

Kestrel Rt700 Road Bike Named As Outside Magazine 2007 Gear Of The Year

FOR IMMEDIATE RELEASE:

SANTA CRUZ, CALIFORNIA, USA, May 1, 2007 - Kestrel Bicycles of Santa Cruz, CA, announced today that its new RT700 road model has received coveted "Road Bike Gear of the Year" honors from the editors of Outside Magazine. The 2007 Gear of the Year awards are featured in Outside's Spring Buyer's Guide, which hit newsstands on April 24th.

"We are absolutely honored that the RT700 has been selected as Gear of the Year," said Kestrel president, Kevin Kenney. "In designing the RT700, we pulled out all the stops in putting our 20-plus years of carbon frame experience to work to develop the best performing, best riding road bike in a hotly competitive market segment. As a result, for the majority of riders out there it's the best all-around road machine we've ever made. To have this acknowledged by a national publication of Outside's caliber is a testament to all the thought and hard work that our dedicated team here in Santa Cruz puts into every Kestrel product," Kenney added.

The RT700 is a groundbreaking new design introduced for 2007, which wraps all the classic features of a Kestrel carbon road bike into a stylish performance package. The editors of Outside Magazine agree:

"On everything from all-day crushers to quick little hill climbs, we dropped more riding partners than ever before. But none will turn friends into enemies faster than this year's Gear of the Year winner, the so-swoopy-it-hurts Kestrel RT700."

"The RT700 was the most agile and responsive bike we tested this year." "If you want a bike that can handle twitchy criteriums and, with a set of aero bars, the occasional triathlon, this is it."

"Twenty-one years after introducing the world's first all-carbon production frame, Kestrel continues to put a premium on stiffness and aerodynamics... [T]he RT700 loves to climb and descend; plus it's comfy enough for long-haul speed."

As part of the Gear of the Year selection, Kestrel will participate in Outside's upcoming "Stay 30 Forever Tour", which will visit three major western U.S. markets later this month. The Kestrel RT700 bike will be on display in a special Buyer's Guide tent, along with the winners in other gear categories. The tour will visit San Francisco's Marina Green on May 12th, Portland's Pioneer Courthouse Square on May 19th, and Washington Park in Denver on May 26th.