



# PRESS RELEASE

## BIKEWEAR 2020

# GET SOME SPEED

RACE INSPIRED STYLES & FULL OUTERWEAR COLLECTION  
CHARACTERIZE THE 2020 RANGE

In terms of fits and fabrics ION never stops progression and introduces the 2020 collection featuring brand-new technical gear for all weather conditions along with fully re-designed bike wear styles. Another new approach can be seen in the well-known Scrub bike wear line to serve demands for all those All Mountain/Enduro and Freerider out there as well in a full range of new Outerwear styles.



### **Bikepants Scrub Select - Tapered fitted DH and Big Mountain oriented bike pants**

ION's Scrub line stands for its lightweight and highly durable Bikewear for all those All Mountain/Enduro and Freerider out there. The idea behind the Bikepants Scrub Select was to stick with retro-inspired and versatile style during DH races or even stylish Big Mountain and Enduro runs.

Durability with a dash of sustainability? Sure thing!

The lightweight, flexible and durable ION Scrub Select bike pant covers a great variety of riding styles and comes with a stylish race-inspired, tapered look.

On top, it finds its way to any nature lover's heart thanks to its recycled polyester double weave. The gravity-specific fabric mixes flexible and non-flex materials for maximum functionality. Water repellency treatment of the flex fabrics and special coating of the seat panel make these pants easy to clean even on those mud-war days. Not only the fabrics are super robust, but also the Triple Stitched\_Seams. Adjustable waistband and rip inserts above the knee for the perfect fit. 2 hand pockets and 2 zipped thigh pockets ensure the perfect finish.



Bikepants Scrub Select; Colors: Black, Peak White; Sizes: 28XS – 38XXL; RRP: 179,95 EUR



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### Tee LS Scrub Amp Mesh\_Ine - Fast looking longsleeve shirt

ION embraces individuality and smart products. In order to do so ION introduces a new version of longsleeve where the name reflects the aim. The LS Scrub Amp Mesh\_Ine features a unique fabric mix from special source: The jersey consists of DriRelease® Eco fabric with reprev technology which is made from recycled PET waste. Not only these old bottles are being resurrected from the past but also the retro race style that gave the inspiration for the special paneling. Speaking of hot styles the MESH\_in paneling keeps the raceway feeling alive and guarantees a cool ventilation on the go. On top, the very soft DriRelease® fabric also dries four times faster than classic cotton. Integrated goggles/glasses wipe and lift pass pocket make the Scrub\_Amp long sleeve your perfect buddy for shredding the bike park or having an easy going tour.



Tee SL Scrub Amp Mesh\_Ine; Colors: Black, Peak White; Sizes: S – XXL;  
RRP: 89,95 EUR





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### Softshell Jacket and Pants Shelter - Weather protection with bike specific cut

ION's lightweight & breathable soft shell jacket comes in a bike specific cut. The double weave constructed fabric (4way\_Stretch) is pimped with a durable water repellency treatment for all those rainy, windy and cold days. Two zipped front pockets and a smaller chest pocket including an integrated glasses wipe. 3\_Point\_Hood regulation (helmet ready) and adjustable hem for a perfect fit and freedom of movement. This Softshell Jacket will be your companion to enjoy the flow on your all-weather trail experiences.

Softshell Jacket Shelter; Colors: Black, Riot Orange, Ocean Blue; Sizes: S – XXL; RRP: 149,95 EUR



This stylish pants comes with perfect combination of very flexible fabrics and non-flex materials for maximum comfort and durability. Non-flex materials on bottom, inner leg and hem for protection and 4way\_Stretch fabric where you need it most, for a perfect freedom of movement during your trail experience. ION new softshell pant ensures Triple Stitched\_Seams in all stressed areas. The special DWR (Durable Water Repellency) treatment and the coating of the non-flex material make these pants comfortable and easy to clean on those wet days in the dirt. Two zip front pockets, right one with Phone\_Pouch, an neoprene pocket to protect your mobile device from light impacts. Adjustable waistband for an individual fit and zipped ventilation slots on outer thigh for perfect fit and climate comfort.

Softshell Jacket Shelter; Colors: Black, Root Brown; Sizes: S – XXL; RRP: 159,95 EUR

ION's 2020 newly designed Outerwear range represents highly functional and weatherproof garments.



For further formation about ION and the product range please check [ion-products.com](http://ion-products.com).

#### About ION

ION is part of Boards & More GmbH based in Molln, Austria with the operating office located in Oberhaching, Germany. Since 2005 the brand serves the international markets in kitesurfing, windsurfing, surfing, SUP, wakeboarding and biking (since 2012) and is available in more than 40 countries worldwide. The product range consists of high-quality and technical wetsuits & neoprene accessoires, harnesses, bike wear, protection, backpacks and lifestyle apparel with a unique and progressive design for the global action sports scene.

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