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Toronto, Canada: 29-March-2010

VITESS WHITE PAPERS

Recently Chris Jarvis, the Director of Operations and Head Coach at www.connectedinmotion.ca contacted us for a sponsorship opportunity. The discussion rapidly migrated to an in-depth and very exciting dialogue about how and where the carbon processing of the vast majority of today's bicycle carbon frames is carried-out. In fact, over the past couple of months, we have found that this type of discussion has become more and more frequent. And rightly so... manufacturing is a key fundamental of the bike you decide to ride.

Looking back, we developed our website with a focus on knowledge sharing, with a very strong emphasis on brand building and easy access to relevant information, though we have come to realize that it is not an accurate representation of the type of discussions that occur when we engage riders in one-on-one dialogues at our showroom or demo centers.

So we decided to create **VITESS WHITE PAPERS**: a series of papers to provide the riders' community with relevant information and insights that are meant to be non-commercial in nature and grounded in facts.

This will be a behind the scenes look at Vitess that will help you better understand the story behind the company, what our brand stands for, the engineering and manufacturing of our carbon frame-sets, the component selection rationales, the supply-chain requirements of our build-to-order model and many other facets of our vision. We will attempt to provide unbiased, contextual information in each of those areas so that riders can better understand us and the industry as a whole.

We have chosen to write several **VITESS WHITE PAPERS** in order to make each topic a stand-alone piece. We expect the first 10 white papers to be released by May 31st 2010.

Preliminary summary of the issues to come:

- 2.0** – Vitess, the birth of a new bicycle manufacturer.
- 3.0** – What does “Built in Canada” mean for Vitess?
- 4.0** – What does “Custom-built” mean for Vitess?
- 5.0** – Carbon processing: How, Where, and Why?
- 6.0** – Carbon engineering: Why did Vitess choose Hand Wrap Technology?
- 7.0** – Features of our family of carbon frame-sets.
- 8.0** – Carbon rims: Why did Vitess choose Equinox for our first collection?
- 9.0** – Built-to-order: What does Just-In-Time (JIT) mean for Vitess?
- 10.0** – Engineering projects: What's to come with our Super Road Bike and MTB?

