**Tour De France winning team uses PRO TeXtreme® disc wheel**

**Borås, Sweden, 6th of August 2012**

Riders from the team that won Tour De France 2012 used the new PRO TeXtreme® disc wheel during the competition. The PRO TeXtreme® wheels features the unique TeXtreme® Spread Tow carbon fabrics that reduce weight and improves mechanical performance of the wheel.

Professional cycling teams asked the development team of PRO to design a wheel that is lighter, more aerodynamic but with the same riding experience as PRO’s current wheels. With that challenge the development team started working on a new disc wheel. The results is the PRO TeXtreme® wheel and it is already giving results. The PRO TeXtreme® disc wheel will be officially introduced at the Eurobike show in the end of august.

“We are happy to see PRO TeXtreme® wheels contribute to victories already and joining the team of winning TeXtreme® products like Formula 1, etc. We have many customers in the bicycle industry acknowledging the benefits of TeXtreme® and many new bike applications will hit the market soon, hopefully contributing to more victories.” says Andreas Martsman, Vice President Marketing & Sales of Oxeon.

By using the TeXtreme® Technology and a carefully selected resin system PRO was able to keep the weight below 1kg. The nominal weight of the PRO TeXtreme® disc wheel is 975 grams. The PRO TeXtreme® has an overall wide Aerofoil shape and a wide 24mm rim. The woven Spread Tow structure from the TeXtreme® Technology provides a superior surface smoothness. Compared to other wheels, PRO is using a unique wheel building method (pressurized oven) which allows them to create a monocoque (1 piece) construction instead of two half shells bonded together. The monocoque construction helps saving weight but keeps the same rigidity and excellent riding characteristics.

The win in Tour De France puts the PRO TeXtreme® wheels in good company with other winning TeXtreme® featured products and users in among other industries such as Formula 1, ice hockey sticks, surf boards.

TeXtreme® Technology is a flexible and tow size independent technology that enables development of ultra light composite reinforcement solutions tailor-made for specific application needs. TeXtreme® is produced spreading carbon fiber yarns into thin UD tapes that are used to weave a fabric. This renders optimized Spread Tow Tapes and Spread Tow Fabrics that enable production of composite parts that are 20-30% lighter with improved mechanical properties.

**About PRO.**

To stand still is to go backwards. That’s why PRO develops high quality handlebars, stems, saddles, seat posts and bike accessories. An extreme downhill, a close sprint to the finish line or a technical single track: we facilitate a top performance. Thanks to intense collaboration with professional cyclists, cyclo cross racers and mountain bikers, PRO helps you to get ahead. PRO continues on the road it has taken. No matter if it’s paved with rocks, cobblestones, asphalt, wood or mud.

**About Oxeon**

Founded 2003 in Sweden, Oxeon has quickly established itself as the market leader in Spread Tow Reinforcements. Use of these spread tow carbon reinforcements increases the mechanical performance of composite material products and reduces the weight. Utilization of TeXtreme® Spread Tow Fabrics and TeXtreme® Spread Tow Tapes by manufacturers of advanced aerospace, automotive, industrial and sports products in applications that have critical material performance requirements has affirmed the significance of ultra light TeXtreme® materials.

For press statements, please contact: For other press inquiries, please contact:

Rudy Bouwmeester Christian Borg

Manager PR & Events Communication & Brand Director

Shimano Europe Oxeon AB

Tel: +31 341 272 259 Tel: +46 33 340 18 13

E-mail: [rub@shimano-eu.com](mailto:rub@shimano-eu.com) E-mail: [christian.borg@oxeon.se](mailto:christian.borg@oxeon.se)