



W H Worrall & Co Ltd to Distribute Zipp Speed Weaponry.

Wednesday, December 23, 2009
Speedway, IN, USA

Zipp Speed Weaponry announced today that W H Worrall & Co Ltd is an authorized distributor of Zipp products in the New Zealand market. More specifically, Worrall will be active in the role of marketing, warehousing, dealer sales, customer service, and warranty service for the entire market. Worrall will carry the full-line of Zipp products including carbon fiber wheels, bars, stems, cranksets, tires and accessories.

Brian Gavette, Director of Sales and Marketing for Zipp Speed Weaponry said, "We are thrilled to have Worrall as a distributor of the Zipp product line. They offer high performance products and service to their customers. We feel that they will be a natural fit for Zipp, a company that prides itself on performance through advanced technology and world class customer service."

Allister Worrall, General Manager for W H Worrall & Co Ltd said, "We are excited to be on board with Zipp. It is great to be able to represent such a market leading, high performance brand. We look forward to offering the cycling industry and athletes of New Zealand a full range of products from Zipp Speed Weaponry."

About W H Worrall & Co: *W H Worrall and Co Ltd is one of the largest distributors, and most influential companies in the New Zealand cycle industry. The company is based in Penrose, Auckland and has over 60 years experience as a distributor of the world's premier cycling brands. This specialization and focus on high quality, performance orientated brands combined with a strong emphasis on customer service has been the basis of WH Worrall and Co's success. All enquiries can be made to zipp@worrall.co.nz or Ph 0800 808020.*

About Zipp Speed Weaponry: *Zipp Speed Weaponry was founded in 1988 with the sole mission of making athletes faster on their bikes. Over the course of the last twenty years, Zipp has done exactly that, by drawing on its core competencies of design engineering, composites knowledge, and wind tunnel development. It is these competencies that have allowed Zipp to deliver a series of firsts in the cycling industry. From the first carbon disc wheel to the first carbon crank to the first wheel to achieve negative drag in the wind tunnel. These firsts have helped Zipp athletes to become champions in the toughest races in the world, on the fiercest roads in the world, from the cobbled roads of Belgium to the Queen K in Kona. Zipp Wheels are handmade in Speedway, IN USA. www.zipp.com*

Zipp Speed Weaponry
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