

# TREK LAUNCHES ONLINE SUSPENSION CALCULATOR

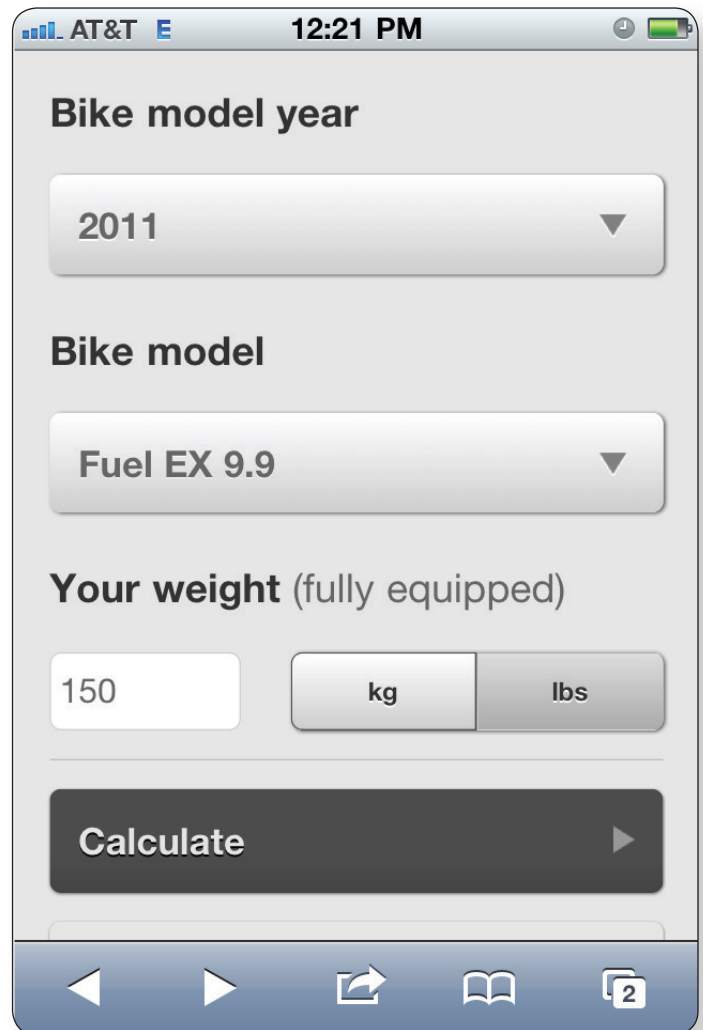
NEW WEB APPLICATION ALLOWS MOBILE  
MECHANICS TO DIAL IN THE PERFECT SUSPENSION

(Waterloo, WI) – Trek Bicycle has now made a perfectly tuned ride available anywhere Wi-Fi is available by launching an online calculator that provides the perfect suspension settings throughout its full suspension line given a rider's bike, model year, and weight. Optimized for mobile, tablet, and desktop devices and accessible now at [trekbikes.com/suspension](http://trekbikes.com/suspension), the suspension calculator features an intuitive interface that will provide the perfect suspension settings throughout Trek's full suspension mountain bike collection.

"It's a must for anybody looking for the right suspension settings from bike shop mechanics to the rider who feels they need to make on-trail adjustments," said Trek Mountain Bike Brand Manager Michael Browne. "We want every rider to get the most out of their suspension and this is as indispensable a tool as there is."

The calculator instructs riders on what settings to tune the suspension for a given model in either pounds or kilograms based upon a rider's preference and is available in nine different languages.

This new application provides data based upon Trek's original suspension fork and shock specifications and will launch with settings for Trek's 2011 and 2012 full suspension products. The calculator's database will be updated shortly after the launch with the appropriate settings for all Trek full suspension bikes dating back to the 2009 model year.



The screenshot shows a mobile application interface for the Trek Suspension Calculator. At the top, the status bar displays "AT&T E" and "12:21 PM". The main content area has a light gray background with rounded corners. It features three dropdown menus: "Bike model year" with "2011" selected, "Bike model" with "Fuel EX 9.9" selected, and "Your weight (fully equipped)" with "150" entered in a text field. To the right of the weight field are two buttons labeled "kg" and "lbs". Below these is a large dark gray button with the text "Calculate" and a right-pointing arrow. At the bottom, there is a blue navigation bar with icons for back, forward, share, bookmarks, and a notification icon showing the number "2".

## / ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit [www.trekbikes.com](http://www.trekbikes.com).