

PRESS RELEASE

SportCrafters Expanding Distribution in Canada



May 28, 2014 – Podium Imports is now the exclusive distributor for [SportCrafters](#) in Canada. By early June 2014, Canadian dealers will be able to purchase the full line of training products and take delivery from one of Podium’s two warehouses. Podium Imports distributes high-end cycling, running and swimming products across the country.

SportCrafters manufactures unique training products for two-wheel bikes, recumbent trikes and handcycles. The Omnim Trainer, the newest in the line-up, is a lightweight, folding trainer that is perfect for travel and race warm-up.

“I am really thrilled to be adding SportCrafters to Podium’s roster,” said Brian McCoy at Podium Imports. “We are always looking for innovative products and SportCrafters’ ARC Technology puts variable resistance in rollers for the first time. This is a can-do company that has the same passion for cycling as the retailers who sell their product.”

In addition, SportCrafters is supporting the Canadian Cycling Association through the 2016 Rio Olympics as an official supplier. Cycling Canada’s various programs, and the Track Cycling program in particular, will be using SportCrafters rollers and trainers for training and pre-race.

“We are thrilled to be working with these two organizations,” said SportCrafters Marketing Manager, Sarah Houser. “Dealers will be able to take advantage of great booking programs and quick delivery through Podium Imports, and we are able to help develop and promote the sport of cycling with Cycling Canada.”

Visit www.podiumimports.ca to become a SportCrafters dealer in Canada.

