

## New Saddles

For years, Brompton has offered consumers three options for saddles – a no-cost, standard PU saddle, the fi'zi:k Vitesse and a special version of the Brooks B17 Special (featuring hand-hammered copper rivets).

The standard PU saddle's principal attributes are its light weight and economical cost; unfortunately, this is reflected in a design that is ill-suited to being used as a handle and that, frankly, looks so cheap that it brings down the image of our whole bike range. The Vitesse was better-looking but not particularly robust and equally ill-suited for use as a handle; moreover, many users found it was neither truly "unisex" nor particularly comfortable, and it was becoming ever more expensive to source. Both the standard PU saddle and the Vitesse are being replaced from 1 January 2009 by a new Brompton-designed saddle.

The new saddle has been designed to combine the best aspects of the two saddles it replaces, with none of the drawbacks:

- It is genuinely-unisex;
- The design is sporty and light, but offers a comfortable level of padding that will not intimidate new or casual cyclists;
- Hollow chromoly rails give the same range of fore-aft adjustability as the Vitesse, and (unlike the Vitesse) it features loops for a saddle bag;
- It features the toughest synthetic leather fabric we could specify and special lightweight foam padding to keep the weight low; and
- We have added a moulded grip under the nose of the saddle to protect it when carrying the folded bike and to make it easier on the hands.

All bikes will be fitted with the new saddle as standard (i.e. at no extra cost) from January. The improved value we are offering consumers is increased further by the fact that the new saddle comes fitted with a Brompton Pentaclip, allowing truly stepless adjustment for all Brompton owners.



We will retain the Brooks B17 Special for those consumers who wish to add that quintessentially English touch to their bikes but will also be offering, for the first time, a female version of the same saddle.

As with the male version, the B17 S Special, will feature copper rivets – as far as we know, the B17 S has never been produced as a Special edition before now, and the saddle in the photo is therefore the first of its kind.

## New Non-Folding Pedal

The non-folding [NF] pedal is another feature of our bikes that has attracted some criticism over the years. Seeking to keep costs and weight down, we used a hard plastic pedal that suffered from wear and tear and was aesthetically unpleasing.

The existing NF pedal will be replaced from January by a new Brompton-designed lightweight aluminium pedal that offers improved grip over the plastic model, better durability and integrated reflectors that will not break off.

This new NF pedal will be fitted as standard on all bikes. The weight is the same as the plastic pedal it replaces.



Both the new saddle and the new NF pedal feature the newly-designed logos which will soon appear on many parts of our bikes. The logos will be registered this week and will, we hope, add an additional level of protection from copycat manufacturers, as well as presenting an attractive and intuitive image that consumers will associate with our products.

The Marketing and Sales teams will be happy to assist you further, and to answer any queries you might have.

With best wishes

**Emerson Roberts**  
Marketing Manager