



CUSTOM PERFORMANCE

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September 16, 2009

INTRODUCING THE NEW LIGHTWEIGHT CHAMP

GURU Cycles to launch the sub-750 gram Photon™ at Interbike.

Montreal (Quebec): GURU Cycles proudly announces the upcoming launch of Photon, its new ultra-performance carbon road frame that happens to weigh-in at 747 grams (54 cm; first production unit). This “game-changing” bicycle will be introduced to the trade at the InterBike International Trade Expo (in Las Vegas, September 23-25) and is scheduled to hit stores in December of 2009.

“The bike was developed from the ground up,” said Roberto Rossi, Director of Marketing & Communications at GURU. “We conducted extensive qualitative research with hardcore riders to better understand their needs.” This research generated significant insight into what drives dedicated cyclists. First and foremost, today’s rider is looking for a technological advantage to justify a new bike purchase. The primary way they identify that advantage is through weight...or lack thereof.

To achieve the remarkable stiffness-to-weight levels sought after by its performance-oriented clientele, GURU’s design team drew inspiration from the most elemental of shapes. “To make a bike frame this light, we had to use the most efficient tube shape possible — the perfect circle,” said Simon Bergeron, lead engineer for the Photon project. The base round tube shape was then meticulously modified, based on FEA analysis, to handle area-specific loads. “From there, we had no choice but to use the very best materials available,” added Bergeron.

At the root of Photon’s gram-for-gram supremacy is the use of aerospace grade HS 40 carbon fibre. The successful utilization of this premium yet laborious material was facilitated by GURU’s in-house manufacturing, where skilled workers do the layup for every carbon frame by hand. GURU’s unique internally pressurized molding method also plays a role in optimizing weight and ride quality as it results in an exceptional 70/30 fiber-to-resin ratio.

“I was the first to race this bike and, at first, I have to say it was kind of scary because all I could feel was a handlebar in my hands”, said Mathieu Fagnan, GURU’s engineer in charge of product testing. It doesn’t take long to get addicted to Photon’s singular performance and ride quality. “This bike has achieved the greatest level of stiffness-to-comfort level I have ever experienced in a bike,” added Fagnan, who had tested over 150 different bikes as a bike reviewer for a Canadian bicycle magazine. “To me, it’s not an ultra-light bike. It’s the best carbon bike I’ve ever ridden.”

In order to generate the unprecedented weight levels offered by Photon and do it in a durable carbon frame, GURU’s development team eliminated as many joints as possible in the frame design, integrating elements such as compression molded carbon drop-outs and in-molded hardware (e.g. bottle cages mounts) to enhance frame integrity. A one-piece seat tube and bottom bracket junction also optimized stiffness-to-weight levels and structural integrity. In addition, Photon was subjected to a rigorous battery of stress and impact tests before getting the green light for launch.

Last but certainly not least, Photon is completely customizable — a cornerstone of the GURU brand — both from a geometric and carbon layup standpoint. *Finally, an ultra-lightweight that will put a smile on any cyclist.*

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.

GURU

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A one-piece seat tube and bottom bracket junction maximizes stiffness and structural integrity.



Gram-for-gram, Photon is the most advanced carbon bike on the planet.



In-molded hardware such as threaded bottle inserts further lightens the load and enhances frame integrity.

(High resolution images available upon request)

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