



PUSH Industries

2026

ENGINEERED FOR THE RIDE: PUSH INDUSTRIES

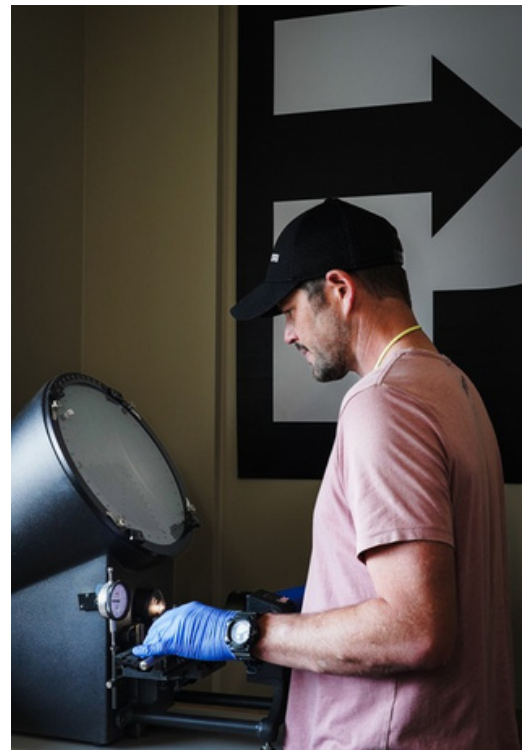
A Case Study on the Rise of Adventure Tech in Loveland, Colorado



By:Lindsey Servin

Company Overview

Founded in 2003 by Darren Murphy in California, Push Industries began as a small suspension tuning company built on a racer's mindset and an engineer's pursuit of perfection. Drawing from his background in high-end motorcycle and race car suspension systems, Murphy identified a gap in the mountain bike industry – the absence of premium, performance-tuned components made in the U.S.



Center: Darren Murphy, Owner Push Industries

Initially offering custom tuning services that allowed riders to ship or drop off their bikes for individualized adjustments, Push soon became synonymous with precision and performance. In 2015, the company launched its first fully U.S.-manufactured high-end rear shock, the ElevenSix, redefining the concept of "luxury" in mountain bike suspension and setting a new benchmark for the industry.

Now headquartered in Loveland, Colorado, Push employs 14 people and operates in nine countries, with plans to expand its current state-of-the-art manufacturing facility becoming the first of its kind in the United States.

Industry Problem: Disposable Performance and Offshore Production

Before Push, most mountain bike suspension systems were mass-produced overseas – designed for limited lifespans and little to no serviceability. Riders looking for true customization or durability had no options beyond the “off-the-shelf” standard.

Murphy saw this as a problem worth solving. Mountain bikers were demanding more – longevity, adjustability, and U.S.-made craftsmanship. The challenge was twofold:

- **Deliver a product** that met the rigorous standards of high-end riders.
- **Build a sustainable, U.S.-based manufacturing model** capable of producing precision-engineered, long-lasting components.

Murphy’s guiding philosophy quickly became company law:

“Good enough is never good enough. Every facet of the company – from product to manufacturing to customer experience – must be exceptional.”

That philosophy also extends to their service model.

“We are obsessed with the customer. Everyone here understands it – it’s not just passion; it’s a commitment to excellence and trust.”



Darren Murphy, Push Industries

Push's Solution: Engineering Performance Without Compromise

Push Industries tackled the industry's limitations by applying motorsports principles – engineering for performance, not cost. Using premium materials, precision manufacturing, and continuous real-world testing, the team designed suspension systems that could be rebuilt, upgraded, and tuned indefinitely.

Their flagship product, the ElevenSix, was built entirely in the U.S. and designed to last a lifetime. Every component can be serviced and reconfigured, with some shocks from the first production batch still performing on the trails today.

Murphy and his team conduct rigorous field testing in Northern Colorado, including on a local route affectionately known as the "Push Loop", located just outside Loveland.

