

## Lupus Racing on Challenge Tires

Challenge is delighted to announce a new relationship with the Lupus Racing Team, including past Grand Tour winner Chris Horner. These athletes will be competing on our handmade tubular tires providing long distance comfort, low rolling resistance and great traction in both wet and dry conditions.

“The Lupus Racing Team is proud to have Challenge tubulars wrapped around Edco rims for the 2016 Continental season. It is quality equipment like Challenge Tires that provides confidence with our riders, from a climb on Mont-Mégantic during Tour de Beauce to a descent of the Gila Monster in New Mexico at Tour of the Gila. Challenge delivers durability, great performance and a classic look,” said Phil Cortes, Sports Director for the Lupus Racing Team, a UCI Continental team based in the U.S.

“From a mechanics standpoint, having the Challenge Criterium tubulars (in a 25C) is great for me because I am able to take advantage of one of the leading tubular technologies in the industry. The fact that they are handmade makes the processes of gluing and controlling the tubulars a very pleasant experience. Having a Corespun Cotton casing on the tubular means pure quality and reliability, and allows Challenge to really show the true craftsmanship behind the process of constructing such a fantastic tubular,” said Zack Foley, Head Mechanic for the Lupus Racing Team.

Entering its second year as a UCI Continental men’s team, the Lupus Racing Team recently held its winter training camp in Pine Mountain, Georgia. Of the fifteen riders, eight are returning members with the squad representing four countries. The team kicks off their season racing at this weekend’s Vuelta Independencia Nacional Republica Dominicana.

### **About Challenge**

Challenge creates handmade tubular and clincher tires using an artisan process that allows the rubber to retain its natural properties. By avoiding the industry-standard vulcanization process, which requires extremely high heat, we provide tires with the superior grip, performance and comfort required by demanding professional athletes and everyday riders. Continuous research in sophisticated raw materials and production processes make us unique. Challenge offers top-end silk and cotton casings with the highest thread count possible, plus puncture protection and advanced natural rubber compounds for suppleness, safety and strength. Demanding riders who strive to excel choose Challenge.

### **About Lupus Racing Team**

The Lupus Racing Team is owned and operated by Cycle Culture, Inc., a 501(c)3 Georgia business with offices in Atlanta and New York. This is the fourth year Cycle Culture has operated a cycling team, and the second consecutive year the team will compete internationally as a UCI Continental squad. The Team partners with the Georgia Chapter of the Lupus Foundation of America to raise awareness and improve funding for an illness that affects 55,000 Georgians and 1.5 million Americans. Lupus is a chronic, autoimmune disease that can damage any part of the body, for which there is currently no known cure. Learn more about the Team, beneficiary and sponsors at [LupusRacingTeam.com](http://LupusRacingTeam.com). Follow the team on Twitter (@lupusracingteam), Facebook (LupusRacingTeam), Instagram (LupusRacingTeam) and YouTube (LupusRacingTeam).



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