

Velo Vie Releases New Vitesse 300 LTF (Life Time Fitness Edition) High-End Carbon Frame

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Scottsdale, AZ - Velo Vie, a market leader and manufacturer of high-end carbon fiber bikes, has announced the release of the new Vitesse 300 LTF frame. This top-of-the-line product offered by Velo Vie is the same frame as the Vitesse 300 SE, yet offered in a striking silver color and incorporating the Life Time Fitness logo.

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The custom Vitesse 300 LTF is designed for Life Time Fitness members, employees and cycle club members at the company's unique sports and athletic, professional fitness, family recreation and spa resort centers nationwide.

Via a partnership between the companies, Velo Vie and Life Time Fitness are committed to growing the healthy lifestyle sport of cycling and supporting cyclists at all skill levels through dedicated facilities, training programs, nationwide cycle clubs and the best equipment available. The organizations also have joined forces in sponsorship of the Amore e Vita international cycling team.

Life Time members have the option of customizing the full configuration of the Vitesse 300 LTF or choosing from three pre-configured models offered by Velo Vie. These models are designed specifically to appeal to three different levels of riders: entry, middle and serious riders. Life Time members can receive substantial discounts with a special code available at myLT.com, a dedicated Web site just for Life Time members.

Features of the Vitesse 300 LTF:

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- *State-of-the-art carbon tube joining techniques
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- *Ultra high modulus carbon tube with each one painstakingly laid up by hand
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- *Precision machine-mitered joints
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- *Unidirectional high modulus laid up at the joints
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- *BB30 bottom bracket
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- *Ultra-high modulus carbon fork with carbon dropouts
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*Hand-tapped and faced-bottom bracket for perfect bearing alignment

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*Seat tube, designed with V300 signature look, deflects air around rear wheel

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*Available in six sizes: 47, 50, 53, 56, 58 and 60

"The launch of the Vitesse 300 LTF is the next step in our partnership with Life Time Fitness," said Homayoon Farsi, Velo Vie CEO. "We are excited to offer one of our top-of-the-line models customized exclusively for Life Time members as we extend our commitment to support the cycling clubs at their health and fitness resorts nationwide."

For more information or to purchase the new Vitesse 300 LTF, Life Time Fitness members can visit the Velo Vie website at www.velovie.com, call 1-877-VELOVIE or send an email to lifetime@velovie.com.

About Velo Vie

Arizona-based Velo Vie manufactures and markets high performance and racing bicycles direct to the consumers through its online marketplace. Founded in 2006, Velo Vie[®] Carbon Axis technology. Velo Vie offers consumers top quality components through its relationships with manufacturers such as Shimano, Campagnolo, SRAM, Fulcrum, Reynolds, Easton, Vision, Profile, Ritchey, FSA, Deda, Rolf, Time, Speedplay and Look. For more information about Velo Vie visit www.velovie.com . Contact info press@sendvv.com or call 1-877-VELOVIE. offers highly customizable bicycle frames featuring