

# GEAR GUIDE 2009

CLIMBING LIFESTYLE

150+

# THE LIFE

AR  
THE  
EAR  
RDS



PRO  
SETUPS

JORGESON  
SIERRA BC  
SIEGRIST  
LAUREN LEE  
FRYBERGER

GET  
STRONG  
GEAR

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**WE HEAR IT ALL THE TIME:** climbing is more a lifestyle than a sport. We couldn't agree more. And the way we see it, that means how we carry ourselves outside the crag can be as meaningful as how we push ourselves on the rock. It's not a trend thing; it's a personal choice to be a part of something so special that it defines us, at least in part.

We're proud to be climbers. And whether we're pulling down with friends or explaining to classmates or co-workers that we're really not crazy, our love for climbing is evidenced by our vocabulary ("I dynoed off the crimp rail and stuck the sloping dish!"), our rough yet silky smooth appearance (think: chalk-styled hair, calluses, and forearms of steel), and the clothes we wear (ever been tempted to stop that person on the street with a climbing-company logo on his hoodo or pants, just to say "What's up — where you climb?").

Of course, the shirt, watch, shoes, etc. don't make the climber—but if you live the life, there are a whole bunch of items (many designed by climbers themselves) made just for you.

ROCK  
CAMP  
HEAD

## TIMEX

**EXPEDITION WS4**



Reading up on the specs for this watch reminds us of the first time we saw the Matrix—the technology here is crazy. The digital WS4 is named for its signature widescreen display and its four most critical outdoor functions: altimeter, barometer, thermometer, and compass. It's virtually indestructible, extremely precise, and the next-gen timepiece for serious outdoor enthusiasts.

MSRP: \$199

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