

KINETIC

2017 PRESS MATERIALS

Eurobike: Stand B4-303

Interbike: Booth 7119

KINETIC

2017 PRESS MATERIALS

CONTENTS OVERVIEW

BREAKING NEWS AND PRESS RELEASES

- 03 Kinetic Smart Control Trainers
- 05 Kinetic Fit Power Training App

PRODUCT OVERVIEW

- 08 Rock and Roll | Smart Control
- 09 Road Machine | Smart Control
- 10 Smart Control Power Unit
- 11 Trainers & Rollers
- 17 inRide Watt Meter
- 20 Twenty20 Bottle Cage
- 21 Trainer Accessories

BACKGROUND BRIEFING MATERIALS

- 25 Kinetic Fact Sheet
- 26 Kinetic Fluid Trainers: Benefits + Differences
- 28 Team Bios
- 30 Q & A

PRODUCT PHOTOS

- 32 Trainers and Rollers
- 41 Traxles
- 42 Twenty20 Bottle Cages
- 43 Lifestyle Images

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Kinetic Unveils All New Smart Control Trainer Lineup

First-ever free moving electronic resistance trainer, the Rock and Roll - Smart Control, headlines product line debuting this fall

MINNEAPOLIS, Minn. – August 18, 2016 – Long known for its industry-leading portfolio of premium cycling trainers, Minneapolis-based Kinetic today announced the launch of its new Kinetic Smart Control electronic trainers. The lineup is headlined by the first ever free-moving electronic trainer, the Rock and Roll - Smart Control, and also includes the Road Machine - Smart Control, a fixed-base version.



Each new trainer model features an electronically-controlled resistance unit, a massive flywheel delivering the highest inertia of any smart trainer on the market, ultra-quiet operation, accurate and reproducible power data, and a realistic ride feel. The Smart Control Power Unit is also available separately and is the ideal upgrade for a wide range of existing Kinetic trainers.

Featuring connectivity with any Bluetooth Smart®-compatible device, each Smart Control trainer is fully integrated with the next generation Kinetic Fit power-training app, delivering an immersive experience in the saddle with video integration and personalized power training. Every Smart Control trainer or Power Unit purchase includes a free six-month Smart subscription to the Kinetic Fit app, where riders from beginner to pro can choose from more than 200 individual workouts and 28 specific training plans designed by professional coaches.

“Kinetic Smart Control trainers are designed to deliver cycling’s best, most realistic power-training workout and we couldn’t be more excited to unveil this new product line,” said Kinetic’s marketing manager, David Simpson. “When combined with the innovative Kinetic Fit app, Kinetic Smart Control trainers deliver a complete electronic power-training system that’s like having your own personal coach whenever you train.”

Kinetic will officially debut the new trainers at Eurobike (booth B4-303) from August 31 to September 2, and during Interbike (booth 7119) from September 21-23. The products are available now for pre-order for distributors and retailers and are scheduled to arrive in stores beginning in late September.

Smart Control trainers are compatible with Android and Apple devices, as well as popular third party apps including Zwift and TrainerRoad. Like all Kinetic trainers, each new model also works with virtually any bike, including those with thru-axles, internally-gear hubs and wheels as small as 16 inches with an adapter kit. Kinetic Smart Control models include a lifetime frame warranty and a two-year Power Unit warranty.

Details of each Smart Control product are as follows:

Rock and Roll - Smart Control: The Kinetic Rock and Roll - Smart Control is the only smart electronic trainer that features side-to-side motion to allow your bike to move with you for a more realistic road feel and stronger core. Truly one-of-a-kind, it retails for \$849 | €749.

Road Machine - Smart Control: Equipped with Kinetic's most popular trainer frame, the Road Machine - Smart Control combines the massive flywheel and electronically controlled resistance system with Kinetic's best-in-class frame to deliver an immersive power training system at a retail price of \$649 | €579.

Smart Control Power Unit: The Kinetic Smart Control Power Unit delivers the most affordable and convenient option for anyone looking to upgrade their current Kinetic Rock and Roll, Road Machine, Magnetic or Cyclone trainer. The unit installs in minutes and immediately connects you with a world of data and immersive training options. It retails at \$549 | €499.

For more information about Kinetic Smart Control trainers and the Kinetic Fit power-training app, please contact Kinetic's Marketing Manager David Simpson at dsimpson@kurt.com or (763) 572-4529, or visit the corresponding power-training website, www.kinetic.fit.

ABOUT KINETIC:

Founded in 2000, Minneapolis-based Kinetic designs, manufactures and distributes premium leak-proof cycling trainers, including the iconic Rock and Roll, the only free-moving Smart trainer on the market today, along with the innovative Kinetic Fit power-training application and multiple cycling and training accessories. Kinetic is a division of Kurt Manufacturing and is sold in 36 countries worldwide through a large network of independent bike stores and international distributors. More information is available at kinetic.fit | kurtkinetic.com.

###

Professional Training Plans, Video Integration Highlight Next Generation Kinetic Fit Power-Training App

App from leading trainer manufacturer features streaming video, detailed and accurate ride data, and professionally designed training plans for cyclists at every level

MINNEAPOLIS, Minn. – August 25, 2016 – Kinetic, the leading manufacturer of premium cycling trainers, announces the launch of Kinetic Fit, the next generation training app. Featuring professionally designed training plans, hundreds of customized workouts, video streaming and accurate real-time data, it delivers an immersive training experience for every cyclist ranging from beginner to professional.



Kinetic Fit provides the most accurate training data that you can use, track and share, as well as personalized power-training plans designed by professional coaches that deliver more efficient, effective workouts. Both powerful and easy to use, it seamlessly connects to a range of Kinetic Smart power trainers, but is also fully compatible with many other trainers and power meters that utilize Bluetooth Smart technology. The app is available for Apple and Android devices.

