

## PRESS RELEASE Kinetic 2014 – Kinetic Website Launch FOR IMMEDIATE RELEASE

(Thanks in advance for two hardcopies, pdf or website-hyperlink)

### Kinetic Launches New Website

*Site features more content, a new look and upgraded customer service portal*

**MINNEAPOLIS, MN – October 15, 2014** – Kinetic announced the launch of their new website, [www.kurtkinetic.com](http://www.kurtkinetic.com). The new site features enhanced product information including product videos, technical information, reviews, new page layouts and the ZenDesk, a customer service portal. The website is now live.

[Kurtkinetic.com](http://Kurtkinetic.com) showcases Kinetic's expertise in cycling training with frequently updated content centered on cycling news, training tips and stories, and Kinetic-sponsored teams and partnerships.

"The new website is an information hub for all things cycling and indoor training with Kinetic-related content originating here, including social media posts and blog-style news posts. The website is our primary venue to share our expertise and connect with consumers," states Kinetic Marketing Manager David Simpson.

Kinetic retailers and distributors will also benefit of the new website.

They will have access to a new dealer tools such as an expanded image library, a new ad library, and a customer service portal.

"The new website is an easy-to-use resource for our dealers to promote Kinetic products in their stores and in their advertising," explains Bruce Fina, Kinetics' European Sales and Marketing Manager. "We have image and ad libraries with downloadable files of current ads and key visuals that will allow dealers and distributors more autonomy when marketing Kinetic products."

In addition to the new site, Kinetic also recently launched a redeveloped [inRide](#) app. When paired with a Kinetic fluid trainer the app provides accurate, repeatable indoor power training at a fraction of the cost of traditional power meters. The new inRide features an all new user interface and iOS 8 compatibility. The app works with the Apple iOS only with an Android version slated for development.

To celebrate the launch of the new website, Kinetic plans to hold a "30 questions in 30 Days" [Facebook](#) contest, with answers to each question found on Kinetic's website. The contest will





start Monday, October 20, with the daily winner receiving Kinetic's inRide trainer-based power meter system.

Visit [www.kurtkinetic.com](http://www.kurtkinetic.com) to learn more about Kinetic trainers, the new [inRide](#) app and the new site.

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<http://inmotionmar.com/en/media-center/kinetic/>

**Media Contact Europe**

[www.inmotionmar.com](http://www.inmotionmar.com)

Marco Arnold

[marco.arnold@inmotionmar.com](mailto:marco.arnold@inmotionmar.com)

[info@inmotionmar.com](mailto:info@inmotionmar.com)

Tel: +49 711 351 640 92

**Media Contact International**

David Simpson

[simpsondesign@mac.com](mailto:simpsondesign@mac.com)

**Sales & Marketing Europe**

Bruce Fina

[kinetic.eu@gmail.com](mailto:kinetic.eu@gmail.com)

**European Distribution**

BE / NL / LUX: <http://www.quality-brands.de>

DK: <http://www.faktori.dk/>

**Website**

<http://www.kurtkinetic.com>

**ABOUT KINETIC ([www.kurtkinetic.com](http://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.**