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Press Release - MAGURA News 2016 – eLECT Coach

For immediate publication

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MAGURA eLECT Coach – maximum control and information on your handlebars

A multi-functional digital speedometer to control all of your eLECT components, with its own smartphone app.

Bad Urach, Germany, 25/08/2015 – It was around two years ago that MAGURA became one of the world's first cycle component makers to bring electronics into cycling with its eLECT technology. This could adjust the damping on TS eLECT forks and/or TS eLECT shocks either fully automatically, or wirelessly at the touch of a button, to deliver maximum control to the rider – especially in automatic mode, when the eLECT's sensors determine both the ground conditions and the ride dynamics in real time, and adjust the suspension system instantaneously for optimal response. The stepless travel of the new MAGURA Vyrion eLECT Vario dropper seatpost will also soon be controlled via eLECT.



This system is now complete with a wireless, digital cycle computer, the **eLECT Coach**, a multifunctional control centre for the growing “eLECT Connectivity” product ecosystem. It connects all of the various eLECT products together, and enables interaction between these products. All key data can be seen at a single glance on the display, and the rider is constantly informed of the status (locked/unlocked) of forks, shock and Vario dropper, and of the charge levels of the corresponding batteries. In a tight race this could be the edge you need.

As a cycle computer, the functional reach of the eLECT Coach is practically unlimited, depending only on which sensors are connected to it via ANT+ wireless technology: speed and distance, cadence, power, pulse rate and much more. If altitude data is also supplied via a smartphone (via GPS and Bluetooth Smart), this can be shown in the highly legible display area alongside the usual ride and rider data.

To make processing and sharing all of this data as easy as possible there is a smartphone app developed in-house – for Android and iOS – and a cloud storage service too. Riders can

decide whether the analysis should be for their personal training log-book only, or whether to share their latest feats of sporting prowess on key social media networks, from Facebook to Strava. Other sports and fitness apps can also be used, incidentally, as well as the eLECT Coach app.

The MAGURA eLECT Coach will be available from November 2015 complete with handlebar/stem mount (compatible with the Garmin standard), O-rings and cable ties, at a recommended retail price of € 79.90.

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Further information about MAGURA, and previous press releases in English and German, are available at: <http://inmotionmar.com/en/media-center/magura>

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MAGURA, www.magura.com, the medium-sized company from Bad Urach, Germany, has for 120 years built its worldwide reputation around its true 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 sector: 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.