



BOB was created in San Luis Obispo, California in 1991 when Roger Malinowski, a bicycle industry entrepreneur, met Philip Novotny, an airline mechanic who had turned a beach cruiser bike into a lightweight bike trailer.

The two men decided to become partners and create a company. Their company, BOB, began as Beast of Burden. However, it didn't take long for Beast of Burden to be shortened to BOB in typical California fashion.

Soon after creating BOB, Roger and Philip began to have children which inspired them to create jogging strollers. They decided to test the prototype on their own children, helping them raise the quality and performance levels of their strollers.

In 2003 when The Ironman was looking for a jogging stroller worthy of being associated with their world-class event, they turned to BOB. Now, BOB is one of the leaders of jogging strollers among serious athletes and parents.

To learn more about BOB, visit www.bobgear.com.