

Press Release – For immediate release

Illuminate Your Ride – With Endura's Luminite Collection

Livingston, Scotland, October 23rd 2014 - The clocks are going back, the nights are getting longer and the days shorter: time to illuminate the darkness with some bright, reflective gear of the Endura Luminite offer. "Arrive Alive" are the watchwords for the Luminite Range which shines with a revolutionary lighting concept in combination with masses of highly reflective panels and prints to keep cyclists visible and safe no matter when and where they cycle. Using EN471 approved materials throughout, the collection incorporates reflective safety chevrons in a bold, contemporary aesthetic across the range of jackets, Kids' jackets, tights, biblongs, overtrousers, gloves, overshoes, helmet covers and backpack covers. There is even a Snap on light available, and for Autumn/Winter 2014 fab looking Luminite Socks with reflective yarn have been added to the range.

The number 1 commuter essential in this line is the Luminite II Jacket offering everything a rider needs when dodging through urban traffic or speeding along country roads. Made from a compact 2.5 layer waterproof, breathable fabric and fully seam-sealed, the jacket is packed with useful features, including zipped chest and handwarmer pockets, rear zipper pocket with storm flap, bonded and laser cut double storm flap on centre zip and adjustable neck, hem and cuffs to the great new snap-on lighting technology. The Luminite II LED Unit goes into the back pocket of the jacket behind a soft clear silicone hood which protects it from backpack damage and prevents you losing it. This slick, tactile LED unit illuminates the night with 10 lumens for up to 50 hours in variable strobe frequency, is detachable for washing and interchangeable with other garments in the Luminite range. The Luminite II Jacket also features an incredible amount of reflective material in all the right spots, and it is now available in a range of colours for Men and for Women including black, yellow, green and pink.



Born in Scotland – Ridden Worldwide.

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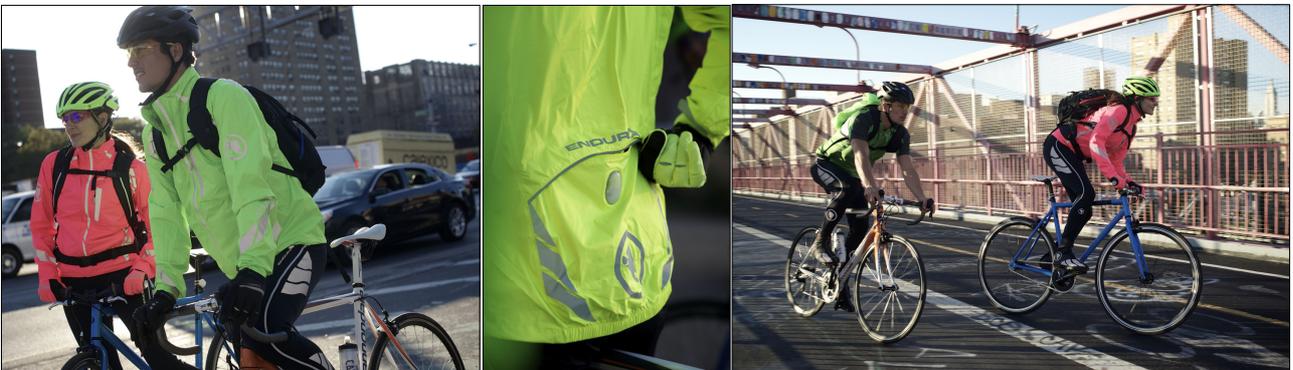
Kids' Luminite Jacket:

The fully seam-sealed Kids' Luminite Jacket is made from compact 2 layer fabric with mesh lining. The jacket comes in two high-viz colours and is emblazoned with high visibility 360 degree reflective safety chevrons so your kid can not be overlooked for sure. Vents on the back panel aid ventilation. Lycra bound cuffs and hem keep the jacket in place. Further details include a rear LED loop and a compact stuff sack.

