



LIGHTWEIGHT MEILENSTEIN C

Dear Lightweight partners,

We would like to inform you that we are ready to launch the new version of our LIGHTWEIGHT clincher wheels in a worldwide media campaign right now. This new wheel will be called MEILENSTEIN C and shows up with a lot of technological improvements - and a completely new and more emotional design. We would kindly like to inform you parallel to our media campaign and market launch about the features of these new MEILENSTEIN C wheels. Here are the details:

Why MEILENSTEIN C?

Obviously our R&D department does not simply lean back and relax just because several tests around the world did already prove that our current Standard C is the best full carbon fibre clincher money can buy. This just enhances the motivation of our engineers to put even more efforts into this product.

LIGHTWEIGHT signifies competence in carbon fibre

The background of an official aerospace certification for fibre-reinforced composite materials provides LIGHTWEIGHT with access to extremely regularized kinds of carbon fibres and resins. So we use a good number of materials that typically will only be found in aerospace industry and build our "MEILENSTEIN C" wheels with it. LIGHTWEIGHT is part of the Wissler group of companies, a strong and reliable partner to aerospace companies like Airbus or ESA since many years, enabling access to exclusive high-tech materials and technologies. Besides several other industrial applications and high-tech projects there is an excellent example for the competence in carbon fibre technology with the participation of the Wissler-Group, the manufacturing of the structures of the new Sentinel 3 satellites for the ESA, a 5-foot cube manufactured with precision of microns, withstanding forces of 10 g and weighs only 100 pounds!



What Is new at "MEILENSTEIN C"?

- We now use new state of the art aerospace carbon materials that are absolutely new and unique in bicycle business – thanks to our good relationship with aerospace business.
- Dramatic changes in rim layup due to these new materials
- Massive changes in wheel manufacturing process.
- By using totally new technologies we reach an even higher level controlling every second of the heating process. Thanks to this we are able to insert very specific temperatures to the different parts of the wheel at super exactly calculated time periods during the whole wheel manufacturing process.

Our goals in development of "MEILENSTEIN C"

- 100% every day usability, highly sportive and exclusive full carbon fibre wheel.
- Doubling temperature resistance especially in the braking surface area.
- Increased heat resistance to a level above temperatures reached in braking process in any case of appropriate usage.
- Minimized abrasion at braking surfaces of the rim due to significantly higher temperature during curing processes in manufacturing of the wheel.

Prices and delivery time of "MEILENSTEIN C"

Good news for you with regard to economics, too: We will keep the price of the new MEILENSTEIN C unchanged to our current Standard-C wheels. Same price, same scope of supply - increased performance! The new MEILENSTEIN C wheels will be ready for delivery shortly and can be ordered in the LIGHTWEIGHT sales office starting Monday March 12th.