



HEALTHY CYCLING WITHOUT THE PAIN — THE ANSWER TO BIKE SADDLE DISCOMFORT

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Bikeco are pleased to announce the arrival in Britain of **Hobson Seats**, which are unique dual seatpad adjustable bike seats specially designed to avoid pressure on the perineum (groin). Hobson Seats support the rider naturally on the “sit-bones” in the same way as sitting on a chair, and not on the sensitive soft tissues in the groin. By eliminating this major cause of bike seat problems, Hobson have produced very comfortable saddles.

The perineum contains arteries and nerves which can be restricted when some or all of the rider’s weight is supported on the nose of conventional saddles. This can cause reduced blood flow, discomfort, pain, or numbness in both men and women. The situation is serious enough to completely prevent some people from cycling on ordinary saddles.

ABC News in the United States has made a very informative 11 minute video on problems with conventional bicycle saddles, “Men Biking and Impotence” which can be viewed in the Hobson Seat section of the Bikeco.co.uk web-site - by clicking on “details” below.

Also on Bikeco.co.uk there is additional medical and scientific information, including a diagram illustrating the significantly different ways conventional saddles and Hobson Seats support the rider’s weight (reached via the “Features” button in a Hobson Seat section).

The **Pro-Hub X2** shown is Hobson’s top model which has been developed for long distance on or off-road. This Hobson Seat is similar to conventional saddles, providing lateral support for stability. The seat width is adjustable for comfort with a single adjustment dial, and the seatpads are mounted on elastomers, allowing a controlled tilt for improved ergonomics and reduced friction. The tips of the seatpads are very flexible. These seats are compact, just 17.8cm x 10cm (7in x 4in) - each seatpad. Weight is 454g (16oz).

Hobson Seats fit seat posts in the normal way and provide a well designed alternative bike seat for riders who experience problems with conventional saddles. Hobson Associates Inc., the designers, have more than 25 years of development experience, and over 700,000 seats have been sold.

The current price of Pro-Hub X2 is £49.95, available from www.bikeco.co.uk tel - 020 8560 1241.



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DETAILS