



## The Worlds' Most Technically Advanced Mudguard System

6th July 2007 - Madison, has teamed up with Cycra Racing, the leading US design and manufacturer of motorcycle plastic and billet components to create the all new Cycraguard® brand.

Cycra Racing was started by 2 brothers Ken and Glen Laivins as a design studio in Columbus, the company has grown to include a 57,000 ft manufacturing facility in the US. Cycra has been a market leading brand in the motocross industry for many years, with Madison as their exclusive UK distributor. Cycra Racing have also been involved in many design and engineering projects with Fox suspension and Cannondale bicycles.

Madison believes the time has come for Cycra to grace the bicycle industry with their leading edge design capability and unrivalled product quality. Cycra products are designed, developed and manufactured all under the same roof at their facility in Ohio, USA.

Cycraguard® will be entering the UK market with a full range of mudguards specifically aimed at the off road sector. The range includes the front mudguard, rear mudguard and twin pack. The entire range is manufactured using CycraFlex® material, an advanced fusion of rubber and plastic composite polymers which allow the guards to flex without deforming or breaking. CycraFlex® also allows the guards to be used in all weather conditions. Madison and Cycra are so confident in the quality of the range that an unlimited lifetime warranty will be offered on all Cycraguard® products.

The front mudguard is truly universal as it is equipped with specially designed and engineered bridges allowing the guard to fit bikes with awkward downtube cable stops and the ability to run crossed cables. The dual compound spine, tip, and tail allow the guard to sit securely on the frame without possible damage to paintwork.

The rear mudguard includes a robust and sleek quick release clamp which allows effortless installation and adjustment without the need to loosen bolts or remove the seatpin. All come equipped with a patented reflex cam system specially designed to protect the guard in an event of an accident. The range is completed by the twin pack which will be a combination of the front and rear mudguards. The full Cycraguard® range will be available in three best selling colours – black, titanium and white.

Dominic Langan, CEO Madison had this to say; "Cycraguards have been designed from scratch, there was no existing product. Thanks to the market and product intelligence of Madison in combination with the design and engineering expertise of the team at Cycra in injection moulding and thermoforming, we have together created what we believe to be the worlds' most technically advanced mudguard system, whilst still achieving the key price points.

**Release Date :** Immediate

**Stock Availability :** Samples & Stock From August 2007

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