



PRESS RELEASE Kinetic 2014 – Kinetic Twenty20 Bottle Cages and Speed Bags

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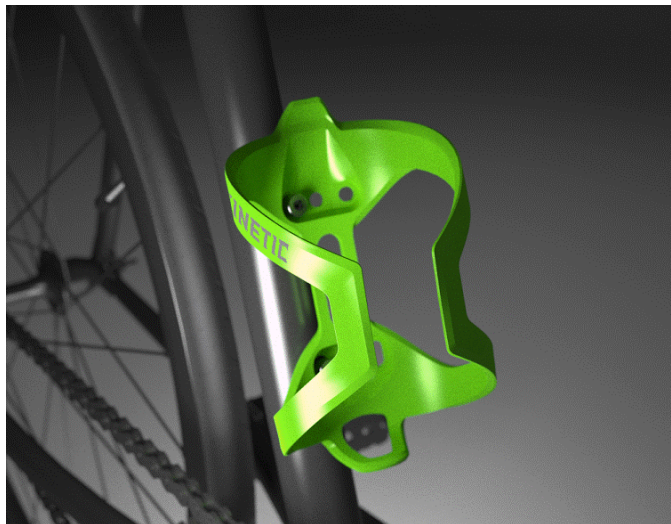
Kinetic Broadens Scope in 2015; Launches Bicycle Accessory Line

Twenty20 Bottle Cages and Speed Bags address cyclists' challenges

MINNEAPOLIS, Minn. – August 12, 2014 - Kinetic Trainers announced the introduction of its new cycling accessories product line with the launch of the Twenty20 Bottle Cage and the Kinetic Speed Bag. The new accessories solve common problems encountered by cyclists and enhances Kinetic's line of indoor trainers, rollers, and training accessories.

The key innovation of the Twenty20 Bottle Cage is that it offers three different mounting positions, including a 20-degree offset left or right, as well as the traditional center-mounted position. The offset mounting positions allow for a more natural arm motion to retrieve or replace the water bottle, yet do not place the cage in the path of the rider's legs.

"We're avid cyclists at Kinetic and it occurred to us that standard cage designs can be awkward to use. People tend to always grab a bottle with the same hand. The bottle is retrieved and inserted from the side, but the cage is designed to be accessed from the front," explains David Simpson, Kinetic Marketing Manager. "So, we decided to fix the problem. The offset mounting options on the Twenty20 makes it the most ergonomic cage available."



Twenty20 cages are constructed of a polycarbonate composite, weigh a scant 38 grams, and will be available in black, white, red and green. MSRP is 15€.

Kinetic Speed Bags

The new Kinetic Speed Bags address the difficulties cyclists encounter when mounting a seat bag to a bike with an aero seat post, especially on triathlon bikes where the saddle is positioned far forward on the post, leaving little space for a bag. Kinetic's Speed Bags use a unique clamp that mounts to the back of the rails, making it simple to install regardless of saddle placement.



“As modern road bikes have become more aerodynamic and as triathlon participation has grown, seat bag placement has become an issue,” states Simpson. “Most saddlebags have the mounting strap or clip in the center of the bag which limits placement options, especially if your seat is positioned forward. Moving the clip to the front of the bag and having it attach to the back of the rails offers a tidy solution.”



Speed Bags are constructed of water-resistant, nylon-covered thermo-molded foam and are available in two sizes, 30 cubic inches and 75 cubic inches. MSRP is estimated to be 40€ for the small bag and 45€ for the larger option.

Kinetic’s new line of bicycle accessories will debut at Eurobike in August 2014, and in North America, dealers will first glimpse them at Interbike in September 2014. Twenty20 Bottle Cages and Speed Bags will ship to retailers mid-Fall 2014.

To learn more about the full line of Kinetic cycling trainers, accessories and clothing, visit www.kurtkinetic.com.

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ABOUT KINETIC (www.kurtkinetic.com)

Kinetic is a division of Kurt Manufacturing, a \$125 million manufacturing company providing highest quality precision engineered parts to the zero tolerance industries of aviation and automotive among others. Kinetic designs, manufactures and distributes the world's only leak-proof cycling trainers. Designed by people who know about precision and sold through a large network of independent bike stores, Kinetic is the brand for people who demand precision and quality. Kinetic Trainers provide the most realistic ride experience available from a trainer today.

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