Kinetic Fit's new video integration allows subscribers to view video on their device while training, as well as mirror it to a second screen wirelessly via Apple TV and Google Chromecast or via direct line with an HDMI cable. New YouTube streaming now enables app subscribers to watch their preselected playlists of individual videos during a workout. App subscribers can also stream movies stored on their device or view movies in personal Dropbox accounts to augment their training.

"Our number one goal with the Kinetic Fit app is to help you improve as a cyclist and power training is the most effective way to accomplish this," said David Simpson, Kinetic's marketing manager. "Whether you are new or experienced, time-crunched or training like a pro, Kinetic Fit will keep you motivated and progressing with a personalized, data-driven plan and great

workouts. Adding customizable video not only increases training-session options, but makes your time in the saddle more enjoyable."

The Kinetic Fit app is available now for free download at both the Apple and Android App stores, with riders able to choose from three subscription tiers: a free Core subscription with access to select data and power training features; a Smart subscription (\$10/month or \$60/annual) that includes over 200 personalized workouts, 28 training plans, data sharing and full video integration; or for an additional \$10/month riders can also stream the entire The Sufferfest video training series with either Core or Smart.

Kinetic is offering free trial periods of the Kinetic Fit Smart subscription with the purchase of a compatible trainer. Any purchase of a new Kinetic Smart Control



trainer includes a free six-month Smart subscription to Kinetic Fit. Kinetic also offers a free one-month trial Smart subscription on all new Kinetic Smart trainer or inRide sensor accessory purchases.

For more information about the Kinetic Fit power-training app, please contact Kinetic's Marketing Manager David Simpson at dsimpson@kurt.com or (763) 572-4529, or visit the corresponding power-training website, www.kinetic.fit.

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Founded in 2000, Minneapolis-based Kinetic designs, manufactures and distributes premium leak-proof cycling trainers, including the iconic Rock and Roll, the only free-moving Smart trainer on the market today, along with the innovative Kinetic Fit power-training application and multiple cycling and training accessories. Kinetic is a division of Kurt Manufacturing and is sold in 36 countries worldwide through a large network of independent bike stores and international distributors. More information is available at kinetic.fit | kurtkinetic.com.

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KINETIC

2017 PRESS MATERIALS

PRODUCT OVERVIEW

In 2017, Kinetic offers a family of stationary trainers and rollers, a full complement of trainer accessories, a trainer-based watt meter, other bicycle accessories. Full details are provided on the following Product Sheets:

ROCK AND ROLL | SMART CONTROL - T-6200

The best power training workout available. That's the promise of the Kinetic Rock and Roll | Smart Control. It's the only smart electronic trainer that allows your bike to move with you for a more realistic road feel *and* a stronger core. Our system delivers an immersive experience in the saddle, with efficient, targeted workouts and ride simulations that bring you up mountains and past your expectations. A massive flywheel for a realistic road feel, app-controlled resistance, super-quiet operation, accurate and reproducible data and the ability to make it all work for you on any Bluetooth Smart®-connected device using our exclusive Kinetic Fit app for iOS or Android fulfill the promise.

FEATURES

- + 6-month Free Kinetic Fit power-training app subscription
- + Side-to-side movement
- + Massive flywheel
- + Video streaming
- + Comprehensive training plans
- + Real-time training/data via Kinetic Fit app
- + Controlled resistance to simulate terrain
- + Pairs with devices using Bluetooth Smart®
- + Compatible with third-party training apps
- + The Sufferfest videos and workouts
- + Full Apple and Android integration
- + Fits 22" to 29" wheels—up to 29" x 2.3" tires sizes
- + Unconditional lifetime warranty on frame, two-year warranty on resistance unit

PRICE

\$849.00/€749.00



ROAD MACHINE | SMART CONTROL - T-6100

The Road Machine | Smart Control combines Kinetic's best-in-class frame, breakthrough electronic resistance unit and data delivery to any Bluetooth Smart®-connected device through our exclusive Kinetic Fit app for iPhone and Android. A massive flywheel delivers super-realistic road feel, and the quiet, app-controlled resistance unit simulates everything from rolling hills to alpine climbs. When you combine this powerful platform and the peace-of-mind of the industry's best warranty, the Road Machine | Smart Control system is the smart choice for any cyclist ready to take training to the next level.

FEATURES

- + 6-month Free Kinetic Fit power-training app subscription
- + Side-to-side movement
- + Massive flywheel
- + Video streaming
- + Comprehensive training plans
- + Real-time training/data via Kinetic Fit app
- + Controlled resistance to simulate terrain
- + Pairs with devices using Bluetooth Smart®
- + Compatible with third-party training apps
- + The Sufferfest videos and workouts
- + Full Apple and Android integration
- + Fits 22" to 29" wheels—up to 29" x 2.3" tires sizes
- + Unconditional lifetime warranty on frame, two-year warranty on resistance unit

PRICE

\$649.00/€579.00



SMART CONTROL POWER UNIT - T-6000

The Kinetic Smart Control Power Unit delivers the most affordable and convenient option for anyone looking to upgrade their current Kinetic Rock and Roll, Road Machine, Magnetic or Cyclone trainer to our most advanced, resistance-controlled power training experience. The unit installs in minutes and immediately connects you with a world of data and immersive training options via your iPhone, iPad or Android device. Use the free Kinetic Fit app to access real-time data, 200+ workouts, power-training plans and video content from Sufferfest or YouTube - or connect via Bluetooth® to popular 3rd-party apps. There's never been an easier, more convenient or more powerful way to upgrade to resistance-controlled indoor power training.

