

MCM SELLE AN-ATOMICA™

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To Selle An-Atomica Dealers

New Testimonial

Thanks Tom,

I used one of your saddles [Titanico LD Watershed] right out of the box for Sebring 12/24 hr last week. As expected, no problems with it at all. You have a very good product!

Looking forward to pain & injury free RAAM this year with all my bikes featuring Selle An-Atomica.

Sincerely,
John J:)

Bike Sebring 12 And 24 Hour Bicycle Endurance Races
February 17-18, 2007 at Sebring, FL
Race Director: Mark Andrews
Timing and Scoring: Alta Vista Sports

OVERALL RESULTS MALE SOLO 12 HR

Place No.	Name	Laps	12hr
1	112 John Jurczynski	13	11:52:14
2	161 John Fuoco	12	11:45:04
3	163 Dan Fuoco	12	11:45:06
4	178 Bruce Doras	11	11:37:58
5	197 Joe Fritz	10	11:37:59
6	170 Joe Switzer	10	11:39:14
7	160 Chris Lentjes	10	11:46:27
8	110 Ray Hannah	10	11:46:55
9	206 Daniel Pack	10	11:52:16
10	208 Johnny Garner	10	12:00:24

Paris Brest Paris - August 20-24, 2007.

We are experiencing a significant increase in saddle & handlebar tape sales to riders planning this year around Paris Brest Paris (PBP), the historic 114 year old, 1200km riding racing event.

With PBP coming only once every four years there is momentous pent up product demand for essentials and anything new that may improve rider comfort and chances at finishing 750 miles within the 80, 84, or 90 hour limits.

I'm told by numerous people across the country and around the world that randonneur forums and online chats are rife with "why to use this

saddle" conversation. Ted, a happy Florida customer called this month to order extra saddles for his PBP endeavor. Ted tells me the top 20 threads on one randonneur forum are all Selle An-Atomica discussions.

For all dealers with randonneur clients we encourage you to have store staff and Selle An-Atomica users read the Saddle & Handlebar Adjustment Procedures included with every saddle kit. Riders will improve their finishing chances if they experiment with incremental changes of saddle and handlebar position during routine riding and training for PBP.

In particular, we suggest folks experiment with Height, Tilting, Rotating, & Tension settings.

Important to PBP success;

- A saddle 5mm too high will be the kiss of death. Follow your customers around the block on a bike and watch from behind for the slightest bit of horizontal hip rocking.
- Balance the core/torso weight appropriately over the ischial tuberosities/sit bones through tilting.
- Rotate a seatpost slightly off center to address pressure points under one IT/sit bone, or on the saddle side at the thigh groin juncture.
- Tension is a personal preference. There will eventually be problems if tension is too loose or too tight. There is an average comfort range of 3-6 rotations of the tension screw for a given rider.
- Finally, moving hands up and in closer to the torso will help riders complete this arduous 750 mile ride with fewer neck, shoulder & hand aches and pains.

Premature ride ending injuries can result if these issues are not properly addressed. We know an American Airlines pilot forced into early retirement because he suffered sever nerve damage to both hands during PBP in 2003 due to a poor bike fit and blind determination to finish PBP at all costs. He has never fully recovered feeling in his hands.

The PBP distance within the established time limits is not easy in a perfect world. Everything you can do for your customer's comfort on the bike will be worth the time and money. They will come home from Paris happy winners, members of an extremely elite fraternity of cyclists if you can help them with all important saddle and handlebar essentials.

You may find that customers need fitting & testing services, miscellaneous parts and supplies, new seatposts that provide for special and easy to change tilt settings, new handlebar stems that moves the bars closer and higher, and new bars with short/shallow reach and ergonomic contours. You should also offer a spare parts roadside repairs kit. Riders need to change shorts about every 150 miles to reduce or prevent possibility of infectious injuries such that you'll want to sell them this new clothing and Assos Chamois Crème. Assos has special medical ingredients unlike any other brand.

Our Watershed leather handlebar tape sets wrapped over gel pads or dense foam pads specially cut and positioned will improve rider comfort by reducing hand pressure points and providing consistent grip in all weather conditions.

Finally, you should offer all your PBP riders a comprehensive pre PBP bike tune up. NEW tires, Michelin A-1 Butyl tubes (NO latex tubes please), and new derailleur cables are a must. Mechanical details should include; trued wheels, spoke & rim stress point inspection, bottom bracket inspection & adjustment, head set inspection & adjustment, inspection of all nuts, bolts, screws and other fasteners. A broken seatpost clamp screw or derailleur cable will put the end to an investment of significant time and money and your customer has to wait four more years to try again. Do everything you can for them today and they will thank you upon their successful completion.