



PRESS RELEASE Kinetic 2014 – Kinetic Z-Rollers

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Kinetic Applies Its Expertise to Roller Design

New Z-Rollers are lightweight and compact for easy transport and storage

MINNEAPOLIS, Minn. – August 12, 2014 - Kinetic Trainers today announced the addition of a set of rollers, a first for the company, to its product line called the Z-Rollers.

Z-Rollers, named for its tri-folding design, boasts a lightweight aluminum frame and machined 90mm roller drums. It offers portability and ease of use, making it perfect for race day warm-ups or indoor training sessions. When folded, Z-Rollers is the size of a large briefcase, measuring a compact 21” x 20” x 8.8”. It can be stored almost anywhere when not in use.

“For years, pro riders and customers have asked us for a set of rollers that were lightweight and easy to transport,” says David Simpson, Kinetic Marketing Manager. “Applying our trainer design expertise, the new Z-Rollers provide all that, plus the quality and ride we are known for.”

Z-Rollers are Kinetic’s first roller-type cycling trainer and compliments its existing line of stationary indoor resistance trainers, such as the flagship Kinetic Rock and Roll fluid trainer and the Kinetic Road Machine fluid trainer.



“We have always had high standards for our products. Our new Z-Rollers are built with that same attention to detail, and are backed by our unconditional lifetime warranty,” states Simpson.

In addition to the lightweight, compact design, the Kinetic Z-Rollers also features adjustable fit, precision-machined aluminum 3.5” x 14.7” drums, premium bearings, the strongest drum axle on the market, and ergonomic knobs. Like all Kinetic trainers, Z-Rollers are ready to ride right out of the box and come with an Unconditional Lifetime Warranty. MSRP is 355 €.

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.

This release is issued by Kinetic, which retains the ultimate responsibility for the content.