3 billions viewers on TV, as part of a extreme sports act w Tony Hawk, Mat Hoffman, etc... Plays himself in the TV show Pacific Blue. Meets President George Bush.

1997 "Big Five" video was filmed on five continents (South African Bike Safari, Chile,...) and featured some of the best riders in the world. It was at a time when a company and some riders started taking credit for inventing "freeriding", a style of riding Hans had already been practicing for years....

Hans gets to play himself again on Pacific Blue. Hans cuts off his trademark ponytail.

Big Five was also Hans' transition to more adventurous riding expeditions.

1998 Hans leaves on his own will the legendary "Team GT", to start the "Hans Rey Adventure Team", continuing with GT as his main sponsor. The object of the Team was to combine Hans' extreme biking skills, with different cultures and with a modern day adventure - always in search of something historical or mysterious. Along with the Adventure Team idea also comes a new look, Hans sheds his lycra gear for more casual and baggy soccer jersey's.

Hans is one of the first pro cyclists who has his own web site.

His first trip was to Hawaii followed by a trip to China in search of an "Alien dwarf tribe" and to explore China's pyramids. A 30 minute TV show is produced and the photos were distributed to magazines worldwide. Hans has an unprecedented 23 cover shots in that year. Bolivia Adventure together with Sara Ballantyne and Ira Vick. Hans also performed a show on the film set of Xena and Hercules, while in New Zealand where he also descended off a 14 story building just attached to a rope. Hans quietly retires from competitions, his last event was in Mammoth after over 20 years of competitive cycling.

1999 No Way Transalp adventure, the goal was to ride the toughest route across the Alps - while combining it with the rich history in the area.

Hans is being inducted into the Mountain Bike Hall of Fame. Spends more and more time in Europe/Italy, buys a farm in Citta della Pieve, Umbria.

2000 Borneo Headhunt with Steve Peat, Adidas Adventure Team on the glacier in Sölden. Hans fulfills his childhood dream and finally gets a trials motorcycle.

2001 Brazil Explorer trip with Greg Herbold, Egypt Adventure in the footsteps of Moses across the Sinai Desert & Pyramid Mysteries. Super Rider TV Show in Japan.

GT files for bankruptcy.

Updated 3/2021

- 2002 Cuba Adventure w Tarek. Adidas Adventure Team trip in Slovenia. Rubicon trail w Brian Lopes.
- 2003 Global Extremes adventure reality TV show – Hans is a head-judge, events were held in Moab, Aspen and 3 weeks in Costa Rica. Winners of show get to climb Everest.
Divorce from Marisa. Consults Ischgl resort for bike tourism development.
- 2004 Mount Kenya adventure w Richie Schley. First bikers to climb Chogoria Route and descent Sirimon Route in search of Icy Mike (elephant)
Tour de France “Excuse My French” TV episodes for OLN TV.
No Way – Hans Rey Story DVD release. Landmark Education seminar. Dates future wife Carmen Freeman.
- 2005 Copper Canyon Mexico adventure w Brian Lopes and April Lawyer.
Wheels 4 Life charity was founded, competes in trials at Crankworx,
Alta Rezia Freeride Tour w Frischknecht, Mittagstal adventure w Piccu & Greber
- 2006 Philippines adventure, first personal W4L trip and trials shows media tour.
Ireland Pub to Pub trip w Steve Peat. So Cal photo shoot w Kenny Belaey.
Launch YouTube channel. 20 years anniversary w GT Bicycles
Blue Man Show at Crankbrothers party in Las Vegas w Herbold and Voreis.
- 2007 Nepal Annapurna Circuit Trail Adventure with Wade Simmons and Richie Schley
Mountain Mayhem 24h race UK.
- 2008 Tanzania circumnavigation of Kilimanjaro w Carmen and Wheels 4 Villages projects in the Ugweno valley. Spokesperson & Testimonial Livigno. First Flow Country Trail in Livigno. My mother Sieglinde Hilde Else Rey – Zipf dies.
Marriage to Carmen. Broken leg accident Laguna almost finishes my career.
Converts GT Force to a ebike w Bionx system. Hans becomes a US citizen.
- 2009 Botswana Bike Safari w Adidas Team, Trials & Trails w Kenny Belaey in Maui,
Summer of Shred w Phil Sundbaum. Flow Country / IMBA conference Livigno;
Mount Mayon adventure Philippines w Brian Lopes.
- 2010 Scotland Adventure w Danny MacAskill and Steve Peat; Arabian Trails Jordan Adventure w Dave Watson; Wheels 4 Life The Film – A Story About Giving narrated by John McEnroe
- 2011 Cape Verde Enduro Adventure Race w Fabien Barel, Nico Vouilloz, etc.; Pod Smerkm Czech Roadtrip, Roop Kund Adventure in India w Richie Schley and Joscha Forstreuter. Coffee-table book ‘A Life Of Mountain Bike Adventures’. My father Felix dies.
- 2012 Five volcanos in 5 days in Ecuador with Alban Aubert; Livigno video w Danny MacAskill, Willy Bogner IMAX film stunt-double for Otto Walkes in St. Moritz.
25 years of Mountain Bike Worlds anniversary festival in Villar de Lans France.
25 yrs anniversary signature models w GT – Karakoram, Avalanche and Zaskar 100.
- 2013 MTB Ayiti Race in Haiti, Kenya & Uganda adventure and W4L projects – Riding Out of Poverty Film, Lofoten Island Adventure w Tobias Woggon in Norway,
Ubaye Valley Adventure France w Dan Atherton and Cedric Tassan. Lobbying w IMBA President Mike van Abel in Wash. DC at Natl. Bike Day on Capitol Hill.
20 years anniversary w Adidas. GT signature model
Sensor. Wheels 4 Life Gala fundraiser event in Laguna Beach w Chevy Metal band.
German and French edition of coffee-table book get published

