



*Lightweight*

Press Release

## **LIGHTWEIGHT even stronger in the future**

### **Murtfeldt plastics becomes a strategic partner**

**Friedrichshafen (12.11.2019). The Lightweight brand stands for highly reliable wheels that belong to the top class. This requires large investments in research and development, which are hard to lift alone. Therefore, we are pleased to now have a strong partner with whom numerous synergies arise.**

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Behind the LIGHTWEIGHT brand were the companies CarboFibretec and Wissler Technologie as producers as well as CarbonSports as distribution company and brand owner. With the Murtfeldt Group as a strategic partner these companies go bundled over to the newly formed carbovation GmbH. However, the renaming has no effect on the high-quality lightweight construction components for cycling. On the contrary: The partnership with the Murtfeldt group strengthens the brand and paves the way for further innovations.

LIGHTWEIGHT has made a name for itself with premium wheels, frames and components for road bikes in the industry. The high-quality lightweight components Made in Germany meet the highest standards for ambitious cyclists and are considered the ultimate performance products in the industry due to the unequaled combination of low weight and high rigidity. Numerous professionals have achieved their victories on these wheels, most recently on the Tour de France 2019.



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The new partner company, Murtfeldt Kunststoffe GmbH & Co. KG in Dortmund, has over 60 years of success in the field of engineering plastics. The company has positioned itself as a market leader through innovative solutions as a supplier to the mechanical engineering industry. In the area of lightweight components Murtfeldt has greatly built up in recent years and completes its portfolio optimally with the new partnership.

"We know how important LIGHTWEIGHT is in the industry and we are pleased that we will be a reliable partner for the company in order to continue to work innovatively and creatively in the future," said Murtfeldt CEO Detlev Höhner. The close cooperation and partnership at the company level with the shareholder family Wissler was important to Murtfeldt and a decisive basis for the company's new start.

With this background, the managing directors of carbovation Andreas Wissler and Andreas Balla announce further developments of the renowned wheels, frames and components for LIGHTWEIGHT in the near future: "Generation EVO" is a fundamental development of the high performance models MEILENSTEIN, FERNWEG and WEGWEISER as disc-braked versions. A new layer structure and the use of high modular CFRP fibers make the wheels even better performing and more robust, so that the MEILENSTEIN EVO and WEGWEISER EVO are also approved for gravel and crossbikes. At the same time the integration of tubeless technology provides a smoother ride, higher comfort and incredible rolling characteristics.



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## **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.