



**LOOK AND POLAR START TO DELIVER  
THE WORLD'S FIRST PEDAL-BASED POWER SYSTEM**

*Kempele, Finland ; Nevers, France – 2. September, 2011 –* Polar, the market leader and pioneer in heart rate training technology, and LOOK, the inventor and leader in clipless pedals, have merged their expertise to introduce the world's first clipless pedals to measure cycling power output. Together with a compatible Polar cycling computer, Polar LOOK Kéo Power pedals are a must-have innovation for every ambitious cyclist who wants to reach their maximum potential with minimum effort.

This state-of-the-art power measurement system comprises the light-weight Polar P5 power transmitters and LOOK Kéo Power pedals. Easy to attach to cranks and switch between bikes, each Kéo Power pedal comes with eight embedded strain gauges for extreme power measurement precision, an admirable +/- 2 % accuracy variance. Attached to each crank arm, two power transmitters relay the data from the sensors wirelessly to a compatible Polar cycling computer on the bike's handlebar. Transmitters come with user-changeable batteries.

Kéo Power gives instant feedback by measuring accurate power output in watts from both the left and the right pedal separately. Seeing the left/right balance between your legs in percentages will certainly help perfect your cycling technique, and can be essential in correcting pedaling inefficiencies and imbalances, or when training to recover from an injury.

The system calibrates itself automatically to zero power value before each training session. The automatic zero offset calibration ensures you're getting the most accurate power output measurement possible. Besides telling your power output value, Kéo Power pedals also measure your current and average cadence in revolutions per minute, helping you find the optimal pedaling rate for your rides.

The pedals also give information to calculate your Cycling Efficiency Index value. It tells you how efficiently you are converting your effort into power that propels your bike forward. The value is calculated by dividing your power output with your total energy expenditure, which is determined based on your heart rate and personal data. Improvement in the value indicates improved performance economy.

"Weighing only 170 grams per pedal, Kéo Power is worth more than its miniscule weight," states Eric Vanhaverbeke VP Sales & Marketing for LOOK. "It is the first-ever power measurement system integrated into pedals and provides maximum accuracy with minimum effort to attach and switch between bikes. Providing power output from both legs separately, Kéo Power works with any wheel or crankset on the market, making it the perfect tool to improve and balance your cycling technique. We have developed this product together for more than three years and have included all LOOK savoir-faire and expertise in the Kéo Power system. Like the Kéo Blade, it has the widest pedaling platform for power transfer on the market. We have designed an oversized axle including eight embedded strain gauges in order to provide precise power data readings."

"Compatible with the Kéo Power pedals, the CS600X is also a GPS-ready cycling computer," says Joonas Laukka, Cycling, Running & Multisport Segment Manager for Polar Electro Oy. "The tiny Polar G5 GPS sensor accessory provides a massive 20 hours of GPS-based route mapping per one charge. This will allow

you to see your route on Google™ Earth via Polar ProTrainer 5 training analysis software after the ride. Also compared to in-built GPS sensors, you can continue to use your coin cell powered CS600X even if your G5 runs out of battery, making it always training ready without the need for constant recharging.”

Keo Power will be available in all major European markets as well as in the USA and Canada in October 2011. The Kéo Power pedals communicate with Polar CS600X and CS500 cycling computers through the proven W.I.N.D. protocol for solid disturbance-free transmission. The CS500 displays your power output and cadence. The CS600X also shows your left/right balance and Cycling Efficiency Index.

### **About LOOK**

Based in Nevers, France and created with innovations of breaking off with ski bindings and clipless pedals, LOOK Cycle is a worldwide leader in carbon fiber and pedal technology that is sought after by the world’s most demanding and discerning cyclists. LOOK designed the world’s first clipless pedal in 1984. LOOK was also the first company to mass-produce carbon fiber road frames. Choosing carbon fiber as their exclusive material of choice, LOOK has developed and evolved their own manufacturing techniques, and now holds multiple patents protecting their proprietary technical innovations. Today, LOOK innovation extends beyond carbon fiber road frames and pedals to triathlon frames, track/time trial frames, mountain bike pedals, mountain bike frames, accessories and apparels. More than half of the 200 patents registered were done in the last 10 years.

To know more about LOOK and its innovative products, please visit:

[www.lookcycle.com](http://www.lookcycle.com)

## **About Polar**

Founded in 1977, Polar Electro invented the first wireless heart rate monitor. Since then the Company has been leading the sports instruments and heart rate monitoring category through its in-depth understanding of human physiology, performance, and the environment. Polar works in close cooperation with leading sports institutes and governing bodies, and has, thus, become widely recognized as the pioneer and world's leader of heart rate monitoring and fitness evaluation equipment.

Headquartered near Oulu in Finland, the company operates internationally in more than 80 countries and its products are sold through over 35,000 retailers globally.

Today, the award-winning Polar training computers are the number one choice among consumers worldwide. To learn more about how the wide range of Polar products and services can help you achieve your training goals and make your fitness story a success, please visit [www.polar.fi](http://www.polar.fi)

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### **Notes to editors:**

#### **Sets Available**

##### *Kéo Power accessory set*

- 2 x LOOK Kéo Power pedals
- 2 x Polar P5 power transmitters
- 2 x cleats
- [Pedal installation tool](#)
- P5 power transmitter attachment kit
- 2 x CR2354 batteries
- 1 x 8mm Allen key
- 1 x 18mm wrench
- 2 x protection pouch
- 2 x manuals

Recommended retail price: 1699,90€ / \$1957.03

*Kéo Power bundle set*

- 1 x Polar CS600X cycling computer
- 2 x LOOK Kéo Power pedals
- 2 x Polar P5 power transmitters
- 2 x cleats
- [Pedal installation tool](#)
- P5 power transmitter attachment kit
- 2 x CR2354 batteries
- 1 x 8mm Allen key
- 1 x 18mm wrench
- 2 x protection pouch
- 2 x manuals

Recommended retail price: 1949,90€ / \$2244.84

**Compatible Polar cycling computers:** Polar CS600X, CS600, CS500+, CS500, and CS500

Tour de France

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