FEATURES

- + 6-month Free Kinetic Fit power-training app subscription
- + Simple bolt-on design compatible with new and old Kinetic trainer frames
- + Massive flywheel
- + Video streaming
- + Comprehensive training plans
- + Real-time training/data via Kinetic Fit app
- + Controlled resistance to simulate terrain
- + Pairs with devices using Bluetooth Smart®
- + Compatible with third-party training apps
- + The Sufferfest videos and workouts
- + Full Apple and Android integration
- + Two-year warranty on Power Unit

PRICE

\$549.00/€449.00



ROCK AND ROLL | SMART - T-2800

The Kinetic Rock and Roll | Smart offers the smoothest, most realistic fluid-resistance ride available and a unique feature—a pivot that replicates side-to-side motion to help improve technique. Paired with the Kinetic Fit power-training app, you'll see improvements in a matter of weeks. Easy-to-follow built-in training plans and workouts simplifying power training will keep you motivated and on target. Requires Kinetic Fit power-training app for iOS or Android.

FEATURES

- ✦ Side-to-side motion engages core muscles to maintain balance and lets you refine your technique when simulating out-of-the-saddle hill climbs
- ✦ Quiet, smooth, progressive resistance precisely replicates outdoor ride feel—The most reliable fluid trainer available
- ✦ Unmatched stability and durability
- ✦ Range of resistance from 5 watts to over 2,000 watts
- ✦ Rubberized, grippy knobs and sturdy design offer excellent stability
- ✦ Fits 22" to 29" wheels—up to 29 x 2.4" tires sizes
- ✦ Lifetime warranty and crash replacement policy
- ✦ Built-in training plans and workouts tell riders how hard to ride and how long to go
- ✦ Individualized power and heart rate zones allow riders to train at their own fitness level
- ✦ Measures: power, heart rate*, cadence, speed, distance, calorie burn and more
- ✦ Free Kinetic Fit power-training app available for Apple and Android devices
- ✦ Easy workout data sharing and analysis
- ✦ No added bike sensors needed
- ✦ Upload workouts to popular training and workout-sharing sites including: Training Peaks, Strava, and more
- ✦ Share workout results to Facebook and Twitter

* Accessory heart rate strap not included

PRICE

\$549.00/€489.00



ROAD MACHINE | SMART - T-2700

The Kinetic Road Machine | Smart offers the smoothest, most realistic fluid-resistance ride available. Paired with the Kinetic Fit power-training app, you'll see improvements in a matter of weeks. Easy-to-follow built-in training plans and workouts simplifying power training will keep you motivated and on target. Requires Kinetic Fit power-training app for iOS or Android.

FEATURES

- + Quiet, smooth, progressive resistance precisely replicates outdoor ride feel—The most reliable fluid trainer available
- + Fully pre-assembled
- + Unmatched stability and durability
- + Range of resistance from 5 watts to over 2,000 watts
- + Rubberized, grippy knobs and sturdy design offer excellent stability
- + Fits 22" to 29" wheels—up to 29 x 2.3" tires sizes
- + Lifetime warranty and crash replacement policy
- + Built-in training plans and workouts tell riders how hard to ride and how long to go
- + Individualized power and heart rate zones allow riders to train at their own fitness level
- + Measures: power, heart rate*, cadence, speed, distance, calorie burn and more
- + Free Kinetic Fit power-training app available for Apple and Android devices
- + Easy workout data sharing and analysis
- + No added bike sensors needed
- + Upload workouts to popular training and workout-sharing sites including: Training Peaks, Strava, and more
- + Share workout results to Facebook and Twitter

* Accessory heart rate strap not included

PRICE

\$399.00/€340.00



ROAD MACHINE | T-2200

It's the perfect workout tool for sprints and intervals or all-day cruising. Quiet. Smooth. And like every Kinetic Fluid Trainer, 100% leak-proof. The Road Machine gives you true outdoor ride simulation by automatically adjusting resistance as you change speeds and shift gears—just like riding outside!

FEATURES

- ✦ Quiet, smooth, progressive resistance precisely replicates outdoor ride feel
- ✦ The most reliable fluid trainer available
- ✦ Fully pre-assembled
- ✦ Pairs with Kinetic inRide Watt Meter for power training
- ✦ Unmatched stability and durability
- ✦ Patented Kinetic fluid resistance provides measurable and repeatable workload
- ✦ Progressive resistance from 5 to 3000+ watts
- ✦ Folds flat for easy storage
- ✦ Ergonomic rubberized knobs grip for easy setup
- ✦ Large diameter roller reduces tire wear and provides a smoother ride
- ✦ Fits 22" to 29" wheels—up to 29 x 2.3" tires sizes
- ✦ Lifetime warranty and crash replacement policy
- ✦ Recommended Kinetic accessories: Trainer Bag, Riser Ring, Trainer Mat, and Pro Flywheel

PRICE

\$349.00/€309.00



KINETIC MAGNETIC | T-2400

Magnetic resistance at its best. Quiet and smooth with the same high-quality frame used on the Road Machine trainer. It's the only magnetic trainer with 6.25 lb. flywheel for realistic wind-up and coast down. Variable magnetic resistance is perfect for all types of bikes—especially lower-g geared or single speed bikes (mountain, cyclocross, BMX and track).

