

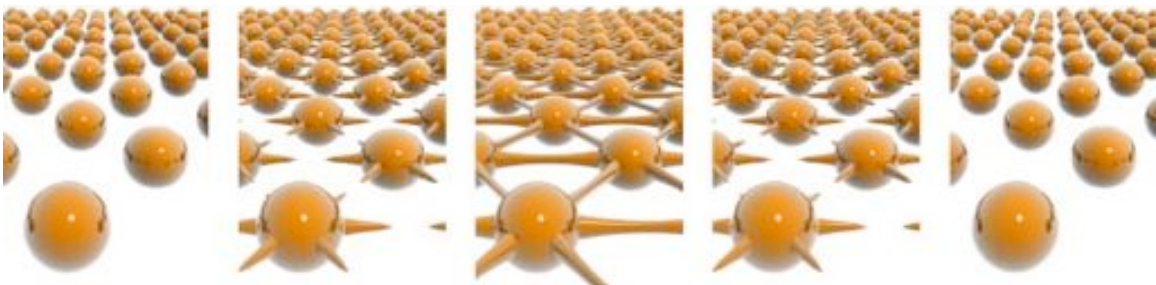
## **d3o™ fluid: join us for the ride**

*September 2008*

*d3o™ Lab, experts in intelligent shock absorption apply their unique blend of total freedom of movement and excellent shock absorption to the mountain bike and BMX market with the launch of **d3o™ fluid**.*

It's always been the goal of d3o™ to provide high quality protective solutions that allow athletes to concentrate on doing what they do with complete freedom of movement, without having to worry that the necessary protection will hinder instead of help. d3o™ began this drive with the US and Canadian ski team who wore d3o™ in the iconic GS race suits in the 2006 Winter Olympics. Since then the material has been used by innovative brands and athletes from a range of different sports, and after receiving so many enquiries from mountain bike and BMX riders about offering the same benefits to them, the clever people at d3o™ have decided to develop a new range of protectors perfect for these sports – **d3o™ fluid**. d3o™ fluid will enable mountain and BMX riders to have the freedom and comfort they need from their protectors to put them back in control without worrying their protection will hinder them instead of help.

So how does d3o™ work? d3o™ achieves its qualities as a result of the intelligent molecules it is composed of. At slow speeds the molecules inside d3o™ move freely making it soft and flexible, whilst at high speeds, like in an impact, the molecules lock



together, spreading and absorbing the impact to protect the wearer.

What this means for the rider is that the material is able to drape around the body much more easily than other materials, with its flat composition meaning components follow the line of your body when straight, but move with you when you bend. The ergonomic keyhole design of d3o™ also gives the components increased protection allowing the unique geometry to close in around your body when you move.



Among the d3o™ fluid range are CE EN-1621-1 certified components, which are some of the thinnest around at just 8mm at their thickest point, tapering to blend in with the garment at the edges. The CE range consists of components designed specifically for the shoulders, elbows, hips and knees, allowing CE crash pads, and knee and elbow pads. d3o™ fluid components also enable shin

guards, gloves, and ankle guards with low profile and flexible protection for the mountain and BMX rider.



On the mountain, up the hill, in the forest, or on the

trail racing round the course at top speed is what it's all about; it's not about the crash landing! Riders want to be protected just in case it goes wrong, but don't want to feel like a robot that can't



move. Wearing d3o™ means you can forget about your pads and get on with the ride. d3o™ plans to revolutionize the mountain bike and BMX market by providing low profile pads that don't get in the way and will be perfect for cross country, dirt jumping, 4X, free ride and trials in mountain bike. d3o™ fluid will also be a welcome wonder for the BMX rider who wants to still be able to wear his skinny jeans whilst doing trails, dirt and flat land but also want to be protected.

As part of the launch of d3o™ fluid, d3o™ will be at the Interbike Outdoor Demo in Boulder City, NV on the 22<sup>nd</sup> and 23<sup>rd</sup> Sept. You can also see d3o™ on the SixSixOne booth at the Interbike outdoor demo and trade show, where they will be launching a comprehensive range of new d3o™ products. Come along and see what it's all about!

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### **Notes to editors**

For more information on d3o™, or it's presence at the Interbike Outdoor demo please contact Charlotte Gough at [charlotte@d3olab.com](mailto:charlotte@d3olab.com), or on +44 (0)1273 739410.

d3o™ lab invented and manufactures a revolutionary material for flexible impact protection called d3o™ technology. d3o™ is a patented, shock absorbing material with intelligent molecules that flow with you as you move, but on shock, lock together to absorb impact energy.

d3o™ is radically changing the game in impact protection by proving that protective gear doesn't have to be bulky and rigid, and



in footwear by providing a solution that is both an excellent shock absorber and has great energy return which was previously impossible with conventional materials. d3o™ opens up unlimited design possibilities for protective gear and footwear that enable the athlete to maintain control at a high level without being compromised by protective or shock absorbing equipment or products that inhibit their freedom of movement or balance. d3o™ has teamed up with brands coveted by innovators in sport and motorcycle industry including Puma, Spyder, and Quiksilver, and to bring protective clothing and footwear to market for skiing and boarding, football, mountain climbing, mountain biking, motorcycle, and more.

To keep up to date with all of the d3o™ news in the monthly newsletter drop Charlotte an email with 'subscribe to newsletter' in the subject line.