

ION BIKE COLLECTION 2015

Highlights preview



ION – who launched its first bike clothing collection in 2013 – steps up its cycling related product portfolio for the coming season.

2015 Highlights include:

- 9 clothing lines, for both women and men, including an expanded rainproof outerwear range.
- A new Tectonic_Fit kneepad for ultimate freedom of movement, plus additional lightweight protection gear.

ION's 2015 technical bike clothing collection features three lines for women and four for men, as well as gender specific outerwear. Top-notch performance fabrics like *DriRelease*, *Coolmax* or *Cordura* are combined with antibacterial treatments to keep the gear fresh for longer and reduce washing.



The new *Flare* (women) and *Scrub* (men) series set new benchmarks in the construction of technical cycling gear for the mountain bike market: The long sleeve tops combine *DriRelease* front panels with mesh jersey on back and arms – this product is also available in 3/4 length. The shorts are made of a special 4-way-flex fabric, with bonded hems and other details that make them extremely robust, yet lightweight.



The 'urban inspired' lines for women *Luzid* and men *Roam* expanded to over 20 different styles for 2014: They all combine street styling with a high degree of functionality. All tops are made from *DriRelease* fabrics, with *Freshguard*, which has a classic cotton look, but dries four times faster, and is very breathable. The jeans-style shorts are super durable thanks to a *Cordura* fabric with 2-way flex.



For those who prefer a more sportive look there is the *Graze* and *Traze* lines: These are surf inspired in design, while different mixed fabric constructions, including *Coolmax*, deliver performance functionality.

ION bike gear conquers bad weather days: The new outerwear range includes windproof jackets and vests, hard and soft shell jackets, a long unisex enduro pant, made from extremely flexible soft-shell fabric. Water-proof shorts round off the all-weather collection for women and men.

ION's watersports-specific eyewear technology has trickled down to the ION bike division: The *RAM* bike glasses feature a split frame, enabling lenses to be changed easily. This less sporty, more lifestyle frame comes in three different packages and six colour ways, including specially developed Zeiss lenses.



ION's 2015 protection gear portfolio now includes its Eurobike 2013 award winning, patent pending kneepad construction. The *K-Cap* features *Tectonic_Fit* technology: Overlapping and sliding protection panels keep the pad close to the knee at all times and guarantees maximum freedom of movement when pedalling. An additional, removable kneecap, delivers added safety when sliding on harsh terrain. The *K_Lite* and *E_Lite* pads offer *SAS-TEC* protection in a slim outline, including hidden hard caps.



Four gloves coming in eight different colourways, with various materials & functionalities add to ION's protection line.

A special highlight is the *Ledge* glove which is equipped with a *Maki_Seam* construction for the inner hand and fingers. An extremely direct grip is guaranteed by placing the seams where they don't disturb. *Flex_Protection* neoprene-rubber panels protect the knuckles from branches and when falling.

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All ION bike products will be available from March, 2015, in Germany, Austria, Switzerland, France, Italy, Spain, Belgium, Netherlands, Luxemburg, Great Britain, Norway, Finland, Russia, South Africa, Australia, Japan, Korea, Malaysia, Mauritius, Mexico, Chile, Brazil, Peru, Czech Republic, Slovenia, Croatia, Bulgaria, Poland, Hungary and Romania.

Besides these products, ION has numerous other highlights in its current [apparel collection](#).

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About ION

ION – founded in 2004 – is market leader in wetsuits & accessories for wakeboarding, kite- and windsurfing. ION's products are a combination of the best quality, highest technical standards and a unique as well as progressive design. In 2013, this approach was transferred to mountain bike sports, which are the founder's second big passion.

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