



HÄNDLERNEWS

FERNWEG

How can you make a fast and ultra stiff full carbon fibre aero wheel even faster? We say: "Nothing easier than that."

It's easy to calculate: if you are able to leave two more miles per hour behind you will succeed faster. Exactly this is what it's all about for us: to tease out the key miles per hour. For this purpose we built the stiffest, lightest and most aerodynamic set of aero wheels in the world. With FERNWEG we leave the rest behind us – so you can leave the rest of the competition behind you. FERNWEG doesn't need to hide from any competition. Would have been hard anyway because there is none: acceleration data of FERNWEG are simply incomparable. Therefore we spend endless time with independent aerodynamic experts in the wind tunnel – until we were totally satisfied, without any compromises. In the end there was FERNWEG – a full carbon fibre aerodynamic wheel that suits you in races as perfect as in training rides. If there is a wheel on this planet that gives you the real feeling of aerodynamics, superlight handling and enthusiasm then it must be a FERNWEG.

With FERNWEG we are setting a new bench mark in the fields of aero wheels and combine our core strengths with optimized performance to fight wind and time. While developing FERNWEG we remained true to our LIGHTWEIGHT maxim: to build the best wheel in the world. Therefore we combined the three legs every wheel stands on – aerodynamics, weight and stiffness to a new set of wheels with highest aerodynamic capacities. FERNWEG has been developed mainly for triathlon but it feels superb at time trials and road races also. Its outstanding stiffness-to-weight coefficient shoots you in front at every attack and every uphill, the superior aerodynamics makes you skid through the wind like a razor sharp sword. And even if fortune will bring you rain to slow you down – no worries! Thanks to the totally closed system water has no chance to come in and your wheels will have the same weight at the finish line as they had at the start. So there is no extra weight to be accelerated.

Close partnership of the LIGHTWEIGHT engineers with leading experts in aerodynamics from aeronautic industry has led after a three years R&D-process with countless tests and analysis in the wind tunnel, the track, and on the road to the stiffest, lightest and most aerodynamic aero wheelset on planet earth – FERNWEG! Fabulous acceleration, perfect aerodynamics, lickety-split handling and high-level every day usability – with FERNWEG you will enjoy wind!



FERNWEG - DATA

Spokes:	16 / 20
weight (set):	1.355g
rim depth:	81mm
compatibility :	Shimano/SRAM - Campagnolo
axle-width:	100 / 130mm
tire comp.:	tubular tires
included in delivery:	LIGHTWEIGHT wheel bag, LIGHTWEIGHT quick releases, LIGHTWEIGHT valve extensions, LIGHTWEIGHT brake pads, LIGHTWEIGHT user manual

FERNWEG – SALES ARGUMENTS

FERNWEG - target consumer:

FERNWEG is focused on the triathlon/tt market. It completes the product line offered to this group as we now can sell moderate rim height (50mm), deep rim (81mm) and rear disc. In addition to the multisport athlete, we will have some cross over sales to the road group that wants a "power" wheelset for flat courses or criterium racing. One final customer group is the "early adopter" rider that simply wants the best, fastest, coolest wheelset on the market. That is and always will be Lightweight.

FERNWEG - ADVANTAGES:

- 1) Aerodynamics** – leads to maximum speed and faster race splits. Lightweight has worked with some of the top independent aero experts in the development of the Fernweg
- 2) Low weight** - because of the low weight of only 1.355g per set FERNWEG is very easy to accelerate and to handle in corners and uphill/downhill courses, FERNWEG's lightweight makes acceleration effortless and speed easier to maintain.
- 3) Superb stiffness** - FERNWEG gives you a very high degree of steering precision and provides optimum power transfer due to wheel stiffness. Every ounce of energy is put to the road which makes for a faster ride.
- 4) Closed Rim System** - the 81mm deep section rim of the FERNWEG wheelset is a completely closed system that in wet conditions doesn't allow water to enter the rim. No weight gain because of water sloshing around inside your wheels!
- 5) Braking-Performance** - FERNWEG offers very precise brake modulation and high speed stopping capabilities due to its very precise braking areas and by using exclusive LIGHTWEIGHT brake pads.



We at LIGHTWEIGHT are very proud of our history and we are looking back on nearly two decades of German engineering and competence in carbon fiber materials. In the beginning of the 90ties Heinz Obermayer developed with his own hands the first full carbon fiber wheel in his work shop. In October 2003 Erhard Wissler, Owner of CarbonSports, came on board and took over LIGHTWEIGHT brand. Heinz Obermayer is still on board, sitting in the board of directors and he still is our special task force in development. From the very first day on hand craft is the core force of our product portfolio - in a highly technological and digitalized world. This craftsmanship of our employees is so precise and highly developed that LIGHTWEIGHT is one of the first companies that managed to build even spokes out of pure carbon fiber! At our production plants in Friedrichshafen and Hailfingen in Germany more than forty families earn their income with LIGHTWEIGHT. From here our wheels enter more than 30 countries around the world. Passion for details, the goad for maximum performance and high-precision production procedures make it happen that we at LIGHTWEIGHT are able to build such exclusive wheels that made some of the best pro racers of the world win their races.