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Press Release - MAGURA News 2016 – Vyon eLECT

For immediate publication

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World exclusive: MAGURA announces the Vyon eLECT, the first dropper seatpost with wireless remote control!

Bad Urach, Germany, 25/08/2015 – Dropper seatposts are now all but essential for Enduro and All-Mountain riders. They guarantee more fun and more safety on technical trails by letting you set your saddle height to suit the riding conditions –instantaneously, at flip of your finger. And when you're through the key technical section and cranking for more, setting your saddle back to its perfect height at the touch of a button means you will be working at optimal pedalling efficiency.



The new Vyon eLECT adds significant extra functionality and user-friendliness with its MAGURA-exclusive wireless remote operation. With a quick button press on the handlebar remote you can drop the saddle height smoothly by up to 150 mm – then another button press returns it to its optimal position for pedalling.

The Vyon uses the MAGURA eLECT Remote with ANT+ wireless technology. The same remote is already used on MAGURA suspension forks and shocks – so it's technology which has been proven time and again over the toughest courses of the XC racing circuit.

You can mount the eLECT Remote on the left or right of the handlebars as you prefer, and it places the operating buttons right by the grip for instinctive on-trail operation and best ergonomic efficiency. If you also have a MAGURA suspension fork and/or shock unit with eLECT functions on your bike, you can choose what you prefer: one eLECT remote for the VYRON and another for forks and/or shock(s) – or you can use all three buttons on a single remote to control every aspect: full bike control at the touch of a button.

Seatpost clamping is hydraulic and rock-solid, using the legendary MAGURA Royal Blood fluid for a practically maintenance-free system – and if it is ever necessary, bleeding the Vyon's hydraulic system is remarkably easy.

Own more than one bike? It's easy to move the Vyon between bikes thanks to the wireless system – so no cables or hydraulic tubes to manage – and you need no tools, either. Plug

and play. As a bonus, this also makes removing the Vyon system to prevent theft quick and easy.

The seatpost's rechargeable battery needs topping up only after around 400 actuations, typically around two months' use. A motion sensor in the seatpost puts it into sleep mode to save battery power when the bike is not being moved, and MAGURA's engineers have ensured that even if the battery in the remote or the main rechargeable pack in the seatpost are almost empty, you still have up to 20 emergency actuations available via the buttons on the seatpost itself to get you home. Back at civilisation, you can recharge from empty in around 3 hours via the micro USB port.

The Vyon will be available from November 2015 in two popular diameters (30.9 mm and 31.6 mm). Recommended retail price is € 400.

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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.

