



PEDRO'S USA  
600 RESEARCH DRIVE ~ WILMINGTON, MA 01887  
P: 978-657-6551 ~ F: 978-657-6564 [www.pedros.com](http://www.pedros.com)

**CONTACT: RICHARD FRIES 978.491.8192 or [RFries@pedros.com](mailto:RFries@pedros.com)**

**FOR IMMEDIATE RELEASE**

## **Pedro's Makes the Mavic Ride Better with New Tools** **First Shipment of Multi-tools with M7 Wrenches En Route to Shops**

**WILMINGTON, Mass. (Dec. 18, 2006)** – The popularity of Mavic wheels is undeniable. A mishap on a ride is inevitable. So when a cyclist needs to fix those Crossmax or Ksyrium wheelsets, who you going to call?

Now those riders can call on Pedro's.

That's because bike shops all around the world will soon be able to carry the new RxM and ICM multi-tools which both feature a Mavic M7 compatible spoke wrench. This is the first such multi-tool to hit the market.

“There are literally millions and millions of Mavic customers out there who have some of the sturdiest wheel sets ever made,” said Christopher Zigmont, Pedro's general manager. “But even the best bike handler has a dog in their path. We saw a real need for that rider to be able to make wheel repairs on the ride.”

Pedro's took its existing multi-tools, the Rx and the ICU, and added the M7 wrench for 2007 with a re-branded name, RxM and ICM. The RxM features 12 tools, weighs in at 163 grams, and has a suggested retail price of \$19.99. The ICM features 17 tools, including a T25 Torx tool, weighs in at 235 grams, and has a suggested retail price of \$24.95.

The first shipments of these tools went out this past week. “We've seen a solid response for this product,” said Richard Fries, marketing and communications manager. “We understood the need to create a solid, dependable tool that would get a customer home. And that's where we stake our reputation.”

**About Pedro's:** **About Pedro's:** Pedro's makes top quality tools, lubricants and bicycle care products for cyclists and their mechanics, with a focus on sustainability. Based in Wilmington, Mass., Pedro's distributes to 34 countries. Since 1989, Pedro's products have helped champions reach the podium at events ranging from the World Championships to the Tour de France. Pedro's is a division of Swix Sport USA. Visit [www.pedros.com](http://www.pedros.com) for more information.

END