FEATURES

- ✦ The standard for magnetic trainers—Precision engineering and unique design
- ✦ 9 levels of smooth, quiet resistance
- ✦ Fully pre-assembled
- ✦ Perfect for mountain bike gearing or climbing simulation
- ✦ Unmatched stability and durability
- ✦ Folds flat for easy storage
- ✦ Ergonomic rubberized knobs grip for easy setup
- ✦ Largest flywheel of any magnetic trainer gives realistic road feel
- ✦ Large diameter roller reduces tire wear and provides a smoother ride
- ✦ Fits 22" to 29" wheels—up to 29 x 2.3" tires sizes
- ✦ Lifetime warranty and crash replacement policy
- ✦ Recommended Kinetic accessories: Trainer Bag, Riser Ring, Trainer Mat, and Pro Flywheel

PRICE

\$289.00/€230.00



CYCLONE | T-2500

The Cyclone's dual fan design gives you true outdoor ride simulation by automatically adjusting the resistance as you change speeds and shift gears. The ideal choice for a discerning casual rider or a lightweight race-day warm up solution.

FEATURES

- + Smooth, progressive resistance replicates outdoor ride feel
- + The most reliable wind trainer available
- + Fully assembled
- + Unmatched stability and durability
- + Lightweight, the perfect pre-race warm up trainer
- + Dual 2.2 lb. flywheels (largest of any wind trainer) offer realistic road feel and coast down
- + Folds flat for easy storage
- + Ergonomic rubberized knobs grip for easy setup
- + Large diameter roller reduces tire wear and provides a smoother ride
- + Fits 22" to 29" wheels—up to 29 x 2.4" tires sizes
- + Lifetime warranty and crash replacement policy
- + Recommended Kinetic accessories: Trainer Bag, Riser Ring, and Trainer Mat

PRICE

\$239.00/€189.00



KINETIC Z•ROLLERS | T-2600

The Kinetic Z•Rollers are the perfect option for developing better balance and technique, or for pre-race warm-up. Precision machined aluminum rollers and premium bearings provide a smooth, quiet ride. A lightweight aluminum frame folds down for easy transport and storage. Kinetic backs it up with our unconditional lifetime warranty.

FEATURES

- ✦ Precision-machined 3.5 x 14.7 inch aluminum rollers (90mm x 374mm)
- ✦ Tri-fold design folds down to just 21 x 20 x 8.8 inches (533mm x 508mm x 234mm)
- ✦ Dual-grooved for left or right-side dismount
- ✦ Adjustable to fit bikes with a wheelbase from 38.2 to 43.3 inches (97cm to 110cm)
- ✦ Ready to ride right out of the box
- ✦ Recommended Kinetic accessories: Trainer Bag and Trainer Mat

PRICE

\$349.00/€299.00



KINETIC inRIDE WATT METER | T-2000

There is no better way to release your cycling potential and increase fitness than power training. Kinetic's inRide Watt Meter simplifies power training in a convenient and budget-friendly design that pairs with your Kinetic Road Machine or Rock and Roll bike trainer to create the ultimate connected stationary training experience. Requires Kinetic Fit power-training app for iOS or Android.

FEATURES

- + Built-in workouts tell riders how hard to ride and how long to go.
- + Individualized power and heart rate zones allow riders to train at their own fitness level
- + Measures: power, heart rate, cadence, speed, distance, calorie burn and more
- + Free Kinetic Fit power-training app available for Apple and Android devices
- + Easy workout data sharing and analysis
- + No added bike sensors needed
- + Upload workouts to popular training and workout-sharing sites including: Training Peaks, Strava, and more
- + Share workout results to Facebook and Twitter
- + Installation is easy: affix sensor pod to back of resistance unit, insert plug and magnet into roller, install Kinetic inRide app on your device, configure rider data and ride
- + Includes: inRide sensor, heart rate strap, batteries, trainer roller magnet and inRide App
- + Please note: Kinetic inRide power meter is only compatible with Kinetic fluid resistance trainers and is compatible with all current and previous models

PRICE

\$99.00/€99.00



KINETIC inRIDE WATT METER - POD ONLY | T-2002

There is no better way to release your cycling potential and increase fitness than power training. Kinetic's inRide Watt Meter simplifies power training in a convenient and budget-friendly design that pairs with your Kinetic Road Machine or Rock and Roll bike trainer to create the ultimate connected stationary training experience. Requires Kinetic Fit power-training app for iOS or Android.

FEATURES

- + Built-in workouts tell riders how hard to ride and how long to go.
- + Individualized power and heart rate* zones allow riders to train at their own fitness level
- + Measures: power, heart rate*, cadence, speed, distance, calorie burn and more
- + Free Kinetic Fit power-training app available for Apple and Android devices
- + Easy workout data sharing and analysis
- + Upload workouts to popular training and workout-sharing sites including: Training Peaks, Strava, and more
- + Share workout results to Facebook and Twitter
- + Installation is easy: affix sensor pod to back of resistance unit, insert plug and magnet into roller, install Kinetic inRide app on your device, configure rider data and ride
- + Includes: inRide sensor, battery, trainer roller magnet and inRide App
- + Please note: Kinetic inRide power meter is only compatible with Kinetic fluid resistance trainers and is compatible with all current and previous models
- + No added bike sensors needed

* Accessory heart rate strap sold separately

PRICE

\$49.00/€50.00



KINETIC BLUETOOTH SMART HEART RATE STRAP | T-2001

The Kinetic Heart Rate Strap uses either ANT+ or Bluetooth Smart™ communication protocol—found in Apple and Android devices to wirelessly pair with the Kinetic Fit App to measure heart rate. The heart rate strap will also work with other 3rd party apps using Bluetooth Smart™ for device pairing.

