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CONTACT: Suzette Ayotte, [suzayotte@earthlink.net](mailto:suzayotte@earthlink.net)  
415.674.6622



## **RICHARD SACHS PAINTS HIS CYCLO-CROSS TEAM IN CLASSIC OVAL RED**

### ***-Oval Concepts Classic Bend Handlebars Confirm for Sachs: "There is a God."***

**Lugano, Switzerland - 08 December 2006** – Oval Concepts, recognized by their progressive aero shaped designs for both road and time trial products is being lauded, ironically, by frame builder Richard Sachs, one of the finest bicycle frames builders in the world. Last weekend and for the past two race seasons Sachs and his Richard Sachs sponsored Cyclo-Cross Club have lined up at regional and national start lines riding Oval Concepts *Classic Bend* handlebar. So, where's the ironic twist if it's not in the bar?

The irony rests in the fact that Oval Concepts is on the cutting edge of materials science and advanced technology while Sachs has been using the same predictable building materials — steel — for over twenty-five years. Yet Sachs resolutely and openly applauds Oval for preserving the fading dreams of 'old school' builders like him by providing access to Classic handlebar designs that have fallen victim to cost cutting, competitive marketing and OE specification criteria.

"I argued for years with makers about the scarcity of older shaped handlebars, always pointing to the pros as examples of those "still" using these shapes: Bartoli, Armstrong, Musseuw, Virenque, and scores of others," said Sachs. "The replies were almost always the same: once a year we make the stash for the pros because they use [mostly] non-anatomical handlebars - then we resume making what sells."

While indisputably, Oval Concepts *best* selling products are the result of research, applied materials science and advanced technology, the company is guided by a mission that blends a forward thinking approach with tradition and fervor – ultimately, pushing the limits but revering the past. In October, while Tjorbjorn Sindballe recorded the fastest bike-split in the history of the Kona Ironman World Championships using Oval's Limited Edition Jetstream 911 aerobar and creating a buzz along the famed Ali Drive, Sachs was buzzing about on the opposite end of that spectrum in search of what he refers to as "real goods."

"Alas, in the wake of all this," Sachs writes on the Serotta Bicycles forum [\[http://www.serotta.com/forum/showthread.php?t=6043&highlight=anatomic+bars\]](http://www.serotta.com/forum/showthread.php?t=6043&highlight=anatomic+bars), "Our 04 team sponsor re-issued the classic handlebar in question. From this point forward I am committed to Oval Concepts because they make excellent quality components, they heard the plea for better shaped handlebars and heeded the call. There is a God."

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OVAL CONCEPTS SA  
6917 Barbengo, Switzerland

[www.ovalconcepts.com](http://www.ovalconcepts.com)  
[info@ovalconcepts.com](mailto:info@ovalconcepts.com)

FAX: +41(91) 994.6908  
TEL: +41(91) 994.6909



Page 2

**Oval Concepts Classic Bend Handlebar - Sachs**

Joining Sachs last weekend as part of the Richard Sachs/Connecticut Yankee Bicycle Club in the US (established in 1967), of which he has been the title sponsor since 1981, were Elites Justin Spinelli, Alicia Genest-Hamblen, Noah Taylor and Espoir Bryan Hayes. Sachs' loyalty has not only helped nurture the sport but has produced many top cross athletes in the process, leading to 9 national championship titles. That same kind of loyalty and service – Oval's commitment to providing Sachs' favorite Classic bend handlebar, as well as its commitment to progressive research, development and design - puts Oval on the parcours of past, present and future cycling champions.

Oval Concepts designs, manufactures and markets high performance, elegant road and aero handlebars, stems, seat posts and JetStream forks for both racers and enthusiasts. " For more information visit the website at [www.ovalconcepts.com](http://www.ovalconcepts.com). For information about Richard Sachs and the Connecticut Yankee Bicycle Club, visit [www.richardsachs.com](http://www.richardsachs.com).

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