



BH Expands into High End Women's, Tri Bikes in 2009



Tempe, AZ – BH Bikes is greatly expanding its high end bike offerings for 2009, beginning with the launch of the race-inspired Cristal for serious female riders.

The Cristal uses tube-to-tube construction to achieve a 900-gram frame weight while maintaining the excellent climbing and stable descending characteristics every BH is known for. BH uses advanced tubesets to tailor the ride to the rider's size and weight. Short chainstays make the Cristal accelerate and climb like a rocket. The hidden downtube cable groove makes for a clean look and actually adds considerable lateral stiffness to the bike.

"We've put some incredible paint jobs on the Cristal, but even so, performance is not a fashion choice. This is a bike for women demanding something more out of a women's specific bicycle. This bike is every bit as advanced as our G4 and Connect, but is tuned for a woman's physiology and weight," said Adam Vincent, marketing specialist of BH Bikes USA.

The new Global Concept Aero should have both Triathletes and TT specialists licking their chops. The monocoque frame has an incredibly thin profile to slice through the wind. Further aerodynamic enhancement comes from the headtube and aero wheel cutouts front and rear. Optimized head tube heights allow for a comfortable aero tuck and maximum wattage output. The bike accommodates 74 to 78-degree seat angles.

BH USA is a global partner of Spain's BH Bikes, Spain's premiere bicycle maker. The company is based in the mountains of Northern Spain. BH is celebrating its 100th year in 2009.

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Pivot Launches Firebird Long Travel Trail Bike



FOR IMMEDIATE RELEASE

Tempe, AZ – Pivot Cycles launches its newest trail Bike. The much anticipated Pivot Firebird is a 167mm (6.5 – inch) travel bike that is at home on epic rides as it is on shuttle runs.

“This is an exciting project for us. We’ve created a bike that can handle some big, downhill terrain, but climbs and accelerates extremely well,” said Chris Cocalis, Pivot Cycles president.

Dave Weagle, dw-link designer, and Pivot designer Kevin Tisue collaborated with Cocalis to get this bike dialed. Weagle’s successful downhill bikes combined with Tisue’s downhill racing experience gave the Firebird touches that every “go big” rider will love.

The dw-link’s position sensitive anti-squat characteristics allows the Firebird to soak up the big hits, but makes for a bike with exceptional climbing and snappy acceleration. One secret to the Firebird’s downhill prowess is the floating shock mount (the shock mounts to the linkages rather than the frame) that gives the bike a variable shock rate -- shock is working optimally throughout the travel, giving precise control over the suspension performance at every point in the travel. The result is awesome small bump compliance and a controlled ride for every size and speed of hit imaginable, allowing you to ride faster and in control..

The Firebird features patent-pending technology to improve the overall trail riding experience. We will release the full details of this technology Sept. 22, the first day of the On-Dirt Demo

The Pivot Firebird is equipped to run a triple chainring for trail riding, but comes with ISCG mounts to mount a single ring chain guide setup for shuttle runs.

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