

Press release
January 2012

MAGURA RT8 TT: Brake revolution for triathlon and time trialling

The world's lightest and fastest hydraulic rim brake for the road

In 1987, MAGURA invented the first hydraulic braking system for mountain bikes. 25 years later, the world market leader takes its experience in hydraulic rim brakes to the road. Working together with aerodynamics expert Cervélo, MAGURA has now introduced the world's lightest and fastest hydraulic rim braking system for the road, the MAGURA RT8 TT (TT for Time Trial). The motto is: "Aerodynamics by Cervélo, Hydraulics by MAGURA". Their braking power and modulation set new standards for triathlon and road bikes. This allows effective speed management both on the descent and before curves. This way, cyclists are able to gain crucial seconds.

The challenge facing MAGURA's development department in Bad Urach was clear and concise: to build the world's fastest brake for the road. It had to be extremely light, provide greater braking power than any other road bike brake before it, yet still be capable of exact and smooth control. It also sets new standards in terms of aerodynamics for triathlon and time trial machines. In order to trump here, MAGURA brought on board the Canadian bike manufacturer, Cervélo, for its exceptional expertise in aerodynamics. After more than one and a half year of intense development, MAGURA now presents the braking revolution for triathlon and time trialling: the first hydraulic rim braking system for the road - the RT8 TT (RT for Road Team, TT for Time Trial). Four factors stand out here: high braking power, fine modulation, light weight and optimal aerodynamic shape.

Speed management à la MAGURA: The one who brakes later stays fast longer

As a hydraulic rim brake, the RT8 TT has a crucial advantage over comparable mechanical braking systems: Friction losses are considerably lower allowing greater efficacy. This feature allows optimal control. Apart from this, only the slightest of touches is required to produce a high braking power.

The RT8 TT combines rapid deceleration with the best possible modulation therefore providing ideal speed management. "On descents, the cyclist can brake later and more precisely therefore gaining crucial seconds in those few meters before the curve," MAGURA Head of Marketing, Götz Braun, explains. MAGURA's slogan for the RT8 TT is also: "Seconds make the difference!"

Light construction without compromises

The RT8 TT is designed for minimal weight: The carbon brake levers save precious weight, as do the light and extremely stiff aluminium brake bodies. The result of the collaboration is the lightest hydraulic racing bike braking system on the market at only 495 grams.

Maintenance-free and light ergonomic construction

The RT8 TT is a completely maintenance-free braking system and is unaffected by dirt, dust and water. With the help of the hydraulics, changing the brake pads is relatively simple compared to cable brake systems. Numerous patents and 25 years of MAGURA expertise in the field of hydraulic rim brakes underpin the new innovative braking system. Thanks to the clever "quick release" mechanism, the wheel change takes only a moment. The brake lever set-up is also uncomplicated. Of course, the RT8 TT uses MAGURA Royal Blood mineral oil. In contrast to the often-used DOT braking fluid, it doesn't have to be exchanged and there are no health concerns. Nevertheless, should it be necessary to bleed or to shorten lines, this can be done quickly and simply. MAGURA also provides a five-year warranty covering oil loss from the line.

The ergonomically formed carbon brake lever and the exceptional modulation of the RT8 allow perfect braking, even for cyclists with small hands. "They provide the best braking control for the cyclist and thus also a feeling of security," Götz Braun says. The RT8 also converts the very slightest of touches to high braking power. It is therefore also ideally suited to the needs of the female cyclist taking part in road racing events.

Cooperation with aerodynamics expert Cervélo

MAGURA streamlined the RT8 TT in collaboration with the aerodynamics expert Cervélo using a wind tunnel. The brake bodies are shaped aerodynamically and the hydraulic lines are hidden inside the tubes. The ultra-stiff brake levers form part of the wing profile.

RT8 TT celebrates premier in 2012

For the 2012 season, the RT8 TT will be incorporated exclusively into the Cervélo P5 time trial machine. The new RT8 TT is approved by the International Cycling Union (UCI). It will premier in the middle of March at the Ironman in Australia. As sponsor of the Garmin-Barracuda team, MAGURA will also launch the RT at the Tour de France time trial.

Other RT8 TT models

As well as the triathlon brake RT8 TT, the road bike RT8 converter will also make an appearance in 2012. There will also be a cheaper version of both models - the RT6 TT and the RT6 converter.

About MAGURA (Gustav Magenwirth GmbH & Co. KG)

The MUNZ-MAGENWIRTH Group, headquartered in Bad Urach, Germany, has four internationally operating divisions: Bicycle Components, Powersports, Controls and Injection Moulding. In bicycle and motorbike components, MAGURA is among the pioneers and has a global monopoly in the field of hydraulic rim brakes for bicycles. With over 100 years of expertise in hydraulics and materials, the company also operates in the field of controls and injection moulding as well as manufacturing braking systems and suspension forks for bicycles. The name MAGURA (established 1893) is comprised of the name of the founder Gustav MAGenwirth and the location company's headquarters Bad URACH.

(5.534 characters)

INFOBOX: MAGURA

www.fastest-brake-on-the-market.com

Features of the MAGURA RT

- The world's first and fastest hydraulic rim brake for the road
- Ideal speed management by braking power and modulation
- Field of application: Triathlon/ Time Trialling
- Material: Carbon/Aluminium
- Available from June 2012
- Models and prices (front and rear brakes in set, without brake shoes):

RT 8 TT (Triathlon)	352 £ / 599.00 €
RT 6 TT (Triathlon)	282 £ / 499.00 €

The MAGURA RT gives the cyclist:

- Better speed management before curves and on the descent
- Hydraulic system provides high braking power and smooth control
- High efficacy as a result of the hydraulic system and materials used: rigid aluminium brake bodies and carbon brake levers for direct power transmission
- Light construction: at 495 g, currently the lightest braking system on the market for road bikes
- Aerodynamic design using Cervélo expertise
- Ergonomic carbon brake levers
- "Quick release" mechanism for quick and simple set-up
- Maintenance-free braking system: not affected by dirt and water and easy to maintain
- Suitable for incorporation into road bike frames



**Further information at: www.magura.com or
www.fastest-brake-on-the-market.com
 Download picture and text material and RSS Newsfeed at
www.press-service.info/magura-en**

Press Contact:

Gustav Magenwirth GmbH & Co. KG
 Götz Braun (Head of Marketing)
 Stuttgarter Straße 48
 D – 72574 Bad Urach
 Tel: +49 (0)7125 153 235
g.braun@magura.de
www.press-service.info/magura-en
www.magura.com

TOC Agentur für Kommunikation GmbH & Co. KG
 Moritz Lembeck / Michael Scharnagl / Thomas Ammer
 Kolpingring 16
 D – 82041 Oberhaching
 Tel.: +49 (0)89 1430 400 17
moritz.lembeck@toctoc.info
www.press-service.info
www.toctoc.info