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FOR IMMEDIATE RELEASE:

Smith Rides Cole Wheels into 5th Place at UCI Mountain Bike World Cup



Fort Collins, CO – Steve Smith of the Evil/MS mountain bike team took 5th at the UCI Mountain Bike World Cup downhill event in Val di Sole, Italy. Racing on Cole Massif DH wheels, the top-finishing Canadian earned 110 points and currently ranks 12th worldwide for 2010.

The Massif DH wheelset features the patented DSA (dynamic spoke alignment) Fathead technology. Stiff for precision cornering and robust for large drops, the Massif DH is the perfect downhill wheel. Bike magazine named the Massif DH “best heavy-duty huckers” of 2010.

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