

# News Release

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## **Springer America Named Exclusive North American Importer of Norwegian Dog Exerciser**

**Bicycle attachment helps bikers and their dogs stay fit, now redesigned to fit more bicycle makes/models and work with more dog sizes**

**Raleigh, NC** – April 20, 2009. Norwegian-based manufacturer Springer AS recently named Springer America ([springeramerica.com](http://springeramerica.com)) the exclusive North American importer of the Springer bicycle attachment, used successfully by over 500,000 dog-loving bicyclists, mushers and K9 corps around the world since 1988. Springer AS signed the deal with native Norwegian Kjell Ottesen, President of the Raleigh, North Carolina-based company, to increase sales and improve customer satisfaction in the United States and Canada. To support a greater North American presence, Springer AS will provide financial support for product marketing.

The Springer bicycle attachment, which allows cyclists to exercise themselves and their pets at the same time, uses a low-mounted, heavy-duty steel spring to absorb up to 90% of the force of a dog's unexpected tugs, enabling bike riders to keep their balance, while protecting their dogs from traffic, pedals, and wheels. Its patented safety release frees the dog instantly if he gets caught around a tree or hydrant.

According to Springer America President, Kjell Ottesen, "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 – by offering the Springer directly to consumers via our website at [www.springeramerica.com](http://www.springeramerica.com) and through selected retailers and high-quality catalogs."

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.

Offering easy installation and an option to exercise two dogs simultaneously, the 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.