

## For Immediate Release

### Lighten-up and Stand-out with Tioga's New BMX Racing Saddle

Tioga is going back to the basics with the introduction of the D-Spyder BMX racing saddle. Inspired by the simplicity of the molded one-piece BMX saddles so iconic in the 80's, the D-Spyder is an updated version with modern aesthetics and functionality designed for the new generation of BMXers who demand components with style and substance.

Pad-less saddles generally offer the distinction of lighter weight and better durability compared to padded saddles, but are often considered much less comfortable. The D-Spyder pushes the limits of pad-less saddle designs by incorporating Tioga's patented SpyderWeb saddle shell technology, designed to flex and conform to the rider's anatomy and provide a level of comfort unimaginable from its stunning appearance. "The flexibility of the shell has much greater impact on the overall riding experience than the pad itself" explains Kai Cheng, Tioga's Marketing Manager. "The SpyderWeb technology allows us to save substantial weight by eliminating the pad while retaining great overall comfort" concluded Cheng. At 5.6 Oz, or 160g, the D-Spyder is significantly lighter than most BMX saddles on the market.

Durability of the D-Spyder is heightened by its Carbonite shell, a proprietary blend of polyamide, reinforcing fibers and chemical additives, tested to withstand the rigors of BMX racing. D-Spyder is also equipped with Hollow Composite Alloy seat rails that exhibit greater strength to weight ratio than solid Titanium rails. Finally, add the fact there's no pad or cover to rip and tear, the D-Spyder is the poised to become the prototypical BMX racing saddle.

The D-Spyder saddle is available in black or white and should hit fine retailers in January 2009.

#### *About Tioga:*

*A design driven bicycle components company focusing on function with style. In over 30 years in the cycling industry, Tioga has created numerous industry advancing components from the Comp-III BMX racing tire and the T-Bone stem to the standardization of the 1-1/8" steering system. Tioga's new generation of components are not only functionally designed to accommodate athletes with serious skills, but also styled to reflect their commitment to the sport.*