

Bike BIZ

FOR EVERYONE IN THE BICYCLE BUSINESS

NEW PRODUCTS



1 MOORE LARGE (1)

KMC has developed a tool specifically designed to aid chain dismantlement without allowing any damage to occur in the process.

The 'Missing Link Plier' is the first of its kind to hit the market and provides a quick and safe way for all cyclists to dismantle their chain.

The recommended retail price for the KMC Missing Link Plier is £11.99.

Knog also has a new range of lights out – dubbed 'Beetles'. The lights feature two LEDs packed into one shell and a budget friendly retail price of £12.00. Like Knog's other product, it doesn't follow conventional design and as such is a highly versatile light capable of clinging to most areas of a bike. The Beetles emit 20,000 lumens per unit. Moore Large – 01332 274 252

HOTWHEELS (2)
EXPOSURE has launched a new series of coloured half-link chains for all those out there who like to decorate their rides to the finest detail. Colours include pink, green, white, gold and standard silver. The Shortlink chains retail for £12.99 for standard silver and £15.99 for coloured options. Hot Wheels – 01202 732288

PURE COL (3)
PURE COL has developed a 'magical pill', which when taken every day helps kill joint pain, increase your agility, stamina and performance while working out and ultimately boost fitness. The 100 per cent pure collagen formula comes in tablet form, providing the ideal solution for gym-goers, athletes and sports people alike seeking physiological protection, maintenance and repair.

Collagen is the most abundant structural protein found in cartilage, muscle, tendons, ligaments and bones. It has, however, been scientifically shown that collagen diminishes at a rate of approximately 1.5 per cent per annum from the age of

25 years onwards – which is why it is essential to supplement this reduction to ensure optimum maintenance. With over 20 years of research and development, the now patented formula ensures that the objectives of optimum



bio-activity and as close to 100 per cent absorption by the body is achieved. www.collagen4u.co.uk

WICLER (4)
INNOVATIVE device Wicler is an electronic handset specifically designed for the bike, featuring Blue-tooth hands-free technology, which can be linked to mobile phones. Secondary functions include an MP3 player, FM radio and as an additional safety bonus, a bright front light. As if that wasn't enough functions squeezed into the handy mountable gadget, it also sounds a bell on command.

The gadget features an in-built powerful speaker, microphone and high-contrast LCD screen for ease of use.

Being mountable to a bike,

it's resistant to the elements, dust and vibration. The system also doubles up as a road-legal hands-free kit for car journeys. Javier Villar, MD of Wicler said: "It is a gadget that will come especially well in pre-season, in that it is necessary to do endless cycling journeys to obtain resistance. In my opinion, Wicler is going to be very good for the world of cycling." www.wicler.com

NEOGUARD (5)
NEOGUARD has just received its latest delivery of second generation NeoGuard mudguards. From the initial launch, rider feedback has been taken into consideration and as a result the thickness of the neoprene has been reduced by 1/8 mm to aid the stretchiness. The length of the large model has also been reduced by 10mm to better fit Boxer and Fox40 forks. The length of the extra small has also come down by 5mm to help fit shorter travel forks.

Neoguard has just signed a distribution deal with Tribe Sport Group in France, while the brand is currently in negotiations with several UK distributors and hopes to make an announcement soon. To find out more, email trade@rapidracerproducts.com

KMX (6)
ON THE back of scooping the best new product award at Cycle '08, KMX Karts has expanded its plans for the

UK market. Now distributed by Raleigh subsidiary Eurotek Raleigh, dealers can get hold of the seven-model range, which consists of both kids and adult models.

Barry Smith, the inventor of the KMX Kart, said: "Once you have ridden a KMX you are hooked and all our customer feedback tells us that they preferred our trikes over our competitors' so we know we are on the right track – we also give one-to-one, post-sales customer support which is unrivalled."

As a pre-Christmas promotion, KMX is offering free delivery (worth £15) on trikes ordered before December 16th.

In the next year, there will be an electric 'assist kit' launched that can be fitted to any KMX. Also, a rental specific model aimed at holiday leisure centres is planned, as well as continuing development of the current models and accessories. KMX is also hoping to use the karts to roll out a road safety campaign with local schools.

Karts are priced from £234 to £1,741 (retail). KMX – 02392 750000



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