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NEED FOR SPEED NEVER CEASES! ELLSWORTH'S NEW WHEELS BRINGS SATISFACTION!

Ramona, Calif., (September 22, 2008) – While consistently residing on the razor's edge of innovation, Ellsworth has developed a reputation for designing bikes that deliver efficiency and maximize energy for the best riding experience possible. The company continues this tradition with a new line of hand-built wheels designed to reduce flex, and rolling resistance that robs energy for a faster, more efficient and controlled ride.

Ellsworth's new collection of wheels includes versions for road and mountain.

Ellsworth's wheels are hand-built and incorporate patented features that improve efficiency and reduce flex in each component of the wheel. Because wheel flex robs energy and control, Ellsworth's wheels are designed from hub to rim to counter that effect and improve speed and control efficiently.

The direct pull hubs utilize Japanese EZO full compliment bearings. Bearings serve as a first line of defense to resist lateral loads that initiate flex in the wheel. The Ellsworth hubs have more ball bearings to better distribute load pressure and reduce flex potential in the wheel, starting at the axle. The result is less energy loss under load and more speed while riding.

Laced up to these fast rolling high precision hubs are hi-tension, direct pull, quadruple taper butted, tempered stainless steel spokes designed to continue the stiffness established at the hub. High tensions, possible with direct pull lacing with the patented quad butted spoke increase spoke strength and dissipate load pressure more evenly toward the rim. The polished stainless steel spokes, are not chemically colored, black, etc., which weakens the temper of the Stainless Steel. Performance is beautiful and the taper of the spokes reduces weight without compromising strength or fatigue life. The resulting silver and black wheel theme is purposeful and attractive.

At the end of each of those tight, quad butted tempered stainless steel spokes are specially designed rim extrusions that optimize tire contact patch and sidewall shape to provide better traction and tire performance for the complete wheel weight.

Every aspect and function of the WHEEL as a unit has been carefully reviewed and designed to improve the total wheel as a unit, rather than any specific part as a component without respect for it's overall function in the wheel unit. This approach allows the Ellsworth Wheelset to have noticeably better directional control, and noticeable increase in rolling speed over other wheels. It's good stuff, but design.

Why Wheels for Ellsworth? "The frame, we've got dialed, our Ellsworth Frames are light, stiff, strong and generally address every single issue in being the perfect chassis for a bike of virtually any use. I'm very proud of that. The wheels are literally where all that technology and craftsmanship hits the road. Wheels are an excellent place to focus Ellsworth's knack at getting design details all aligned for outstanding performance improvements."

See the whole line up of Ellsworth Frames, Wheels, and complete bikes, Ellsworth is booth number 4525 at Interbike 2008.

About Ellsworth Bikes

Ellsworth Bikes is a designer and manufacturer of the highest quality mountain, road and recreational bicycles. The company is known for its craftsman-style approach to bike design and manufacturing, and is the holder of multiple design patents. To learn more about how Ellsworth Bikes is ready for growth in 2008, visit www.ellsworthbikes.com.

Ellsworth Bikes: Energy, Efficiency and Environment.