- Bike Mag. USA suggests ‘ Why is Hans Rey the greatest of all time’
- 2014 Trials on Trails in Corsica, France with Kenny Belaey, Argentina railroad and Tilcara adventure w Tibor Simai. Second Wheels 4 Life Gala fundraiser in Laguna. Joins Mountain Bike Hall of Fame advisory board. Hans & Carmen get a second home in the East Midlands, UK.
- 2015 Hut to Hut tour Guatemala w Tom Oehler and W4L project. Iceland Traverse w Steve Peat.
- 2016 Tasmania Blue Derby adventure in Australia with Tyler McCaul.
Trials video w Dominik Raab.
First persons to summit w bikes Mount Kenya and Kilimanjaro back to back with Danny MacAskill and Gerhard Czerner w Freeride Entertainment
Keynote Speech IMBA World Summit Bentonville, Trials Show w Danny MacAskill and Ryan Leech. Wheels 4 Life Gala fundraiser Taichung, Taiwan.
30 years anniversary w GT Bicycles.
- 2017 TransAngeles Urban Adventure with Missy Giove and Tim Commorford (Rage Against the Machine) in Los Angeles. Design, concept and film of Tutti Frutti Epic Tour at Carosello 3000, Livigno. Roadbike trip w Clif founder Gary and Kit - Stelvio, Mortirolo, Gavia. Keynote Talk OneStream software conference Las Vegas; 11 city UK Talk Tour. Wheels 4 Life Gala fundraiser in San Juan Capistrano.
- 2018 TransNapoli Urban Adventure in Italy w cameo from my sister Silvia; Bristol, Whistler, Emmendingen, Laax and Adidas HQ talks.
- 2019 TransHongKong urban adventure during protests w Martin Maes. UK Talk Tour part two in 13 cities, Keynote speaker Australian Mountain Bike Summit, Return to Blue Derby & St. Helens adventure, New Zealand Heli eBike trip Glen and Henry. Mount Shasta Visit California film project – Jonny Mosely’s Wildest Dreams. Lopes All Stars trip Arkansas.
- 2020 Roadtrip Escape Covid in Colorado/Utah w Carmen. Shimano EP8 launch Italy. Visual Podcast series on YouTube. Riding White Line in Sedona. Talks at Vancouver Film festival and Laguna W4L fundraiser. As print media slowly makes way to new digital media platforms, Hans estimates he had approx. 500 career front covers.
- 2021 Tips & Tricks How-To series on Youtube, JigSaw Puzzle, production of Slay The Bay urban adventure in San Francisco w Brett Tippie and Jackson Goldstone. Evolution of MTB film edit by Shimano
- 2022 Slay The Bay film launch and distribution. GT Good Times Tour / 50th anniversary. Gritty In Mexico City – urban adventure production w Rob Warner. GT Japan trip and Shimano HQ visit. GT Chile Good Times tour.
- 2023 ‘Once Upon a Time in Umbria’ Shimano film project, Disentis-Sedrun partnership, Norway Shimano film production Hogevarde, ‘Nothing For Free’ history of Freeride documentary – premiere at Crankworx. GT California launch party, Grimmialp moto trial.
- 2024 ‘Mishaps&Mayhem’ 17 city UK Talk Tour, ‘The Next Frontier’ launch of Shimano Norway film, Visit Laguna Beach ambassador program, Bentonville Bike Fest tornado, GT Road trip back East, Northwest Roadtrip and ‘Maneuver Vancouver’ urban adventure production w Steve Peat and Wade Simmons, Hans Ride Along in Disentis, Gotthard Labyrinth Tour film project.

2025 20 Years Wheels 4 Life charity, Portugal Urban Adventure scout, Bosch Partnership.