

Elite to preview new products at Eurobike 2009

July 2009 – **Elite**, the Italian company that creates the world's finest water bottles, bottle cages, and home trainers, will showcase a selection of its exciting 2010 products at Germany's upcoming Eurobike trade show, scheduled for Wednesday, September 2nd, through Saturday, September 5th.

Among the innovative cycling accessories Elite will unveil are the **E-Motion Rollers** and the **Fitz Bike Magnetic**.

The **E-Motion Rollers** are the first rollers able to truly keep cyclists in balance. The exclusive system of these rollers features an oscillating frame that absorbs the inertia generated by a rider's motion and compensates for it, which makes training on these rollers natural and intuitive, especially for track cyclists. Sprint to win in complete safety with **Elite's** new **E-Motion Rollers**!

The **Fitz Bike Magnetic** is the first spinning bike built both around and for the rider. Its robust frame and micrometric gauges adapt to a rider's ergonomics, biometrics, and posture. Thanks to **Elite's** vast experience with home trainers, the **Fitz Bike Magnetic** has 16 precise parameters that regulate resistance. Posture adjustments of the saddle, stem, and handlebars are measured in millimeters, while the *Shimano* drive train guarantees pedaling quality and longevity. The entire frame is corrosion-resistant, with the chain guard, gaskets, and screws constructed of stainless steel. The **Fitz Bike Magnetic** is ideal for training both at home and in the gym!

There's more Eurobike excitement, too. By popular demand, **Elite** will once again showcase its **RealPower CT Home Trainer**, which brings the feel and view of the steepest slopes in the world indoors. The Eurobike display will allow visitors to take a challenging ride on one of the stage routes of the Tour de France. Each day of the trade show, the riders with the two best times will receive a free **Elite Crono Power Fluid Trainer**, which is also new for 2010! The **Crono Power Fluid Trainer** is the same model the champions from **Elite**-sponsored teams use to warm up and train indoors.

Elite also has several special Eurobike events planned, which will be from 11 to 11:45 a.m. On Thursday, September 3rd, famous sports doctor and Professor **Francesco Conconi** will use the **RealPower CT Home Trainer** to illustrate the Conconi

test and answer any questions. On Friday, September 4th, celebrated fitness coach **Phil Bodem** will explain how the Training Test applies to the **RealPower CT Home Trainer**. On Saturday, September 5th, **Bodem** will return to demonstrate the **RealPower CT Home Trainer**'s many functions for personal training.

Also certain to attract the attention of show visitors will be two of **Elite**'s latest water bottles, the technologically advanced **Jossa Bottle** and the 100 percent biodegradable **Nature Bottle**.

Elite is proud to be the official supplier of the following Pro Tour teams: *AG2R, Bouygues Telecom, Caisse d'Epargne, Columbia, Euskaltel-Euskadi, Francaise des Jeux, Fuji Servetto, Katusha, and Liquigas.*

For more information about **Elite** accessories and other fine cycling products, including **Limar** helmets, **Ozone** sports creams, **Retro** mirrors, **Selle Italia** saddles, and **Sweat GUTR™** sweatbands, please contact ProNet Cycling at (800) 279-3793 and info@pronetcycling.com. You also are welcome to visit us online at www.pronetcycling.com.

Below, left to right: **Elite**'s new **E-Motion Rollers** and **Fitz Bike Magnetic**.

