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StreetSurfer hits USA

The Western Australian born and bred 5-wheeled StreetSurfer cycle is now available in the US and is set to cause a stir among extreme sports enthusiasts. Street Surfing LLC, the Californian sporting and lifestyle company behind 'The Wave' skateboard, is the first American distributor of the Surfer and the team is ready to unleash its latest show stopper.

Tony Usher, Managing Director of StreetSurfer International, says the distributorship presents an exciting opportunity for both companies. "We're delighted to have found an ideal partner in Street Surfing LLC; America is a key market for StreetSurfer and one that we expect to do well in," he said.

In addition to its unique appearance, StreetSurfer has three key characteristics that distinguish it from a traditional cycling experience; enhanced stability, the surfing/carving sensation and the patented front and rear RIASORB™ suspension system.

The pendulum-like flexibility of the front boot assembly, in conjunction with two sets of wheels that operate independently, enables the StreetSurfer to better retain traction with the road. This offers riders superior balance, stability and additional thrill in the ride.

Because riders steer the StreetSurfer by leaning their bodies rather than turning handlebars, they are able to carve incredibly close to the road and the ride itself can be described as being more akin to surfing or snowboarding. Given that 'The Wave' board is an exciting fusion of surfing, snowboarding and skateboarding, the Street Surfing LLC team was the obvious choice as the US distributor of the 5-wheel phenomenon.

"The StreetSurfer fits in perfectly with Street Surfing's existing suite of products and we're confident that ours will be a long and mutually beneficial relationship," Mr Usher said.

And finally, the Surfer's incredible lightweight RIASORB™ suspension system translates to a truly smoother and more comfortable experience for every StreetSurfer rider, without fear of frame failure from extreme impact. This award-winning technology boasts a tailored, active and controlled response in direct proportion to the speed and force of any impact. Both versatile and efficient, the technology has immeasurable potential across a vast array of industries.

The StreetSurfer has picked up a number of international design awards over the last 12 months, including *Outstanding Invention* and the *Everlast® Award for Best Design & Engineering on Wheels* at INPEX 2007 and the *Gold Medal (Sports Category)* at last month's ITEX show in Malaysia. StreetSurfers are available in more than 30 countries worldwide; to find out how to get your hands on one, visit www.streetsurfer.com.au.

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Attached image: a StreetSurfer

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