

# News Release

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## **Springer America's Improved Dog Exerciser Helps Bicyclists and Their Dogs Stay Fit**

**Popular bike attachment now fits more bicycle makes/models and works with more dog sizes**

**Raleigh, NC** – April 24, 2009. Used successfully by over 500,000 dog-loving bicyclists, mushers and K9 corps around the world, the Springer bicycle attachment that allows cyclists to exercise themselves and their pets at the same time is now available through Springer America (<http://www.springeramerica.com>), recently named exclusive North American importer.

The Springer uses a low-mounted, heavy-duty steel spring to absorb up to 90% of the force of a dog's unexpected tugs, allowing bike riders to keep their balance, while protecting their dogs from traffic, pedals, and wheels. In addition, the patented safety release frees the dog instantly if he gets caught around a tree or hydrant.

In the latest innovation, a new Z-shaped adaptor was designed to give the user greater flexibility in where the Springer fits on the bike. Because it can attach either higher or lower on the frame than before, the Springer will work with more bicycle makes/models and a wider range of dog sizes than was possible previously.

Manufactured in Norway, the Springer offers easy installation and an option to exercise two dogs simultaneously.

According to Springer America President, Kjell Ottesen, a native Norwegian, "We are very excited to be able to offer American and Canadian cyclists the opportunity to bring together two of their greatest loves – their bikes and their dogs. We encourage users to send us photos of themselves and their dogs using the Springer and we will post some of them on our new website at [www.springeramerica.com](http://www.springeramerica.com)."

Springer fits most regular, touring, and mountain bikes. All Springer components carry a 30-day money back guarantee, with a limited lifetime warranty on all metal parts.

For more information, visit [www.springeramerica.com](http://www.springeramerica.com) or call 919-616-0532. To watch the Springer in use, see a QuickTime movie at <http://springeramerica.storesecured.com/video/springer%20movies%20sm.mov>

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### **About Springer America**

Springer America, based in Raleigh, North Carolina, sells a full line of Springer products – including the new black and traditional chrome models and the Springer Arm that allows a cyclist to add a second Springer and ride with two dogs – through its website, [www.springeramerica.com](http://www.springeramerica.com).

Founder Kjell Ottesen, a native Norwegian who moved to the United States ten years ago, is committed to customer service and welcomes telephone inquiries from retailers and consumers at 919-616-0532.