

DMRBIKES**SLED Ride**

UK company, DMR Bikes, made headline news this year with SLED, its first alloy full sus bike. Highly acclaimed by media and athletes alike, the 160mm virtual pivot design seems set for greatness, just like DMR's world famous pedal range which is now complimented with the Brendan Fairclough signature DeathGrip range. On show is the latest SRAM XO-Eagle built SLED bike, new VAULT Midi flat pedal and new Race Edition DeathGrip.

**Mountain Crank**

When you stamp on your pedals huge forces are transferred through your cranks. Stiffer cranks translate into more effortless riding. Praxis have mastered the engineering on hollow-forged alloy and now hollow-carbon cranks with the new LYFT mountain crank. Using larger diameter 30mm axles made from high grade alloy, Praxis cranks further drive down weights and increase performance in every model. Praxis' unique outer chainring tooth profiles are made using a one-hit cold forged process for superior gear shifting with a significantly longer life. For one-by fans the Praxis "Wave Technology" single rings run quieter, more efficiently and retain the chain from unwanted derailments.



PRAXIS
BICYCLE COMPONENTS

Shuttle launch

PIVOT
CYCLES

Pivot's Shuttle is without a doubt the hottest eMTB at the show! Launched to international acclaim just four weeks ago, Shuttle is already re-defining the thinking on high performance eMTBs. Combining advanced design features from other Pivot models and the latest Shimano Steps E8000 motor but with an external battery system contained inside the carbon frame, the Shuttle boasts the lowest in-category weight at 19.95kg, (44lbs) that promotes playful, effortless riding. Also on show from Pivot is the new limited edition 10th Anniversary edition Mach5.5 and one of Bernard Kerr's World Cup downhill Phoenix bikes.

**Triple Play**

KINESISUK

Three exciting new bikes from KinesisUK are at the show. As the Cyclo Cross season kicks off, the CX1 promises to be a competitive racing frame with disc or cantilever brake compatibility at great value. For local or world adventures, TripsterAT is the best distance gravel bike to take you literally anywhere in the world. On Saturday meet Kinesis brand ambassador Ed Shoote on the stand and on the main stage and hear about his latest adventures. If pure road adrenalin is your kick then the new Aithein EVO will bring faced paced, lightweight and affordable racing to your stable.

**Premium rubber**

challenge
HANDMADE TYRES

What type of tyres do professional Road and Cyclo Cross athletes compete on? Hand-made Tubular. Why? Because they offer the highest levels of speed, comfort, grip and the lowest weight of any system. Challenge hand-make the world's finest Tubulars tyres. The exact same as the pros use are available to regular cyclists. However, the "Tub" system is a commitment, so Challenge offer a full range of hand-made clincher tyres too. Made with the same supple side walls and superior materials as the "Tubs", the ride quality of these clinchers offer the greatest advantage to riding performance and comfort, for the lowest cost compared to other component upgrades. Find out more from Challenge at the show.

**Range updated**

LEZYNE
World renowned accessory brand Lezyne is the benchmark for style and quality with its beautifully engineered products. The whole Lezyne LED range boasts massive increases in Lumen output making sure you will be seen day or night with new products like the innovative Laser Drive LED. Lezyne GPS navigation computers now get massive firmware updates that boast innovative industry leading features with prices held at a fraction of the other GPS computers. And if that's not enough, Lezyne's range of tools and pumps got zapped with a colour makeover to make you fizz.

