

## **SELLE ROYAL RE-LAUNCHES THE ELLIPSE SADDLE RANGE**

6th July 2018 – Pozzoleone, Italy:

Selle Royal – the global market leader in comfort saddles – launches its 2018 version of the successful Ellipse range at Eurobike (stand A5-301) in Germany. With a new contemporary design across the four-piece collection and updated features, including Double-Cover Side Protection for extra durability, the Ellipse range offers the ideal solution for those seeking ultimate comfort while riding their bike.



The central anatomic hole is a remaining feature from the original Ellipse, designed for pressure relief; however, the hole in this range edition is wider, improving the anatomical performance. The ultra-comfortable Royalgel is also a retained integral feature, which is now incorporated into Selle Royal's special 3D Skingel, to guarantee maximum comfort in the ischial and perineal areas.

To guard against impacts and abrasions of the saddle, Ellipse also features Double-Cover Side Protection – an extra layer of material applied to the sides to ensure twice the resistance and durability.

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



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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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Another impressive feature that has been carried through to the new version is the patented Royal Vacuum Light water resistance technology. This ensures the Ellipse is 100% sealed and protected from water damage while making the saddle 20% lighter than others of the same comfort category.



The new range caters for Athletic to Moderate and Relaxed riding positions; users can find out their riding position by taking the quick-check method at Selle Royal's 'Find Your Saddle' webpage. The Ellipse Relaxed, Moderate Woman and Moderate Man models also feature rear elastomers for better shock absorption to maximise the cyclist's comfort.



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### **New Ellipse Range Features:**

- **Double-Cover Side Protection**  
A double-layer material applied to the sides of the saddle to double the resistance against impacts and abrasions.
- **3D Skingel**  
3D Skingel is an advanced, flexible system. An intelligent material that adapts to each individual, Royalgel™ is placed strategically according to the anatomical needs of the rider. This results in a lighter weight saddle while maintaining pressure reduction on the perineal and ischial areas up to 40%.
- **Water Resistant**  
Royal Vacuum Light is Selle Royal's own technology that enables the saddle to be 100% sealed and 20% lighter than ordinary saddles of the same category.
- **Integrated Clip System (ICS)**  
A patented clip system is positioned at the rear of the saddle for easy tool-free attachment of an ICS range light or saddle bag.
- **Anatomic Hole**  
The anatomic hole guarantees the pressure relief in the central zone of the saddle, avoiding possible pain and discomfort.

Available in four different models:

Ellipse Athletic  
Ellipse Moderate Man  
Ellipse Moderate Woman  
Ellipse Relaxed

Each saddle in the Ellipse range is priced at €49.90 (SRP). For more information about Selle Royal's new Ellipse range, please swing by the Selle Royal Group's Eurobike stand, THE RACK, located at A5-301. The saddle will be available on [selleroyal.com](http://selleroyal.com) from September 2018.

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