Available in sizes: 7-8yrs, 9-10yrs, 11-12years. Breathability: 10,000g // Waterproof: 10,000mm



Kids' Luminite Jacket



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Luminite Collection Overview:




Luminite II Jacket
 Commuter Essential




Wms Luminite II Jacket
 Commuter Essential




Kids Luminite Jacket
 Junior Safety




Luminite Pant
 Commuter Essential




Luminite Bibtight
 Thermal Commuter Essential




Luminite Tights
 Commuter Essential




Luminite Helmet Cover
 Commuter Weather Protection




Luminite Thermal Glove
 Thermal Commuter Accessory




Luminite Glove
 Essential waterproof commuter
 glove with reflective print & knuckle
 flashes




Wms Luminite Glove
 Essential waterproof commuter
 glove with reflective print & knuckle
 flashes




Luminite II Overshoe
 Commuter Waterproof Protection




Luminite Backpack Cover
 Commuter Weather Protection




Luminite Sock
 A high visibility sock with reflective
 yarn detailing




Wms Luminite Sock
 A high visibility sock with reflective
 yarn detailing




Luminite LED Snap Pack
 Modular Lighting System

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LUMINITE

Luminite II Jacket
Regenjacke | Veste | Chaqueta
(E9067)

Luminite Socks
Socken | Chaussettes | Calcetines
(E0114)

Luminite Thermal Glove
Thermo-Handschuhe | Gants | Guantes
(E0100)

Luminite Overtrousers
Regenhose | Pantalón | Pantalón
(E8042)

Luminite Helmet Cover
Helmüberzug | Couvre-Casque | Funda casco
(E0098)

3 FLASH MODES
50+ HRS RUN TIME
50+ HRS

Luminite II Jacket
Regenjacke | Veste | Chaqueta
(E9068)

Rainbow Glasses
Radbrille | Lunettes | Gafas
(E0078)

Luminite Backpack Cover
Rucksackschutz | House de Sac | Cubierta de Mochila
(E0099)

Luminite Gloves
Handschuhe | Gants | Guantes
(E2010)

Luminite Tights
Radhose | Collant | Culote
(E2010)

Luminite II Overshoes
Überschuhe | Surchaussures | Cubrebotas
(E0107)

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About Endura

Endura EST: 1993. Mountain, Road, Commute, Urban, Women's & Equipe. Born in Scotland. Ridden Worldwide. Wherever, however and whatever you choose to ride, we are there for you.

View or download our latest catalogue online: <http://www.endurasport.com/product-catalogue.asp> .

About Endura Equipe

High Performance, limited and for road only, Endura Equipe is redefining performance road cycle clothing. For more information, visit www.enduraequipe.com .

Sponsorships

Endura is the clothing sponsor of the #1 ranked team in the WorldTour, the **Movistar Team**. Endura provides all Movistar Team's performance clothing and is the official supplier of Movistar Team clothing to retailers. Endura is working with Movistar Team in developing the performance apparel used by its riders with almost all of the clothing provided to the Team being produced in Endura's own production facility in Livingston, Scotland. www.movistarteam.com

Endura's contribution and support to cycling includes the company's commitment for 2013 and 2014 to the UCI Pro Continental licensed professional race team; **Team NetApp-Endura**. This new team is the result of a merger of the 2012 Team NetApp and Endura Racing teams. As title co-sponsor, in addition to being the team's clothing manufacturer, Endura will be racing at the highest level in many of the World's biggest races. Whatever the actual race results, it's Endura's customers that win, with feedback and development from our team riders acting as high speed test bed. www.netapp-endura.com

Endura is the exclusive cycle clothing sponsor of **Superior Brentjens MTB Racing Team** for 2013 and 2014. The team is managed by Bart Brentjens, the first Olympic gold medal winner in the history of XC mountain biking as an Olympic discipline at the Olympic Games in Atlanta 1996. Endura is delighted to support young Scottish talents Grant Ferguson and Kenta Gallagher as well as the other team riders.

www.mountainbikeracingteam.com

British freerider and dirt jumper **Chris Smith** rides in Endura – check out his latest videos in the blog section of the Endura Website: www.endurasport.com/sponsored_athletes.asp#athlete_cs

Endura is supporting **Tracy Moseley** and the T-Mo Racing Project – 2013 Enduro World Series Champion, 2010 DH World Champion, 2011 DH World Cup winner, multiple British National DH Champion: www.tracymoseley.com

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