FEATURES

- + Dual band: Bluetooth Smart® or ANT+
- + Pairs with Kinetic Fit app and any other 3rd-party app using bluetooth smart protocol to pair with fitness devices
- + Pairs with ANT+ GPS computers and bike computers

PRICE

\$59.00/€54.99



KINETIC TWENTY20 BOTTLE CAGE | T-3100G | T-3100B | T-3100W | T-3100R

The Kinetic Twenty20 Bottle Cage is designed to improve the simple act of grabbing a drink on the bike. A natural arm motion removes and replaces a bottle at an angle of roughly 20 degrees off-center of the frame tube to which the cage is attached. The Twenty20 Cage addresses this and can be mounted offset 20 degrees left or right on a bike frame. With the Twenty20 Bottle Cage, a natural arm swing brings the bottle right into the center of the cage, rather than in from the side. The Twenty20 Bottle Cage is also great for small frames or full suspension mountain bike frames with tighter bottle cage mounting areas.

FEATURES

- ✦ Three mounting positions for more ergonomic bottle access
- ✦ Lightweight composite construction: 38 Grams
- ✦ Available in black, white, red and Kinetic Green

PRICE

\$15.00/€11.99



Part: T-3100G



Part: T-3100B



Part: T-3100W



Part: T-3100R

TRAINER ACCESSORIES



TURNTABLE RISER RING | T-750 CS

\$39.00/€45.00

We offer two models designed to meet the needs of riders who want a level bike when they train. The Kinetic Turn-Table Ring allows the front wheel to steer, a must-have for anyone training with the Kinetic Rock and Roll.



STANDARD RISER RING | T-750 C

\$29.00/€29.00

The Kinetic Standard Riser Ring is adjustable to four heights to simulate flat roads on almost any bike. It sits under front tires for a stable ride, no matter how hard or long the workout.



TRAINER MAT | T-741

\$65.00/€55.00

This is a simple necessity for any cyclist who cherishes a clean training environment. The Kinetic Floor Mat keeps floors sweat-free and reduces vibration. Durable closed-cell PVC foam means it will stand up to even the most intense training sessions.



TRAINER TIRES | T-737 and T-739

\$50.00/ €50.00 (T-737) / \$35.00/ €50.00 (T-739)

Preserve your outdoor tire by using this durable trainer tire for indoor riding. Specially formulated to better grip the trainer roller, these tires are the perfect addition to your bicycle. Available in two sizes: 26 x 1 (T-737) for standard mountain bikes and 700c x 23c (T-738) for your road bike or a narrower 29-inch wheel.

TRAINER ACCESSORIES



TRAINER BAG | T-1000

\$59.00/€50.00

This top-quality nylon, padded bag is large enough to hold Kinetic Z•Rollers or a Road Machine, Kinetic Magnetic or Cyclone trainer and a riser ring. Features backpack straps, internal pockets, a sturdy top-handle and a large zippered front pocket for extras.



PRO FLYWHEEL | T-015

\$89.00/€59.00

Greater flywheel mass = a more realistic ride! Add the Pro Flywheel to any Kinetic fluid or magnetic trainer manufactured after January 1, 2010, and you'll experience longer wind-ups when doing sprint intervals and longer coast-down.

FOR NEW
2000-SERIES
TRAINERS



SMALL WHEEL ADAPTER | T-580

\$60.00/€39.00

Designed to work with the 2000-series trainers. Offers the same features and benefits of the T-500 Small Wheel Adapter. Ships with adapter and shorter trainer legs to lower trainer for a level ride.

FOR OLD
MODEL
TRAINERS



SMALL WHEEL ADAPTER | T-500

\$45.00/€29.00

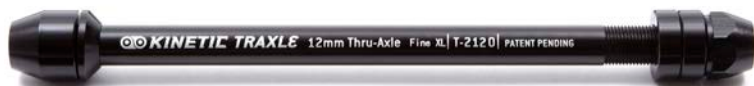
A must for BMX bikes, recumbents and any bike with tires having an outside diameter of 22" or less. The small wheel adapter raises the level of the resistance unit of any Kinetic Trainer by up to three inches, allowing it to fit tires with outside diameters as small as 16" and to accommodate most BMX, kids and recumbent bikes.

COMPATIBILITY SOLUTIONS



KINETIC TRAXLE - FINE | T-2100

For fine-threaded 12mm thru-axle systems including: Specialized, Foundry, Cannondale, Santa Cruz, Scott MTB, Intense, Norco Range and Sight Carbon (2014), Norco Range and Sight alloy (2013), Norco Aurum, Cube



KINETIC TRAXLE - FINE XL | T-2120

For fine-threaded 12mm thru-axle systems including: Santa Cruz - all models except Stigmata (for Santa Cruz bikes with closed dropout on the drive side - Requires removal of hex cap in drive side dropout)



KINETIC TRAXLE - MEDIUM | T-2102

For medium-threaded 12mm thru-axle systems including: Pivot, Yeti, Bianchi (14), Rocky Mountain, BH, Redline, Giant Z75 models Diamondback models: Scapegoat, Slopestyle, Mission series, Sortie 29 series, Raleigh RXC Cyclocross, Turner, Whyte, Marin, Scott Solace



KINETIC TRAXLE - COARSE | T-2101

For coarse-threaded 12mm thru-axle systems including: Trek, Niner, GT (2014), Salsa 2014, Canfield, Giant Reign X, Diamondback Mason and Mason FS, Norco Revolver and all 2015 models, Ibis, KTM, LaPier, Kona, Santa Cruz Stigmata

KINETIC TRAXLE | MULTIPLE PART NUMBERS

\$49.00/€35.00

The Kinetic Traxle system is a precision-machined replacement axle that matches the weight, quality and performance of OEM thru axles with the addition of small tapered heads to allow for use on trainers. The Traxle comes in three thread pitches – coarse, medium and fine – to fit a range of frame and wheel manufacturers. Perfect for home training, bike shop fitting stations and race warm up.



STANDARD CONE CUP | T-2111

Pre-installed on all Kinetic trainers and fits most nutted axles and track bikes.



