

LITESPEED™

Litespeed Announces Flagship Aero Carbon C1R C1R Boasts Lighter Weight and 12% increase in head tube stiffness

Ooltewah, Tennessee – August 31, 2010 – Performance bicycle manufacturer Litespeed today announced the release of the 2011 Archon C1R, the flagship frameset in their acclaimed line of aerodynamic carbon bikes. Material upgrades to the peleton-grade 2011 C1R include 100 gram reduction in weight as well as a 12% increase in head tube stiffness over the 2010 Archon C1.

The C1R also features Reactive Pressure Molding, or RPM, a new carbon manufacturing technique used to carefully control the frame's internal form and wall thickness during construction. Greater control during manufacturing process allows the frames to be lighter in weight and more rigid than their predecessors. The all-new C1R boasts dramatically increased torsional stiffness in the headtube, notable increase in stiffness in the bottom bracket area, and the full array of the Aerologic features including cross-section aero-tuning and proprietary water bottle shroud.

"This bike represents a package of features unparalleled in the market," said Peter Hurley, CEO of American Bicycle Group. "Our entire team has worked exceedingly hard to construct a carbon aero road bike that rides like no other and I couldn't be more pleased with the end result. I have no doubt the C1R will be warmly welcomed by our dealers, industry press, and the avid cyclist alike. "

Hurley also noted the company's long tradition of design innovation: "The value of taking the time and energy to develop material-specific technology has long been evident in our experience with titanium. As the Litespeed carbon range has become more and more recognized in the global market, we see it as both a challenge and obligation to continue that tradition of excellence. We have every intention of holding true to that standard with every pro-grade bike we produce, regardless of material."

The 2011 Archon C1R will officially launch at Eurobike in September 2010. The Archon C1R will be available as a frameset only and is available in five sizes, including model-year 2011 XL.

Background: The C-Series, in development for over 3 years and introduced by Litespeed in 2010, features Aerologic smart frame design which allows for the capture of "free speed." Wind tunnel qualified data verifies a reduction of over 20 watts compared to a standard, non-aero road bike and a 16% advantage across all yaw angles. The shrouded water bottle mount reduces turbulent airflow and drag at 20(degree) yaw by upwards of 8%. The C-Series range features 2 stand-alone framesets and 3 full bike builds, including both SRAM and Shimano.

For additional information about Litespeed, please visit Litespeed.com or contact:

American Bicycle Group

Chris Hewings, Director of International Sales & Marketing

Email : chris.hewings@americanbicyclegroup.com Tel: +353 86 7917850

Cary Brown, Marketing

Email : cary.brown@americanbicyclegroup.com Tel: (800) 229-0198 ext. 256

SOURCE: American Bicycle Group, Tennessee USA