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Demo Day DD-409

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## Press Release - MAGURA News 2016 - HS22

For immediate publication

(Thank you in advance for sending two sample copies or a website link)

### **The hydraulic legend lives on – with the new HS22!**

MAGURA HS22 – The low maintenance rim brake with top-class features, made in Germany.

Bad Urach, 27/07/2015 – Magura has positioned the new HS22 right between the great value HS11 and the rim brake classic, the HS33 R. It boasts all of the proven advantages of hydraulic technology plus attractive features drawn from the current generation of MT disk brakes.

Safe, solid and maintenance-free, with the very best braking and no squealing ever - HS brakes are for good reason the top choice for everything from trekking and town bikes to electric bikes. And at a price of €180 for a bike set including both front and rear brakes, the HS22 is proudly “Made in Germany”.

Braking performance is the core competence of every HS brake - the 14 mm master cylinder and the 100% reliable Magura Royal Blood mineral oil fluid guarantee the powerful braking and optimal modulation under all and any conditions for which Magura hydraulic rim brakes have repeatedly and deservedly won top marks in tests. Turbo Pad Adjusters (TPA) make adjusting for pad wear quick and easy, with no tools required.



The ergonomics are no less impressive. The 3-finger brake levers draw their ergonomics from current MT disk brakes – including the latest insights from test winners, for example the new Reach Adjust feature, adjustable to three positions without tools. Removing or mounting wheels is also easier than ever with the EVO2 brake booster.

All of this comes with an ample helping of high technology: brake body, brake lever and handlebar clamp are all made from Carbotecture, and they save 10 g per brake compared to the entry level HS11. With Easy Bleeding and the ability to shorten the brake hose at the lever end, the HS22 is remarkably easy to fit – a huge plus for dealers and manufacturers alike. There is an optional Easy Mount version available too, for even simpler assembly.

HS22 – the legend rides on (and brakes, brakes... and brakes!).

Press images:

High resolution images are available [HERE](#) or please contact us or [g.braun@magura.de](mailto:g.braun@magura.de)

Further information about MAGURA and previous press releases in English and German are available [HERE](#) .

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*Hydraulics for safety, comfort and sport*

*MAGURA, the medium-sized company from Bad Urach, Germany, has for 120 years built its worldwide reputation around its core competence, hydraulics: a reputation not just for passion and technical innovation, but above all for the highest levels of safety and exemplary quality.*

*Around 500 staff in Germany, Asia and the USA manufacture high-tech components for two-wheelers of all types, day in and day out. These components guarantee huge durability, the very highest safety standards and plenty of pure riding pleasure.*

*Other company strengths include plastics technology and also the power sports field: among other customers, BMW motorbikes have been equipped with MAGURA components for the last 90 years. Bosch too has placed its trust in these products from Bad Urach, Swabia, for over 50 years.*