Through meticulous R&D, a relentless commitment to quality, and a customer-first culture, Push has become one of the most respected names in high-performance mountain bike suspension globally – proving that American manufacturing can still lead through innovation and integrity.

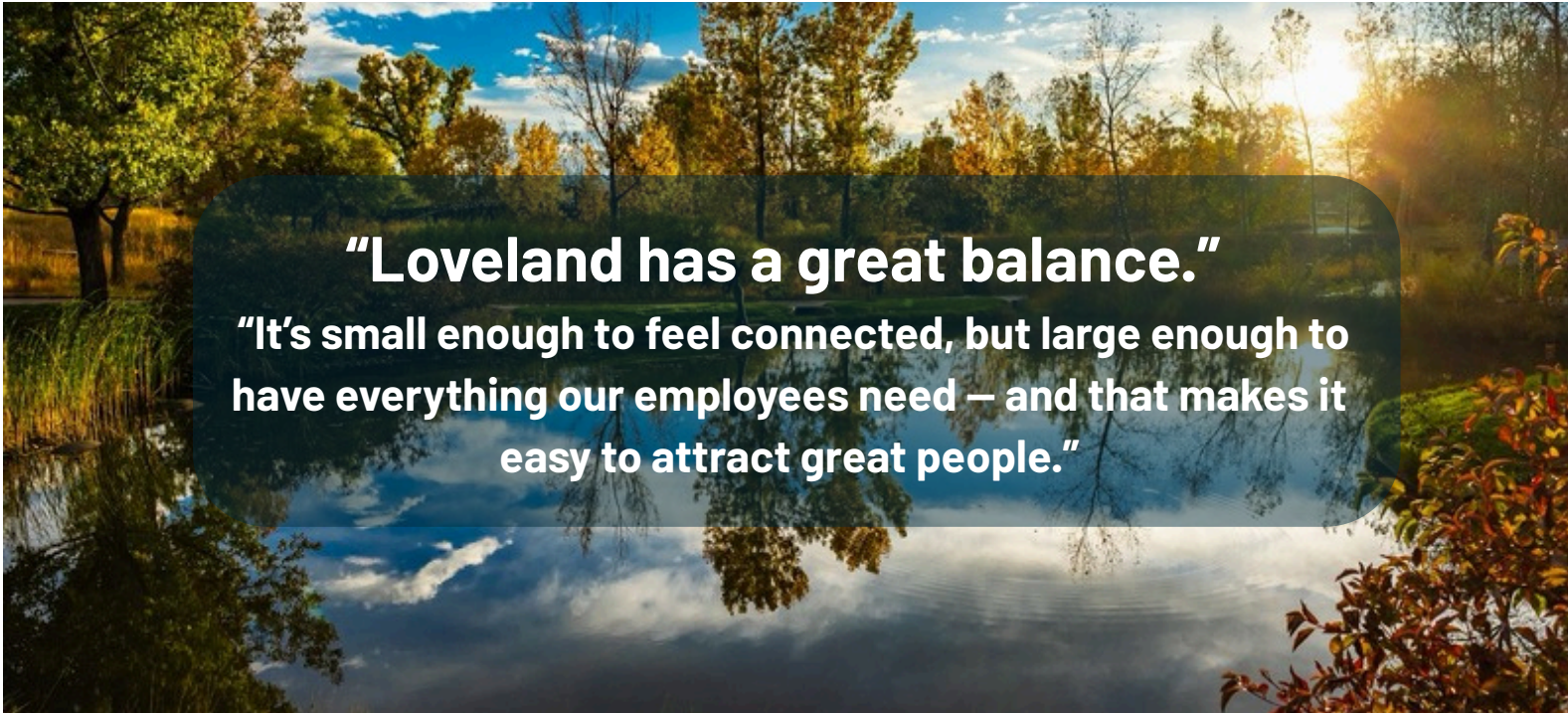
"There's a loop that's become known as the 'Push Loop,' and it's where a lot of our product development happens," Murphy said. "It's a huge advantage to have that kind of terrain right outside our door."



