

4iiii takes PRECISION to the Podiiium. Cochrane, Alberta September 20, 2017

Las Vegas, Nevada, September 20, 9:00am.

4iiii Innovations is again shaking up the increasingly competitive powermeter market with the launch of **PRECISION Podiiium**; a rechargeable, low profile crank-based powermeter designed to be compatible with a wide range of cranksets. **PRECISION Podiiium** is a major step forward based on the same patent pending PRECISION 3-D strain gauge technology that powers pro cycling teams Quick-Step Floors and BORA-hansgrohe to dominance on the UCI World Tour.

PRECISION Podiiium is designed to support a full suite of dual compatibility not presently available from any other manufacturer. The PRECISION dual configuration is unique in it's ability to switch to a single-side powermeter on the fly, providing an inherent backup system.

Cyclists will be able to enjoy **PRECISION Podiiium** Ride Ready dual options starting with Shimano FC-R9100 and FC-R8000. Extensive Factory Install crank compatibility offers the choice of single or dual-side for these models and FC-R6800. Additional models are scheduled to be released in the new year. **PRECISION Podiiium** carries forward the well-known PRECISION quality for durable, lightweight and waterproof design that delivers extreme accuracy in all temperatures.

An attractive price point puts **PRECISION Podiiium** well within reach of those with dual-side aspirations and a single-side budget.

- Factory Install options for Non-Drive Side start at \$399, and Dual Factory Installs are priced starting at \$749.
- Ride Ready Dual Options start at \$999 including crankset.
- For a limited time, eligible FC-R6800 **4iiii** customers have the option to upgrade their current single-side PRECISION to **PRECISION Podiiium** Dual for only \$349.

PRECISION Podiiium will be officially launched on September 20-22 at Interbike 2017 in Las Vegas with market availability to be announced Q1 2018.

To take advantage of limited opportunities for pre-release ride and review, contact brand@4iiii.com

Talk with **4iiii** in person at Interbike on September 20th, **Booth #11254** (10am–noon).

- 30 -

4iiii is a sports technology company based in Cochrane, Alberta at the threshold of the Canadian Rocky Mountains and in the heart of a recreational paradise. We are a team of engineers and athletes dedicated to improving individual performance through the development of highly accurate and easily accessed data delivery products.