

Interbike Press Release



Freeride Star Richie Schley Joins Pedro's R & D Team

FOR IMMEDIATE RELEASE

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LAS VEGAS, Nev. (Sept. 27, 2006) – To help develop and test new products, Pedro's USA has turned to Richie Schley, the godfather of freeriding. The fearless rider who fostered much of British Columbia's freeride culture will work closely with Pedro's to develop bike care products.

Schley will be at the Pedro's booth (No. 3915) on Thursday, Sept. 29, from 4 p.m. on to talk about the mechanical elements and bike preparation for freeriding.

"We ride. Our staff rides every day in all sorts of conditions," said Christopher Zigmont, general manager of Pedro's. "We push stuff pretty hard. But Richie Schley torques things to extremes we could never imagine. He knows how important it is to have your bike ready before the ride, get it home from the ride, and then restore a bike to good order."

Schley is famous for rocketing through trails on the North Shore which feature teeter-totters, roller-coaster ramps, and big air jumps. Although he makes it look easy, Schley stresses the importance of bike preparation. "If you make a mistake in my game, the consequences could be substantial," said Schley. "I have a ton of great ideas on what free-rider and DH bike pilots need out on the trail and I will push my hardest to come up with solutions for all those times that you wish you had"

"Our goal is to partner Richie Schley with Alex Vaivars, our R&D guy, and figure out the best way to develop products for the free-ride community needs," said Zigmont.

"I think the bike industry has evolved tremendously over the past few years and it is difficult to keep up in every segment," said Schley. "I am doing my part to help my segment stay current all the way down to your trail side mechanical and shop tool needs."

About Pedro's: Pedro's is a worldwide leader in bicycle maintenance products and accessories. Pedro's offers a complete line of lubricants, degreaser, polishes, bags and tools. The company is based in Wilmington, Mass., and distributes to 34 countries throughout the world. Since 1989, Pedro's technically advanced products have helped champions reach podiums in World Cup Mountain Bike Championships, the Tour de France, the NORBA National Championship Series, US Pro Championships, the X Games, the Giro de Italia plus countless other tours, races and grass roots events everywhere. Pedro's is a division of Swix Sport USA. For more information visit www.pedros.com.

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