

## **SELLE ROYAL UNVEIL NEW AURORAE AND FORUM COMMUTING AND TOURING SADDLES**

**Two new Selle Royal  
commuting and touring saddles  
boast new technologies and  
designs for every rider,  
alongside the first eBike specific  
saddle eZone**

31st October 2017, Italy

Selle Royal announces the launch of **Aurorae** - a saddle for light touring or commuting and **Forum**, which uses premium materials for more performance-focused touring and commuting. This follows the recent, and successful launch of **eZone** - the world's first eBike-specific saddle.

### **Aurorae**

This is a saddle for light touring or commuting in the relaxed position. It combines the immediate comfort of a soft-touch cover with the shape memory of Slow Fit Foam, a visco-elastic material that moulds to the rider's body to guarantee uniform weight distribution.

Ultimate comfort is guaranteed by shock absorbing elastomer suspension plus, it also has a foam matrix, an open cell structure providing increased elasticity and breathability to guarantee a durable and comfortable saddle.

SRP: €24,90

Sizes: L 254mm / W 231mm



For more information, please visit <http://www.selleroyal.com/media-center>



### **Selle Royal contact**

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### **About Selle Royal**

Selle Royal has been a world-leading bicycle saddle brand for over 50 years. Our history is one of continuous innovation built on research, technology, and advanced design. Selle Royal exports to over 70 countries worldwide and is the choice of many important and prestigious bicycle manufacturers. Our saddles have won numerous design awards and are today the subject of scientific research in the bio-engineering laboratories of major European Universities.

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### **Forum**

Forum features an ergonomic hole to provide pressure relief near the rider's points of contact. This saddle combines the immediate comfort of the Mokka soft-touch cover with RoyalGel™ providing the highest level of comfort, improving blood circulation by reducing pressure peaks up to 40% thanks to its unique tridimensional gel structure.

FORUM ATHLETIC - for urban commuting, touring and faster paced riding in the athletic position

SRP: €39,90      Sizes: L 276mm / W 156mm

FORUM MODERATE MEN - for men for touring or commuting in the moderate position

SRP: €39,90      Sizes: L 271mm / W 180mm

FORUM MODERATE WOMEN - for women touring or commuting in the moderate position

SRP: €39,90      Sizes: L 261mm / W 189mm

FORUM RELAXED - for light touring or commuting in the relaxed position

SRP: €39,90      Sizes: L 247mm / W 214 mm



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"We are continually investing in Research and Development and are pleased to further extend our range, offering our core customer base of commuters and tourers greater choice with no compromise on comfort or performance," Says Roberto Bucci, Brand Director at Selle Royal.

### **eZone**

Aurorae and Forum join eZone, the first saddle on the market specifically designed for modern commuter, leisure, touring, off-road and urban eBikes. It's the result of a comprehensive study of eBike users in collaboration with world leading designers at BMW Group subsidiary Designworks. eZone's unique features include:

- Three zones with specific shapes and dimensions, featuring flexible wings for enhanced control and balance, for added safety during acceleration
- An elevated rear section to prevent backward sliding and shorter nose to aid in mounting
- A tridimensional 3D Skingel structure that reduces pressure peaks by up to 40%, placed intelligently to reduce overall saddle weight

The Aurorae, Forum and eZone are all available now at [selleroyal.com](http://selleroyal.com) and through Selle Royal's selected retailers.



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