SLOTTED CONE CUP | T-2103

Comes in the trainer box and works with many non-Kinetic quick release skewers.



BMX CONE CUP | T-2107

For oversized 14mm bmx axles with axle nuts 19mm and larger.



SHALLOW CONE CUP | T-2105

Shallow outside diameter works on frames with tight drive-side dropout tolerances.



TRACK CONE CUP | T-2104

An oversized version of the Standard Cone Cup for track axle nuts larger than 15mm.



INTERNAL CA CUP | T-2106

For chain-actuated internal hubs like Sturmey Archer. Great for Brompton bikes.

CONE CUP ADAPTERS | MULTIPLE PART NUMBERS

PRICES VARY | AVAILABLE ONLINE AT KURTKINETIC.COM

Although Kinetic trainers fit nearly 90% of all bikes straight out of the box, we offer the most complete range of mounting solutions and accessories for bikes with specialty skewers, narrow frame drop-out tolerances, oversized nutted axles, small diameter tires, chain-actuated gear shifting, and internal gearing.

KINETIC

2017 PRESS MATERIALS

BACKGROUND BRIEFING MATERIALS

KINETIC FACT SHEET

Kurt Manufacturing: Parent Company

Kinetic is a thriving, specialist division of Minneapolis, Minn.-based Kurt Manufacturing. Founded in 1947, parent company Kurt Manufacturing quickly made a name for itself in precision manufacturing. In the 1950s the Kurt Vise became the industry standard for precision work holding equipment and over the next three decades, Kurt expanded it's reputation and expertise in precision engineering into many diverse industries including the zero tolerance world's of aviation and aerospace and today is a large industry-player with hundreds of patents in almost as many industries. This long track record in precision engineering and a total commitment to quality lies at the core of every Kinetic trainer.

Kinetic: Birth of a new Division

Every other cycling trainer in the world other than those manufactured by Kinetic uses a drive shaft to turn an impeller. One of the biggest problems with traditional cycling trainers is fluid chamber leakage. The problem was so bad for a Kinetic competitor and former Kurt customer, that in 1999, it bankrupted the company. Left with a large inventory of trainer frames and the expensive tooling equipment installed specifically for this customer, Kurt decided to turn a negative situation into a positive business opportunity.

The company poured R+D funds and engineering expertise into solving the leaking trainer problem and invented the world's first leak-proof fluid chamber cycling trainer.

Fast-forward almost 17 years: Kinetic trainer sales are stronger than ever and the brand is sought after by professional and serious enthusiast cyclists as the leading name in modern high performance cycling trainers.



KINETIC IS BORN
The Road Machine

2000



- + Kurt Manufacturing was producing trainer frames for another company.
- + With excess inventory of tubing and knowledge of the competitors flaws, Kurt Mfg. enters into the trainer business.

power computer



- + Including the first affordable on-trainer power computer—utilizing our accurate, repeatable fluid power curve.

NEW ACCESSORIES
Full line-up introduced

2006



Remember this campaign? Circa 2005

- + Kinetic Green is introduced and a new logo is rolled out.
- + Kinetic also expands into Europe for the first time

KINETIC REBRANDS
New Logo + Kinetic Green

2008



- + Kinetic adds more of Europe and international markets in South America and Asia

BRAND EXPANSION
Kinetic tackles new markets

2010



2002

- KINETIC SCALES UP**
Production Moves to Asia
- + Kinetic moves production from the U.S. to Asia.
 - + Signs Seattle Bicycle Supply as first distributor



2005

- NEW MODELS**
Cyclone and Mechanical
- + Venerable Cyclone is still in the lineup 9 years later.



2007

- ROCK AND ROLL**
The Revolution Begins
- + Kinetic brings an all-new training experience to market



2013

- REDESIGNS TRAINERS**
Kinetic updates all models
- + Rock and Roll trainer gets complete redesign
 - + All models receive improved touch points + bike compatibility to meet the needs of an evolving bike market compatibility



KINETIC

KINETIC TRAINERS: BENEFITS + DIFFERENCES

Smart Control Trainers

For 2017, Kinetic introduces a new lineup of electronically controlled trainers, featuring the Rock and Roll | Smart Control, Road Machine | Smart Control and the Smart Control Power Unit. The Smart Control product lineup is Kinetic's first move into app-controlled resistance training. The trainers can be controlled either by the Kinetic Fit power-training app or several other 3rd-party app partners. Learn more about the Kinetic Fit app at: www.kinetic.fit.

Smart Trainers

Kinetic has pre-installed inRide, a proprietary power-measurement system that reads speed and cadence at the tire and translates that into wattage. That data is wirelessly transmitted to any Apple or Android device providing consistent and measurable workouts on Kinetic's Rock and Roll | Smart and Road Machine | Smart trainers. Pre-2016 Kinetic trainers can be turned into a Smart trainer by easily installing Kinetic's inRide system kit.

Kinetic Fit

Kinetic Fit is both a website and an app-based training platform that interfaces with the Smart and Smart Control trainers. The Kinetic Fit app connects athletes to a content-rich world of streaming video, professional coaching, guided workouts and training plans, social competition, and data analysis. Kinetic offers a three-tiered subscription service, including streaming video from The Sufferfest, built-in power training plans for any level of rider and wireless screen mirroring to home entertainment systems. Learn more about the Kinetic Fit app at: www.kinetic.fit.

Kinetic inRide Watt Meter System

InRide opens a world of workout options with more than 60 data metrics, built in workouts, a workout creator, realtime workout graphing, app screen mirroring to home entertainment systems, post ride analysis and data sharing, and is compatible with select 3rd-party apps with access to video streaming workouts. It consists of a heart rate monitor and power sensor pod, mounted to any Kinetic trainer, and links wirelessly to most Apple or Android devices using Bluetooth Smart™ protocol. It measures speed and cadence at the tire and translates that into wattage.

