



Pinarello Announces New KOBH 60.1™

Treviso, Italy – Pinarello has unveiled its latest revelation, the KOBH 60.1™ road bike. Developed in conjunction with Team Sky, the KOBH 60.1 was born from requests by the team for a special bike to use in the classic races of northern Europe where the courses are marked with cobbled sections that take a brutal toll on the riders and weather that is unpredictable.

The KOBH 60.1 is parallel in the Pinarello line to the Dogma 60.1™ as it shares the same 60HM1K carbon fiber from TORAYCA®, incorporates Nanoally Technology™, utilizes Pinarello's exclusive EPS™ molding system and is Asymmetric.

The KOBH 60.1 differs from the Dogma and all other Pinarello bikes with a new geometry developed expressly for the classic races of northern Europe. Dubbed CenturyRide™, the geometry is designed to provide more shock absorption and comfort thus delaying rider fatigue over long and rough courses. The KOBH 60.1 achieves this without compromising its lateral stiffness which remains on par with that of the Dogma 60.1. This is accomplished, in part, by relaxing the seat and head tube angles, lengthening the head tube and increasing the fork rake. Wheel clearance has even been increased to accept 28mm tires.

The result is not only a bike that is optimal for races such as Paris Roubaix but also one that offers increased comfort for riders seeking a more relaxed position on the bike.

Team Sky will have the new KOBH 60.1 bikes in action this weekend at the Paris Roubaix. The bike will be offered to the public in two different versions, one that will accept any component gruppo and a specific model with internal routing for the Shimano Di2 gruppo. Both versions will be available at Pinarello dealers in July.

Cicli Pinarello S.p.A. in Treviso Italy is a privately owned, family business, directed by Fausto Pinarello. The company was founded in 1952 by his father Giovanni. As makers of high-end racing bicycles Pinarello has enjoyed success at the highest level of the sport. Counted among their palmares are 9 Tour de France titles along with multiple Olympic and World Championship medals.

Gita Sporting Goods, Ltd. is a privately held corporation based in Charlotte, NC. An importer and wholesaler of high quality equipment and soft goods it has serviced the U.S. bicycle industry for over 30 years. Gita currently represents the following brands: Giordana, Pinarello, Eddy Merckx, Pegoretti, MOSt, DMT, Campagnolo and Gommitalia.