

SELLE ROYAL UNVEILS FOUR NEW SADDLES TO 'COMFORT' RANGE

Selle Royal adds new design and technologies to the popular LookIN collection.

Selle Royal has produced four new saddles to sit within the LookIN collection with designs for Relaxed, Moderate and Athletic riders, so you can start the year in a fashion you wish to continue. Selle Royal's LookIN collection has been tremendously popular and now boasts a refreshed design, construction and materials fit for 2017 with these four brand new models, including specific male and female versions.



The new LookIN saddles incorporate a number of considered design features. The top of the saddle houses 3D 'Skingel' that is able to absorb shocks 40% better than other gels. It is positioned strategically on the areas needed for maximum rider comfort.



Stand out design changes include a re-worked, more sculpted shape, and the addition of 'Super Fabric' which is an extra strong and durable material that features in the most critical areas of the saddle, plus, the refreshed LookIN logo on the nose of the saddle.

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



Selle Royal contact

Monica Savio - Marketing Manager
m.savio@selleroyal.com
ph. +39 0444 461100 - mob. +39 335 7603625
Selle Royal SpA Via V. Emanuele 119 - Pozzoleone (VI) Italy

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.

SELLE ROYAL UNVEILS FOUR NEW SADDLES TO 'COMFORT' RANGE

Selle Royal adds new design and technologies to the popular LookIN collection.

The base of the saddle has a specific structure called 'Flexite' - a system created to balance flexibility with strength – maximising performance through a unique, indented 'channel' structure.



This innovative construction guarantees extraordinary flexibility and shock absorption during riding. Plus, in the 'Relaxed' version, Selle Royal has incorporated thinner springs known as 'cupsprings' to further reduce pressure, enabling you to ride even further!



Monica Savio of Selle Royal said: "We are excited to bring new technologies to such a highly popular range. LookIN is the best seller globally and we are excited to add new designs with a more modern shape. We have taken into consideration the varying needs of cyclists so riders can experience the perfect balance of comfort, construction and materials."

The saddles are designed to fit different styles of riding so there are varying degrees of inclination depending on the angle of your spine when sat on the saddle. Relaxed is 90 degrees, Athletic is 45 degrees and moderate is 60 degrees.

The range will be available worldwide, starting from mid January in the majority of Selle Royal dealers.

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



Selle Royal contact

Monica Savio - Marketing Manager
m.savio@selleroyal.com
ph. +39 0444 461100 - mob. +39 335 7603625
Selle Royal SpA Via V. Emanuele 119 - Pozzoleone (VI) Italy

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.

SELLE ROYAL UNVEILS FOUR NEW SADDLES TO 'COMFORT' RANGE

Selle Royal adds new design and technologies to the popular LookIN collection.

Prices

All of the below saddles will retail at €64.90

LookIN Athletic

- Length 267mm
- Width 150mm
- Weight 353g



LookIN Moderate-Man

- Length 280mm
- Width 180mm
- Weight 440g



LookIN Moderate-Woman

- Length 269mm
- Width 198mm
- Weight 427g



LookIN Relaxed

- Length 260mm
- Width 228mm
- Weight 634g



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



Selle Royal contact

Monica Savio - Marketing Manager
m.savio@selleroyal.com
ph. +39 0444 461100 - mob. +39 335 7603625
Selle Royal SpA Via V. Emanuele 119 - Pozzoleone (VI) Italy

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.