



FOR RELEASE MARCH 17, 2015



Media Contacts:

Matt Waite, PowerTap Brand Manager
mwaite@powertap.com
(608) 729-6136

PowerTap Solidifies Leadership with Multiple Power Measurement Platforms

Adds P1 Pedal and C1 Chainring to Product Offerings

Madison, Wis. – (February 27, 2015) – PowerTap reasserts its position as market leader with the addition of two new power meters to their portfolio with the P1 pedal and C1 chainring. Through years of observations, testing, development and hard work, PowerTap is committed to providing power measurement products with the accuracy that cyclists deserve. With the introduction of these new products, PowerTap will lead the industry by becoming the first and only cycling power meter company with a complete portfolio of power meter products for multiple locations on the bike.

The P1 pedal is a simple, intelligent and uncompromising design that provides the same proven PowerTap accuracy and reliability. The simple one-piece design easily mounts to any crank and does not require calibration nor installation angle setting for a true “plug-and-play” experience. The P1 also features dual band ANT+ and Bluetooth SMART for compatibility with a multitude of head units and smart devices. Plus, the independent measurement opens the possibility for a new set of pedaling metrics previously unavailable.

The C1 chainring is a full featured, crank-based power meter that features dual-sided measurement. Available in multiple chainring tooth options for 5 bolt, 110 BCD cranks, the C1 mounts to existing hardware on the bike. Additionally, dual band ANT+ and Bluetooth SMART connectivity make the C1 an obvious choice for riders looking for more features and better value.

“We have spent the past 15 years learning from and educating cyclists on all facets of training with power,” says PowerTap President, Jeff Frehner. “Our passion for making cyclists better by utilizing power measurement remains at the core of why we are in this business. We strive to always be the experts in the power measurement category.” PowerTap is excited to expand their power meter portfolio and unleash the P1 and C1 to the power training world. Follow [@powertap](https://twitter.com/powertap) on Twitter to stay up to date on product availability.

###

About PowerTap

PowerTap is a cycling company committed to giving their customers the edge. Whether their customers are training or racing, PowerTap has everything cyclists need to measure power accurately. The PowerTap product line includes hubs, wheelsets, software, apps, computers, and all the accessories to put them to work. Learn more at powertap.com.