

# **GURU**

**CUSTOM PERFORMANCE**

**FOR IMMEDIATE RELEASE**

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## **GURU REDEFINES THE PERFECT TRI BIKE**

**Montreal-based manufacturer of custom bicycles to unveil Crono™ 2.0 at Interbike.**

*Montreal (Quebec):* GURU Cycles announced today that it will be introducing Crono 2.0, a completely revamped version of its top-of-the-line triathlon/TT bike, at the upcoming InterBike International Trade Expo (in Las Vegas, September 23<sup>rd</sup> - 25<sup>th</sup>).

The new design was triggered by extensive consumer research that led to a very specific mandate: Add superior aerodynamics to the list of Crono's superlative qualities. "Our consumers wanted a more aerodynamic frame, so we worked really hard to give it to them", said Tony Giannascoli, President of GURU. "That said, it remains a custom bike because optimizing a rider's position will always be the most important variable in the aerodynamic equation."

A rigorous R&D process, directed by a Ph.D. in aerospace engineering meticulously explored various air foil designs to determine the ideal overall shape. "We streamlined every millimetre of the frame," said Mike McGinn, the industrial designer at GURU who conceived Crono 2.0. "Underlying the global design is the fact that we rendered the aerodynamic profile in the horizontal plane, in-line with the way the air flows. It's common sense aerodynamics, based on real speeds and race conditions."



Beyond aerodynamic enhancements, Crono 2.0 was designed to retain the original Crono's legendary power transfer, ride quality and comfort. The frame's massive chain stay design flows into a maxed-to-the-UCI-limit bottom bracket shell to deliver the purest power transfer to the wheel. An exceptional 70/30 fiber-to-resin ratio, enabled by GURU's in-house carbon layup capabilities, provides exceptional absorption of high frequency vibrations. The smooth ride is accentuated by a uniquely profiled seatstay design. What's more, Crono 2.0 will be the first bike to feature GURU's new Carbon DNA program, an in-house innovation that will allow for personalized stiffness-to-comfort levels based on an individual rider's height, mass and power capacity.

In order to enhance frame integrity and durability, GURU eliminated key compound joints in the frame, — where aluminium was traditionally bonded to carbon fiber — replacing them with integrated compression molded carbon drop outs and accessory hardware (i.e. seat clamp, rear derailleur hanger). "From top-to-bottom, it's the most impressive bike we've ever made," said Giannascoli.

Crono 2.0 will be unveiled to the bicycle trade in GURU's booth at InterBike (booth #1352) and is scheduled to hit stores in January of 2010.

GURU is a manufacturer of performance-oriented, custom bicycles based in Montreal (Quebec), Canada. The company designs and produces its own products in-house, from carbon lay-up and metal welding to final clear coat. GURU's approach to making bikes is based on combining the best of both worlds: cutting edge technology delivered by hand and with an old school attention-to-detail.

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*Every millimetre of the new frame design was streamlined to minimize aerodynamic drag.*



**(High resolution images available upon request)**

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