Devil's Backbone, Loveland

Loveland's Role: Talent, Terrain, and Expansion Potential

In 2004, Murphy relocated Push Industries from California to Northern Colorado, ultimately choosing Loveland for its unique balance of affordability, community, and access to outdoor recreation. The move provided not just a lower cost of operations but a workforce that truly lives the lifestyle they serve – riders, adventurers, and tinkerers who bring authenticity and insight to their work.



“Loveland has a great balance.”
“It’s small enough to feel connected, but large enough to have everything our employees need – and that makes it easy to attract great people.”

Benson Sculpture Park, Loveland

The proximity to rugged, diverse terrain has been a key advantage. Trails like the Push Loop allow engineers to test suspension systems in real-world conditions minutes after making adjustments in the shop. This fusion of product innovation and lifestyle integration is central to Push’s success.

Loveland also offers growth potential. The company plans to expand into a next-generation manufacturing facility that leverages automation and precision engineering – a bold step that positions both Push and Loveland at the forefront of advanced manufacturing for the adventure tech industry.

Doing Business in Loveland

For Murphy, Loveland's business environment has been a major factor in Push's success. The city offers zoning flexibility for light manufacturing, responsive city staff, and a supportive business community that values innovation and craftsmanship.

"Loveland has been a great place to grow a manufacturing business," Murphy said. "We have the industrial infrastructure we need, but also the kind of community that values craftsmanship and innovation. That combination has been key to our success."

The city's location — near major transportation routes but away from big-city congestion — provides both logistical convenience and quality of life. Loveland's small-town atmosphere, combined with access to outdoor recreation and technical talent, has made it a magnet for companies like Push that thrive at the intersection of technology and adventure.



ElevenSix Shock, Push Industries

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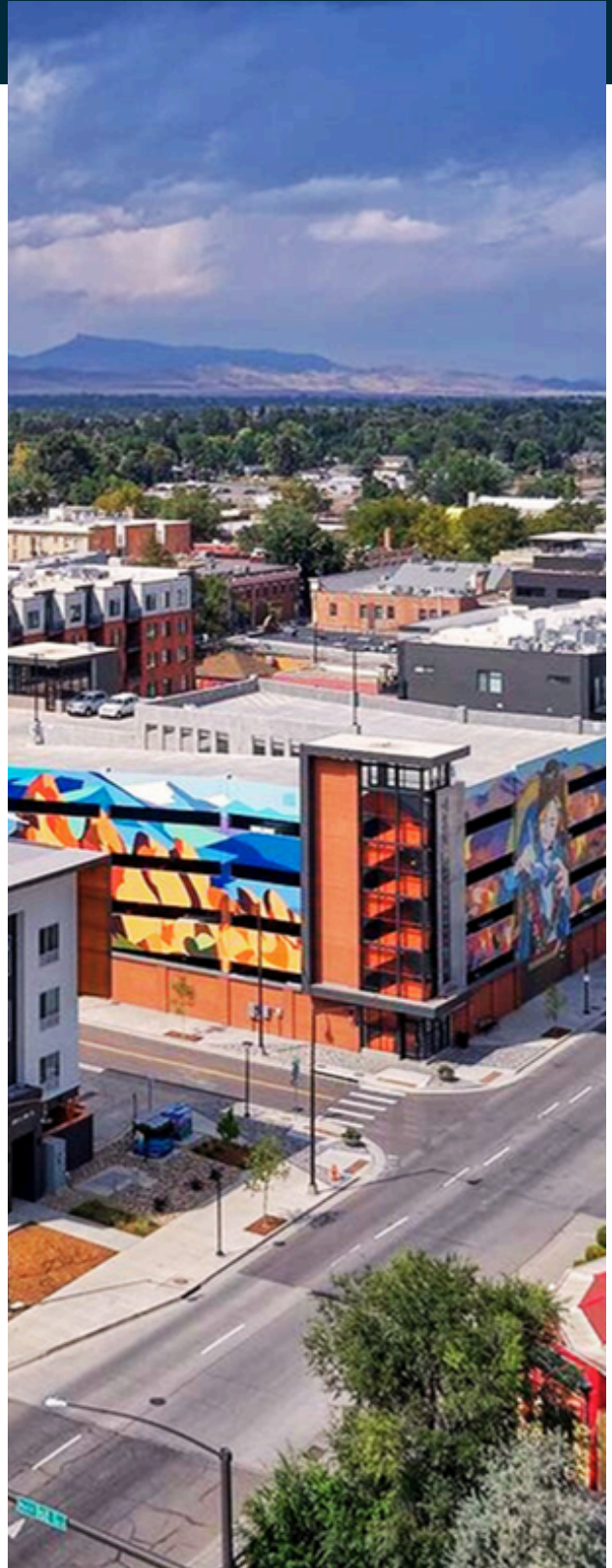
Building Loveland's Adventure Tech Identity

