

## MCM SELLE AN-ATOMICA™

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Selle An-Atomica Dealers,

Product History - Model Basics - Rider Experience



We are proud to complete the first year producing original Patent Pending Selle An-Atomica designs at Wisconsin production facilities. Production staff have worked very hard and done very well establishing multifaceted manufacturing capability for our new product line.

Production commenced with the most popular saddle width after eighteen months market testing, the Titanico. It is pictured below with the Adjustment Procedures, QA Inspection Serial Number and Product Registration cards. This first year of sales confirmed significant R&D findings of the previous four years. (Ref; Saddle Design White Paper on the website.) Most important in this case is that saddle width becomes much less important to individual comfort when the rider has a saddle platform designed to accommodate complex pelvis motions R&D identified.

Due to applied research the Titanico, our widest saddle, is working very well for petite riders 5' tall, 100lbs, up to riders weighing 300lbs on 6'6" skeletal frames. This is because of unique design attributes.

In almost 100% of cases where the same rider purchased Titanico (wide) and Robusto (medium width) saddles this year, those riders exchanged the Robusto for another Titanico.

It is important to note the we still remanufacture Brooks components to produce Robusto and Settebello saddles. We do not offer these to dealers, only for sale directly to consumers. The fundamental shapes and materials in the Brooks product are not as accommodating as Selle An-Atomica Patent Pending designs.

Original Selle An-Atomica Robusto and Settebello models (medium and narrow) will come into production in Wisconsin during 2007.

Selle An-Atomica is so comfortable and accommodating it sells as easily as asking a dealer or consumer to ride it in street clothes on a stationary bike for a minute. We take calls and orders from new dealers on a regular basis because our online customers are in the local IBD ranting & raving about Selle An-Atomica.



We supply dealers with a Color Swatch sample set and laminate samples.



The Laminate Samples illustrate difference between a Standard (L) and Clydesdale (R) leather laminate under layer.

Laminate samples make excellent Show & Tell sales tools. Customers like to handle these to feel supple, high quality leather while remembering all the pain they've suffered on other saddle brands.

Standard laminates (below) are for riders up to about 180lbs.



Clydesdale laminates (below) are for folks heavier than 180lbs and for those doing extreme high mileage who may want a firmer ride.



We make saddles from two distinctive leather products. The most popular is proprietary Second Skin Watershed, aka, Watershed Chameleon leather. It is waterproof and maintenance free and is more supple than Traditional Saddle leather. The Watershed Chameleon leather is only available with Standard or Clydesdale laminates.

The Watershed leather is on the left in this photo. Notice that water beads up on the surface. The Traditional Saddle leather on the right is absorbing water like a dry sponge and losing its molded shape as a result. During a 90 second shower the Watershed leather absorbed 0 grams of water weight while the Traditional Saddle leather gained 52 grams equal to 33% of the dry weight.



The difference between two leather materials is self evident in the photo on left where two leather pieces are turned over. The Watershed sample on the left was drum dyed so it is black through and through. The Traditional Saddle leather piece is a natural color and was dyed black on the surface only for these tests.

We use the finest Traditional

Saddle leather, aka, English Bridle leather to make quality saddles at lower costs. Traditional Saddle leather models should be bundled with our Saddle Care Kit, pictured at right. We tested countless products over four winter rain seasons in Northern California where we logged 3,000 - 4,000 miles each year to arrive at these two choices.



Sweat or rain absorption will limit the life of even the best Saddle (Bridle) leather if not treated with good waterproof paste and conditioning crème. Sweat or rain absorption is harmful to the leather.

Watershed leather models are only available with the laminates pictured above. Traditional Saddle leather models are available with Standard or Clydesdale laminates and without the laminate layer for riders weighing less than 120lbs. The non laminated saddles are good for folks who only ride occasionally during fair weather months.

Models are identified by the Serial Number on each saddle and QA card:

W13 = Watershed Leather Titanico

WC13 = Watershed Leather Clydesdale Titanico

S13 = Traditional Saddle Leather Titanico

SC13 = Traditional Saddle Leather Clydesdale Titanico

S23 = Traditional Saddle Leather NO Laminate

We make Watershed Leather Handlebar Tape in five colors to match saddles made from either leather material. The handlebar tape is wonderful in hot and cold climates, desert heat and pouring rain. It is longer lasting and more durable than cork tape, hence less costly in the long run. It provides consistent grip and feel in all conditions.



For the person who wants something different, we make lovely Limited Edition Ostrich Hide saddles. These are available in a wide variety of colors, almost any you might imagine. Black and Cognac pictured are most popular. Ostrich hides offer three distinctive naturally occurring grain patterns; commonly known Quill (L), Striated (M), and Reptilian (R). The

quill bumps are flattened during the saddle molding process. The Striated pattern is a beautiful, distinctive cross hatch grain. Reptilian hide is from the leg. It looks more like snake skin than anything else. It is not wide enough to cover an entire saddle so the customer can choose one of our five leather colors for the base. The Reptilian Ostrich hide color of choice is bonded to the base Watershed leather color of choice.



2006 sales percentages helpful when placing first orders:

Approximately 85% of saddle sales are Watershed Leather compared to 15% Traditional Saddle Leather.

Saddle colors sell at following approximate percentages:

Black 50% - 60%

Red, Mahogany, Golden, & Brown are popular in that order and sell in 15% to 8% range on average.

We offer Drop Ship services on all pre paid orders for Dealers and Distributors when your customers have urgent needs.

Selle An-Atomica are in service on all types of bikes at all skill levels from beginners to card carrying professionals. They are exceptionally good to beginning riders struggling to increase time and



mileage on the bike. Extreme high mileage riders of all disciplines love Selle An-Atomica for the freedom from saddle sores and the aches and pains they learn to live with in the course of the training and competition miles on other brands.

Selle An-Atomica do not have a break in period. Team JDRF, 2006 RAAM mixed tandem team class winners started the race on saddles new out of the box. The Crew Chief fought this choice but

was overruled. Somewhere in Pennsylvania he was told to stay away from the saddle tension adjustment having just remembered to do this for the first time since the start in Oceanside, CA. The riders were reminded at the moment they had covered more the 2,000 miles and had not once thought of their bottoms! One of the women team members phoned us after accumulating more than 5,000 miles on this saddle to confess that she was worried because she was still so comfortable and had not yet adjusted the tension screw.

It is worth pointing out that we also confirmed another R&D finding during technical assistance work with Team JDRF in days leading up to the RAAM start. Three of four riders had saddle positions from 5mm to 2.5cm too high. These riders all have noteworthy ultra cycling credentials. Our research is showing that a large percentage of the population suffer on the bike for this reason.

The only potential saddle returns this year have been customers who were struggling to position the saddle for optimum comfort. These customers always begin a conversation by saying that they are more comfortable on Selle An-Atomica than any other brand they've ever ridden and they need help understanding how a given adjustment change will effect their remaining discomfort.

Selle An-Atomica illustrated instructions with each saddle are unique in the industry. Three of five saddle positions describing are choices consumers experience for the first time in their cycling life. This has lead to a limited number of callers who have been unable to get the position just right during their initial rides.

Each saddle ships with items pictured; a proprietary Adjustment Procedure which includes Leather Care information and saddle position record keeping chart in one four page pamphlet, a Quality Assurance inspection serial number card, and product registration card.

