

Profile of Michael J. Rice



- Born 28 April 1971 (47years old)
- Raised in Kansas/Colorado, USA.
- Graduated with a BA in East Asian Languages & Cultures (Japanese concentration) from the University of Kansas.
- Switched to cycling-only (no car) lifestyle from 1990 until the present. Started schooling in Japan from 1991 at Kanagawa University and then Sophia University.
- 3 month solo cycling tour of the entire Japan archipelago in 1992.
- Total of 28 years and well over 280,000km of cycling within Japan alone in addition to much international cycling experience.
- Achieved the highest level of Japanese language proficiency in 1995.

Racing experience/history:

- Road racing since 1997: Highest class in the Japanese amateur JCRC.
- 2nd highest class in the Japanese JBCF (UCI recognized).
- Work as a representative & racer for roadbike-only Bike brands from 2010 to the present (NEILPRYDE 2010-2017 & CHAPTER2 Bikes 2017-present).
- Mountain bike XC: Japanese Pro "Elite" top class (UCI recognized) Masters World Championships 2001 (26th), 2002 (34th) & 2006 (9th) 1st place in top "Elite class" in Hakuba 24hour ultra-endurance XC race (2007).
- Personally coached 2001-2004 by multi-World Champion and Olympic Gold medal winning coach Dean Golich. <https://trainright.com/coaches/dean-golich/>
- MTB Downhill:

2nd highest class (UCI recognized)

- MTB ENDURO:

2015 Enduro World Series qualified participant: US stage held in Crested Butte, Colorado (3 day/ 7 Stage Enduro but 3rd day cancelled because of rider death above 3,000meters altitude)

- Cyclocross:

Currently qualified in highest of the 3 CX Masters classes (usually podium finish)

- Hillclimb Racing (1998-present):

Very popular Japanese form of road bike racing held all over the country. Mass start race from the bottom to top of a mountain. (No official categories but Michael usually finishes in the top 5%.)

- Triathlon:

- XTERRA World Championship qualifier in 2011 and the top amateur finisher from Japan.
- 4 time full-IRONMAN finisher. Participated every year in Hokkaido, Japan full IRONMAN.
- More than 10 IRONMAN70.3 finishes including 2nd place June 2018 with qualification and participation in the 2018 World Championship!
- Japanese long-distance Triathlon national championship finisher (Miyakojima).
- Many Olympic distance Triathlon finishes including 2nd place last year in races in both Japan and Philippines 5i50.

Work:

Michael was chosen in 2010 to represent, launch and help manage the NEILPRYDE bicycle brand in Japan until 2017 when Neil Pryde's son Mike Pryde launched the New Zealand based CHAPTER2 brand worldwide. Michael then launched CHAPTER2 Bikes within Japan and quickly made Japan the Kiwi company's number 1 market in the world and still heads CHAPTER2 JAPAN today. Michael's unique rider-friendly system for marketing and selling the bikes in Japan is now being adopted by the company worldwide to grow large markets such as the United States.

Other work:

- Rapha Travel trained and certified cycling guide.
- Teach numerous courses in cycling, pedaling and bike handling technique and featured in Japanese cycling publications.

Bicycle Mechanic:

40 years Bicycle wrenching experience and doing all mechanic work on race/touring/demo bikes. Father's occupation was a "cowboy" and Head Mechanic at the family's large "factory farm"/ranch. So he grew up helping father work on farm equipment, overhauling engines and doing performance modifications to his own motocross bikes from 9 to 19 years old before switching to cycling-only lifestyle. Of course Michael does his own bicycle wrenching for his 10+ personal bikes and the demo riding fleet he maintains for the road bike brand he manages.

Acting and media personality:

Acting professionally in Japan from 1997 to the present on hundreds of nationally broadcast television shows, commercials and movies both domestically and internationally such as “Shinjuku Incident” with Jackie Chan.

- (2010-2011) Co-host/MC of a Japanese-language-only, live 90 minute TV program (2010-2011)
- (2015 to present) Currently the main Host/Guide of the NHK WORLD program “Cycle Around Japan”.

(See video clips)



<https://www3.nhk.or.jp/nhkworld/en/vod/cycle/2066011/>

<https://www3.nhk.or.jp/nhkworld/en/vod/cycle/2066013/>

<https://www3.nhk.or.jp/nhkworld/en/vod/cycle/2066007/>

<https://www3.nhk.or.jp/nhkworld/en/vod/cycle/2066001/>

<https://www3.nhk.or.jp/nhkworld/en/vod/cycle/3004196/>

Other occupations:

- 1998 to 2019, Yokohama National University lecturer of a weekly course in “Dream Building”. Lecturing at other universities such as Tokyo Zokei Arts School 東京造形大学 for 4 years.
- International consultant and representative for various companies and brands. Main focus is doing environmental work and helping companies to be more environmentally friendly.
- Copyrighting brand slogans in English and tasks also include Japanese and English language translation and interpretation as well as giving presentations to both large and small groups. Michael also serves as an envoy and welcomes foreign visitors to Japan and guides them for companies that he represents or consults for as well as traveling to other countries to explain the Japanese environmental technology to other companies.
- Japanese style 氣 energy healer
(Qigong), Zen meditation and Yoga specialist.

A very happy, smiling & grateful guy. Especially when pedaling any bike☺

Positive thoughts bring positive words bring positive actions bring positive destiny –Mikey