Leak Proof Fluid Resistance Unit

All Kinetic trainers use a patented neodymium magnetic drive shaft system, which couples the roller unit to the sealed fluid resistance unit. This allows for a completely sealed fluid chamber that doesn't require special seals where a drive shaft would typically enter into the fluid resistance unit to drive it. This technology allows Kinetic to provide a lifetime warranty on the resistance unit, as well as the frame.

Heavy Flywheel

Kinetic Smart Control trainers feature one of the heaviest flywheels to be found on a trainer at 14.4 lbs (6.5 kg)—providing the greatest inertia in the trainer class. The fluid and magnetic trainers also offer the benefits of a large 6.25 lbs (2.8 kg), and up to 18 lbs (8.2 kg) when using the Kinetic Pro Flywheel accessory. The result is an ultra smooth, road-like ride during every acceleration and coast down.

Greatest Stability

The large, trapezoidal leg design offers the largest footprint of any cycling trainer available, keeping power and motion in control even during out-of-saddle training when the rider's lateral motion can increase.

Lowest Operating Temperature

The constant spinning of the drive shaft and impeller in the fluid chamber of any trainer creates energy that turns into heat. Kinetic trainers are manufactured with 80 cast aluminum fins to dissipate heat and internal cooling vents that result in the lowest operating temperature of any trainer available today.

Thermodynamically Neutral

Unlike other fluid trainers that lose resistance when temperature in the fluid chamber increases, Kinetic trainers use thermodynamically neutral silicone, which ensures a consistent, measurable and repeatable workload at any temperature. This means no matter how fast or hard or long a rider works a trainer, the liquid in the chamber remains at a constant viscosity, providing consistent resistance.

Specialty Bikes-Ready

Kinetic offers four different thru-axles, called Traxles, allowing the use of bikes with rear thru-axles to be used on any Kinetic trainer. Kinetic trainers also work with tandems as well as with wheels measuring from 16 inches to 29 inches. With a variety of cone cup options to hold odd quick release skewers and tight frame tolerances, Kinetic trainers are compatible with bikes with flip-off skewers, breeze drops-outs, natted axles on track and BMX bikes, 12mm mountain bike thru axles and 14mm Specialized thru-axles.

Best Warranty

Kinetic trainers are built to last, which is why each is guaranteed for a lifetime. The Kinetic Unconditional Lifetime Warranty means that if you break your trainer, Kinetic will repair it or replace it for as long as you own it. Accidental damage is covered by a crash replacement program.

KINETIC

TEAM BIOS

PAUL CARLSEN

Division Manager, Kinetic

Paul Carlsen is Division Manager of Kinetic and is responsible for overseeing all components of the division's operations from yearly planning to manufacturing standards to marketing and financial reporting. Before being promoted to his current position, Carlsen was Marketing Director for parent company, Kurt Manufacturing where he spent three years overseeing sales in multiple markets, including Indiana, Ohio and Kentucky plus general marketing programs and initiatives across all online, print and traditional media. He works closely with national sales, customer service and manufacturing to ensure high operational standards across the division.

He graduated from the University of Minnesota, Duluth with a Bachelor of Business Administration Degree, majoring in marketing. He is married and lives in the Twin Cities.

JASON OVERMAN

North American Sales Manager, Kinetic

Jason Overman is the North American Sales Manager at Kinetic. He got hooked for life on cycling at the ripe old age of 13 when RAGBRAI took over his home town in Iowa, finding the travelling circus that surrounds the event too much to resist. He started his first bike industry job two days after he graduated from Iowa State University, joining GT/Riteway on the order desk in Sheboygan, WI. Overman moved around in the industry for several years gaining valuable experience with GT, J&B, and Nike and later found a more permanent home with Giant as an account executive for seven years. In August he traded windshield time for an office chair, joining Kinetic as the new North American Sales Manager.

Overman brings to Kinetic a broad range of bike biz knowledge of everything from consumer retail to distribution to manufacturing. He is an avid cyclist and rides as much as a bike industry schedule allows. He currently lives in Red Wing, MN with his wife and two boys. With some of the best riding in the state just a five minute ride from his house. Overman likes to be involved and is active in his local mountain bike club, which builds and maintains the local trail system. He is a founding member of his local IMBA chapter, and is currently serving on the board of directors.

BRUCE FINA

European Sales Manager, Kinetic

Bruce Fina is responsible for European Sales and Marketing for Kinetic. He interfaces directly with all European distributors and largely determines Kinetic's direction in Europe. He is the face of Kinetic for European distribution, opening and maintaining business-to-business relationships as well as attending a wide variety of trade shows and consumer-facing events throughout the year.

Fina is a bicycle business veteran. A natural entrepreneur and innovator, in 1989 he founded and managed Pedro's Inc., a green bike-care products and tool company, until it was sold to Swix Sport in 1997. At the same time he was also the Manager of the US National Cyclocross Team for seven years and is still active in the sport. Fina has been with Kinetic since 2010.

Fina graduated from Tufts University with a degree in English and later earned an MBA from the University of California. He lives in Graz, Austria.

KINETIC

TEAM BIOS

DAVID SIMPSON

Marketing Manager, Kinetic

David Simpson is Marketing Manager at Kinetic and has worked with the company since 2009. He is responsible for creative direction, graphic design, communications and marketing. With over 20 years experience in design and marketing, He brings an eye for aesthetic and continuity to all of Kinetic's sales and marketing materials. Simpson and Carlsen work closely to determine the direction of Kinetic visuals, products and marketing campaigns. Simpson also provides sales support: writing and designing eNewsletters, brochures, sell sheets and other sales-support assets.

