



Lightweight

Press Release

THE EVOLUTION OF SPEED - REDEFINED

The new Generation EVO is more than just the next stage of development.

Friedrichshafen (12.11.2019). For decades it has been Lightweight's aim to be the undisputed leader in manufacturing state-of-the-art wheels. To achieve this the in-house research and test departments not only focus on technology and innovation but also on groundbreaking performance.

Every generation of wheels has set new standards – and the latest development will continue this proud tradition. The fall of 2019 marks another highlight in Lightweight's success story as the the next evolutionary stage of the world renowned wheels is about to be released.

The brand-new Generation EVO comes with four disc-brake wheel sets that not only feature systematic further developments but also exciting innovations. The four performance road wheels MEILENSTEIN EVO, FERNWEG EVO 63, FERNWEG EVO 85 and WEGWEISER EVO raise the bar in their respective areas of use and come with various new features:

- Thanks to a new layup, a further increase in power transmission to the road has been achieved. Because of its robust construction and thanks to the use of high quality materials, MEILENSTEIN EVO and WEGWEISER EVO are now also suitable for Gravel & Cyclocross.
- In combination with the tubeless technology there has been a significant improvement of the rolling characteristics.
- Once again, acceleration values and braking precision were improved as the use of various high modulus CFRP fibres mark yet another technological highlight.



Lightweight

Despite the exceptional stiffness, Lightweight's engineers managed to increase the comfort factor in conjunction with the tubeless technology – that way the rider not only benefits from unmatched precision, unparalleled propulsion and an incredible control but also from a smooth riding experience – over and over again. Because Lightweight wheels are made for high demands on durability – this is ensured by extended testing periods as well as a meticulous quality control.

Generation EVO is the new standard for the road!



Lightweight

Contact

Teresa Schmid

PR & Communications Manager

Tel: +49(7541)3889-61

Fax: +49(7541)3889-55

Mail: t.schmid@lightweight.info

carbovation gmbh

Otto-Lilienthal-Str. 15

88046 Friedrichshafen

Germany

www.lightweight.info

About Lightweight:

Lightweight stands for the highest quality cycling products made of carbon. The most important product group of the premium brand Lightweight are highly specialized, handcrafted racing wheels made of carbon, which are considered the market reference worldwide in terms of technology, innovation and functionality. The company carbovation GmbH develops and produces Lightweight wheels at its Friedrichshafen site on Lake Constance. The company is part of the Murtfeldt group based in Dortmund, Germany, which employs around 400 people and is one of the world's leading manufacturers of guide systems and wear-resistant plastics that promote sliding.