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The Phoenix has arrived: TPZ Hub Shapes

Bike Industry Future

LOS ANGELES – Aug. 15, 2018, – Two Point Zero, USA™ will simultaneously unveil themselves as a new company along with the much anticipated Phoenix Hub System™ next month, at the Interbike Trade Show in Reno. This new hub design is the newest major upgrade introduced to the bike industry.

Two Point Zero, USA was born out of an innovative idea sparked while running and operating wheel company, iRT Wheels.

“When I formed iRT Wheels in 2010, there was still that element of the unknown that made the venture exciting. Back then there was room for bike wheels to evolve. But then the bike industry shifted. We suddenly found our brand in the worst place to be, in the middle. Larger companies had the resources and deep pockets for R&D. Because we used high quality components, our wheels were priced higher than bottom tier companies focused mostly on price point,” explained Ray Asante, Co-owner and President, Two Point Zero.

“It was at that moment I stumbled onto an idea. That’s when I called my partner and advised her we needed to rethink our direction, rebrand, and form a new company. Three years later, here we are. The next chapter, Two Point Zero, USA,” said Asante.

Listening to customers needs, and perceptively navigating the direction of the industry is what encouraged the launch of Two Point Zero, USA and the new application technology being introduced in the new Phoenix hub designed for the triathlon and road bike market, with a release for track disciplines slated for 2019.

“We were watching our industry segment continuously focusing on only innovations toward making wheels lighter or more aerodynamic. What we really wanted to do as a company was to get back to our company mission of discerning customer issues.” said Lynn Perrando, Co-owner and COO, Two Point Zero.

“A few years ago we found ourselves in a unique position. Ray had discovered a mechanical issue as a user, while simultaneously our customers identified the same inconvenience surrounding hub application. After interviewing a segment of our customer base extensively, we identified that we had just solved a common problem where previously customers had just been told that’s how it’s always been done,” Perrando went on to say. “By listening to our customers and putting ourselves in their shoes, the Phoenix Hub System was born. We didn’t reinvent the hub, we simply reinvented the application.”

During the following couple of years and countless hours with engineers and numerous design concepts, feasibility tests, various materials and prototypes tested, the Phoenix Hub System was designed. The Phoenix solves several mechanical shortcomings, while saving users a significant amount of money.

The Phoenix Hub System features a patented design that allows bicyclists to easily remove their cassette in seconds and incorporate it into a different wheel set without the use of a wrench and chain whip. With the Phoenix lock ring removal tool, having multiple cassettes for each wheel set is simply not needed.

The Phoenix Hub 3-In-1 system is compatible with the SRAM/ Shimano component systems. With a simple change of end caps, the hub system is compatible with both rim brake and disc brake applications. It's available in spoke counts of 24, 28, and 32.

Precision machined of 7075 Aluminum, offers swift and efficient engagement. The Phoenix hub system has Japanese EZO steel bearings as its standard, with the ability to be upgraded with ceramic bearings. The lightweight construction is ideal for the weight-conscious rider, and the mechanical attitude of "anyone can do it." The system saves both time, money, and tools for those with a more sophisticated bike mechanic knowledge and for those that are still learning the basics.

The Phoenix Hub will begin shipping post Interbike, and can be built up on any customer owned wheel set, or industry available brand.

About Two Point Zero, USA

Headquartered in Eagle Rock, Calif., Two Point Zero, USA manufactures the Phoenix Hub System™. The Phoenix Hub System reinvented the modern application of the bicycle hub system. Find out more information at www.twopointzerousa.com, or email matto@twopointzerousa.com.

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