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Push Industries doesn't just do business in Loveland – it helps define Loveland's identity as a rising Adventure Tech hub. By merging precision engineering with outdoor recreation, Push embodies how innovation and lifestyle can coexist in Northern Colorado.

Push collaborates with local suppliers, machine shops, and outdoor companies, strengthening the ecosystem of high-performance manufacturers. Their success story has attracted national attention, positioning Loveland as a destination for advanced, adventure-focused production and design.

"We've always believed that performance products should come from the places where people actually use them," Murphy said. "Loveland gives us that – a city that understands the outdoor lifestyle, with the manufacturing capabilities to back it up."



Downtown Loveland

Impact & Future Growth

Push continues to lead the industry with the world's most advanced mountain bike suspension systems – built for longevity and unmatched ride performance. The company is expanding its global footprint and preparing to construct a world-class manufacturing facility in Loveland that will redefine U.S. production standards for precision suspension technology.



Left: Push NineOne Fork, Right: Push Rider, Colorado

***“We’ve built our company on the idea that ‘good enough’ is never good enough. Loveland has given us the space, community, and talent to keep pushing what’s possible – right here in Colorado.”
– Darren Murphy, Founder & CEO, Push Industries***

→ Key Takeaways

Customer Obsession Drives Growth:

A relentless focus on the rider experience fuels innovation and loyalty.

Location Matters:

Loveland's talent, terrain, and business infrastructure make it ideal for performance-driven manufacturing.

Sustainable Design Creates Value:

Products built to last challenge the disposable model, supporting long-term brand trust.

Adventure Tech Leadership:

Push exemplifies how Loveland's unique assets can attract and sustain global outdoor recreation companies.

→ Key Achievements

Industry Innovation:

Created the first U.S.-made, luxury-grade mountain bike shock absorber.

Sustainability Leadership:

Every product is serviceable for life, eliminating the disposable gear model.

Global Reach:

Active in nine countries, with expansion plans to over 50.

Local Talent:

100% of staff are outdoor enthusiasts, integrating passion into every product.

Future Growth:

Planning a next-generation manufacturing facility in Loveland.

Build What's Next in the Heart of Adventure Tech

Loveland is where innovation meets open terrain – a place where engineers, makers, and creators can test ideas on the trail in the morning and build them in the shop that afternoon. With access to skilled talent, flexible industrial space, responsive city support, and an outdoor culture that fuels performance-driven thinking, Loveland gives adventure-focused companies the room and resources to push boundaries.

Whether you're scaling advanced manufacturing, launching a new outdoor-tech product, or looking for a community that understands the intersection of craft and adventure, our Economic Development team is here to help you make it happen.
Ready to build what's next?

***Join the Adventure Tech
Movement with Loveland today!***



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