

Perretagana, 10  
01015 Vitoria-Gasteiz  
Telefon: 945 13 52 02 / 945 13 52 27  
Fax: 945 13 93 21 / 945 23 48 10  
bh@bhsa.es / www.bhbikes.com

**BH**  
ULTRALIGHT BICYCLES  
BHBIKES.COM

## Latest developments and surprises at the BH stands in Festibike

**Following the success at Eurobike, Germany, BH arrives in Madrid with its new 2011 catalogue. The international firm will present developments in the Festibike: G5, RC1, Prisma and Zaphire road models; the RX1 cycle-cross; the Ultimate RC, Zenith and Peak MTB; as well as the pedal-assisted E-Motion models, which have become the trademark leader in this sector.**

BH Bikes will have two stands at the 10th edition of Festibike Madrid, to be held from the 17th to the 19th of September, at the Recinto Ferial de Las Rozas. The international brand will present all the latest developments for 2011 at stands 2 and 92 of the trade fair, the latter of which will be dedicated exclusively to E-Motion pedal-assisted models.

For the Eurobike, the stars of BH in Festibike 2010 will be the new G5 and Ultimate frames, as well as the new RC1, Prism and Zaphire road models. Other stars will include Cristal, especially designed for women, the RX1, cycle-cross, and the new MTB: Ultimate, RC, Zenith and Peak frames. Many new developments garnered a warm reception at the fair held in Germany in early September.

"Within the new range we should emphasize the role of our flagship road model, the G5 Ultralight, mounted with Sram Red and Lightweight wheels, weighing in at less than 5.6 kg. At MTB, the model that captured most interest was the Ultimate model, in particular owing to its lightness – the bikes are made to weigh less than 7.9 kg, as explained by Roberto Lopez, BH Product Manager.

The firm has very positively valued its Eurobike presence, not only for European customers, but also by many of the distributors outside of Europe who travelled so as to be able to see the new developments. "[The experience] has been very positive because the new products have enjoyed considerable success, in terms of aesthetics, components and prices. As for the attendance, over 10,000 leaflets and similar numbers of posters of our race teams were given out over the course of the fair" added the firm's Product Manager.

### And in Madrid ... luxury visits and product testing at the BH stand

This weekend, Festibike will be held, so as to coincide with the end of the Tour of Spain. BH will once again be faithful to the event with its brand presence. BH's new products and developments will be exhibited at the Eurobike fair and the latest products from brands represented by BH Sport, such as FSA, Michelin, Prologue, Cole, Corima, Suntour and many more top brands.

Top professional athletes sponsored by the brand will also be in and around BH's stand, such as Rocío Gamonal, MTB and BMX National Champion, international cyclist Isaac Suarez and some of the riders of Xacobeo Galicia, who are doing so well in the Tour. Another character who simply had to be present is ultradistance cyclist Julian Sanz, who will be happy share his experiences with anyone who visits the BH stand.

In addition, the location of Festibike allows the organisation of activities and routes through the Sierra de Madrid mountains and the provision of various MTB and electrical "Demo" circuits that, in this edition have expanded in terms of space and structure, making them more interesting to the public and more practical for product testing.

In this sense, the international firm will once again become a star in the manufacturing of the most successful ranges of bike – the E-motion pedal-assisted bike. These have become the leading brand of electric bikes in Spain and one of the most important Europe. So why not try one of the more advanced models and see why BH is leader in this sector.

More info on [www.bhbikes.com](http://www.bhbikes.com) or [www.festibike.com](http://www.festibike.com)

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