

TREK UNVEILS ALL-NEW LINE OF VERSATILE FX BIKES



THE UNMATCHED VERSATILITY OF FX PROVIDES THE “FASTEST WAY TO FIT” FOR ALL RIDERS

(Waterloo, WI) – Trek Bicycle has launched an entirely revamped line of their bestselling fitness riding-targeted [FX bikes](#) today. The bike of choice for everybody from commuters to modern fitness riders the world over, the versatile new FX line was designed around the philosophy of easily incorporating fitness into the rider’s lifestyle and providing “[the fastest way to fit.](#)”

The design team behind FX studied the needs of an array of riders, from urban commuters and fitness cyclists to suburban casual and road bike riders to assess what the bike could do to make life easier for all users. The result is a bike that borrows from Trek’s road heritage and technology while placing a premium on comfort and practicality. Lighter frames on all models, road bike compact double cranks, and a tapered E2 headtube on key models provide lively ride quality while the refined rack and rim lock mounts make the bike even more practical for city and suburban riding.

Widely acclaimed for its vibration damping comfort features, the 2012 FX line features Ride Longer breakthroughs like the IsoZone vibration damping bar and grip combination that kills road buzz before it reaches the rider. Flex Form saddles pivot to

accommodate the natural rotation of the pelvis during pedaling keep the rider more comfortable in the saddle for longer while the revolutionary IsoZone rear elastomer keeps bumps at bay.

The 2012 FX line features a diverse group of cross-training hybrids perfect for the widest range of potential riders and usage. New for 2012 is the addition of the **LIVESTRONG FX**. For every **LIVESTRONG FX** sold, Trek will donate \$50 to help improve the lives of those battling cancer. The entire FX line features both men’s and women’s models priced from \$470-\$2090.



/ 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.