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PRESS RELEASE SportCrafters 2013 – Omnium Trainer

Come visit us at Interbike, Booth 34166



SportCrafters introduces the Omnium – the world’s first folding race warm-up trainer

SportCrafters, the world's largest manufacturer of bicycle rollers, is proud to introduce the only folding race warm-up trainer on the planet that folds up small enough to meet FAA regulations for carry-on size luggage, and does not wear race tires like traditional stationary trainers. This lightweight, compact trainer provides enough resistance for high-intensity intervals during race warm-up, can be tossed in a backpack for the commute across town, and easily unpacked for a spin at the hotel during a business trip.



“We have received tremendous response from the cycling community about this product,” says Peter Colan, Owner of SportCrafters. “It solves a problem that all competitive athletes have: namely, transporting a heavy, bulky trainer to events.” The SportCrafters Omnium Trainer provides the perfect solution.

The Omnium is incredibly easy to use. The frame pivots at two points, folding over itself and locking in place with the skewer. When unfolded, the middle section telescopes to fit any wheelbase. The two front supports screw into the trainer frame to ensure stability during use, and slip into the hollow sections of the frame when the trainer folds up. The front fork mount reduces the risk of chain alignment issues resulting from removing the rear wheel or skewer. In addition, because the trainer does not clamp to the rear wheel, you do not have to worry about wear on your expensive race tires.

What makes the resistance in the rear drums possible is SportCrafters' patent-pending ARC Power Modulation Technology. High-power magnets are drawn closer to the inside of the rear roller drum as speed increases, and, in turn, resistance increases. The system is simple, solid, and does not require maintenance. Compared to similar technology, ARC provides real-road progressive resistance over a larger range of speed. Essentially, this technology **obsoletes the fluid system** that is so prevalent today, because it provides the same power profile but is lighter weight, will never leak and is legal to carry on to an airplane.



SportCrafters will be exhibiting at Interbike, and you can visit us at Booth 34166. We will be accepting exactly **100 orders for the Omnium** – limit one per dealer, so come see us early! Also check out our product demos, Interbike Specials, funky photo booth on Wednesday and Thursday, and GoldSprints contests from 10am – 1pm on Friday! The SportCrafters Omnium Trainer will be available through several national and international distributors by Spring 2014 for \$449.00. High-resolution photography will be available on September 10, 2013. Please contact Sarah Houser, Marketing Manager, at sarah@sportcrafters.com.