

# Vision introduces the next generation of Comfort Bikes; **The V70 and V72** **“Thoroughbred” uprights.**

Known for its line of Vision Recumbent Bicycles, ATP is now expanding their bicycle line to include upright bicycles.

“Comfort Bikes are the newest growth market in our industry, but most companies are not doing enough to truly improve the comfort of upright bikes”, according to Joe Smith, President of ATP, Inc. “You can simply bolt on a big saddle or wider handlebars, but we wanted to do something that would make a real difference in the bike”.

With their experience in recumbent design, ATP is well versed in comfort. The desire to expand their product line with more mainstream products, coupled with some real ground up design work has lead to the development of the new V70 and V72 bikes.

“Your typical rider wants a bike that they can ride without the discomfort of supporting a large portion of their weight on their hands. They want to be able to easily reach the ground from the saddle. They want a bike that is easy to mount and dismount, and they want to see where they are going” continues Mr. Smith.

“We have studied tradition bicycles extensively, and also have a lot of experience with the recumbent riding position. What we have done with the 70 series is to rotate the rider’s traditional upright position back 22 degrees, and moved the seat, handlebars and crankset appropriately. We now have the saddle low enough to the ground to reach, when the seat to crank position is set correctly. We’ve reduced the weight on the rider’s hands, and lifted their head up enough to give them a better view.”

The V70 has a suggested retail price of \$695, and the upgraded components on the V72 will generate a retail price of \$859. Available now.



# Comparing traditional bikes to the V70 and V72 “Thoroughbred”

## ***Traditional Bikes*** ***Thoroughbred***

Have a high top tube and saddle, making it difficult to get on and off the bike.  
Has a lower top tube and seat, for a much easier mount and dismount.

## ***Traditional Bikes*** ***Thoroughbred***

Have a high seat, making it impossible to reach the ground without dismounting.  
Even with the seat adjusted properly, the rider can reach the ground easily from the seat.

## ***Traditional Bikes*** ***Thoroughbred***

Place a lot of weight on the rider’s hands, wrists and shoulders, causing discomfort.  
Has an upright seating position which takes most of the weight off the riders hands.

## ***Traditional Bikes*** ***Thoroughbred***

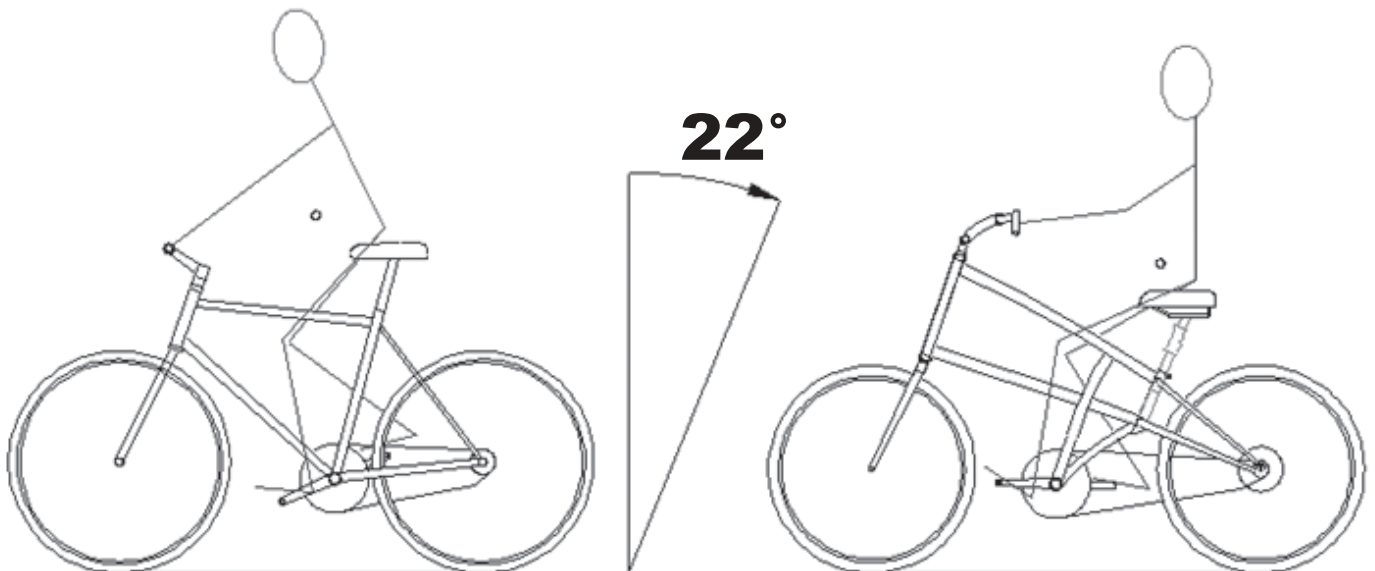
A rider often has to crane their neck to see the road and scenery.  
Upright seating position allows for a better view without neck discomfort.

## ***Traditional Bikes***

Transfer a lot of weight to the front wheel during braking, which can cause the rear wheel to skid, and can even “pitchpole” under heavy braking, tossing the rider over the handlebars.

## ***Thoroughbred***

Has the rider lower and further back, improving braking and making for a safer ride.



By rotating the rider’s position back about 22 degrees, we’ve stepped “outside the box” in bicycle design, and given those riders who prefer an upright bike real advantages in comfort and safety.