Before joining Kinetic, he worked as an art director for both regional and national publications for 9 years and maintained a successful freelance career until finding a niche with the company. An avid cyclist, former expert-class mountain bike racer and early adopter of power-based training, Simpson brings a rider's knowledge to his work at Kinetic. He owned a Kinetic Road Machine for years before he began to work with the company and would swear by it as a cornerstone to a solid race program.

He graduated from the University of Minnesota, Twin Cities with a Bachelors degree in Journalism. He is married and lives in Minneapolis.

Who owns Kinetic?

Kinetic is a division of Kurt Manufacturing, a 100% employee owned (ESOP) company located in Minneapolis, MN. The precision machining company was founded in 1947 with a focus on offering high tolerance, high quality machining services. This led to an ongoing reputation for product quality and excellence. Kurt now manufactures thousands of precision-engineered parts for many categories including the zero tolerance industries of defense and semiconductors.

When did Kinetic start?

In 1999, a cycling trainer company for which Kurt manufactured precision parts, went bankrupt. Faced with an inventory of parts for the now defunct customer, Kurt went to work solving the fluid resistance unit leakage problem that caused the company to go out of business. After intensive research and product development, Kurt launched the world's first leak-proof trainer and the Kinetic division was born.

What makes Kinetic Trainers different to anything else on the market?

Kinetic trainers are the world's first and only leak-proof trainer. Cycling trainers use fluid chambers to create resistance for the rider. In other trainers, a drive shaft or impeller penetrates the fluid chamber and the entry and exit points are sealed with rubber seals. Over time, these seals can wear out and cause leakage. Kinetic trainers use a system of magnets to couple the drive shaft and fluid chamber, removing the need for any seals where a drive shaft would typically enter into the fluid resistance unit.

What does a Kinetic trainer offer?

The most road-like ride possible today. With the largest and heaviest flywheels in the industry - up to 18 lbs (8.2 kg) - athletes and riders experience smooth rides and coast down. Because Kinetic trainers also use thermodynamically neutral silicone in the fluid chamber to resist heat buildup, each trainer provides consistent resistance. Each trainer is also designed with the largest footprint of any trainer available today, creating maximum stability for riders.

Which model of trainer should I buy?

There is a Kinetic trainer suitable for everyone. For riders looking for the ultimate controlled and connected riding experience and the ability to let the trainer set the resistance level, look no further than the new Smart Control series. Featuring either a Road Machine or Rock and Roll frame or sold as a standalone Power Unit to upgrade any Kinetic frame, the series offers several price points. App-connected training lets riders track and utilize over 60 data points and ride virtual courses. The Kinetic Fit power-training app opens a world of training plans and rich video integration to enhance the stationary training experience. The Road Machine | Smart is perhaps the best all rounder with power training options provided by inRide Sensor Technology, and the Rock and Roll | Smart trainer is the most advanced yet, replicating a real side-to-side motion perfect for working out core muscle groups and mimicking the natural rider motion of a long hill climb, as well as offering power training options by inRide Sensor Technology. The Cyclone has a lower price point and is an excellent trainer for the casual rider looking to stay fit during the winter months. The Kinetic Magnetic features magnetic resistance that adjusts with the click of a thumb shifter. It's the perfect trainer for mountain bikes, lower geared bikes, or any rider looking for maximum resistance with minimal wheel speed. For those who like to work on their balance and smooth pedal stroke while also getting a tough workout, the Z-Roller is a great choice.

Where can I buy a Kinetic trainer?

From one of 1,500 independent bike store dealers or by calling Kinetic directly at 1-877-226-7824 or by visiting www.kurtkinetic.com and searching the dealer locator for more information.

KINETIC
2017 PRESS MATERIALS
PRODUCT PHOTOS

PHOTOGRAPHY

Low res versions displayed for reference only. Hi res images available at: <https://kurtkinetic.com/media/image-library/>

KINETIC ROCK AND ROLL | SMART CONTROL - T-6000



image 1



image 2



image 3

PHOTOGRAPHY

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KINETIC ROAD MACHINE | SMART CONTROL - T-6100



image 1



image 2



image 3

PHOTOGRAPHY

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SMART CONTROL POWER UNIT - T-6200



image 1



image 2



image 3

PHOTOGRAPHY

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KINETIC ROCK AND ROLL | SMART - T-2800



image 1



image 2



image 3

PHOTOGRAPHY

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KINETIC ROAD MACHINE | SMART - T-2700



image 1



image 2



image 3

PHOTOGRAPHY

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ROAD MACHINE | T-2200



image 1



image 2



image 3



image 4

PHOTOGRAPHY

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KINETIC MAGNETIC | T-2400



image 1



image 2



image 3



image 4

PHOTOGRAPHY

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CYCLONE | T-2500



image 1



image 2



image 3



image 4

PHOTOGRAPHY

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KINETIC Z•ROLLERS | T-2600



image 1



image 2



image 3



image 4

PHOTOGRAPHY

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KINETIC TRAXLE - FINE | T-2100



image 1



image 2

KINETIC TRAXLE - FINE XL | T-2120



image 1



image 2

KINETIC TRAXLE - MEDIUM | T-2102



image 1



image 2

KINETIC TRAXLE - COARSE | T-2101



image 1



image 2

PHOTOGRAPHY

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KINETIC TWENTY20 BOTTLE CAGE | T-3100G | T-3100B | T-3100W | T-3100R



image 1



image 2



image 3



image 4

PHOTOGRAPHY

Low res versions displayed for reference only. Hi res images available at: <https://kurtkinetic.com/media/image-library/>

Kinetic Lifestyle image assortment. [more available. email or call]



image 1



image 2



image 3



image 4