

# Entrepreneur Lou Tortola Re-Defines the Bicycle with Revolutionary "RoundTail(tm)" Design. Stylish Shock Absorbing Rings Replace the Traditional Rear Triangle

Designer has an epiphany while riding - to replace the rear end of the bicycle with shock absorbing rings. Testing shows marked increase in rider comfort with no sacrifice in lateral stability. New design is available to the public.

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Lou Tortola, an inventor and entrepreneur from Windsor, Canada, has created a revolutionary bicycle frame design that dramatically increases comfort, while retaining the lateral stiffness and pedaling efficiency of traditional diamond frame bicycles.

Listen [here](#) for a radio interview with Lou, telling the story of the creation of the RoundTail(tm).

### INTRODUCING THE ROUNDTAIL

An avid cyclist, Lou put in over 5000k (3000+ miles) on his road bike last year. He noticed that many cyclists were stopping riding, due to injuries and discomfort on long rides. One day, he had an epiphany. What if "straight to your bum" seat stays were replaced with shock-absorbing rings?

He quickly went home and drew up a prototype on his computer, immediately knowing that he was on to something significant.

Armed with years of experience working in metals and fabrication, Tortola produced tooling to test his concept, made sample rings, built the first prototype and the Tortola ROUNDTAIL was born.

### RIGOROUS TESTING AND CERTIFICATION

The beautifully made frame was then sent to Microbac Laboratories, Inc., of Boulder, CO, and tested in accordance with ASTM F2711-08, for Horizontal Loading Durability Fatigue, Vertical Loading Durability Fatigue, and Impact Strength passing with flying colors for this product specification requirement.

### OFF-THE-CHARTS RESULTS!

Finite Element Analysis shows that the ROUNDTAIL design provides ten times the vertical flex, and over sixty times the shock absorption of a traditional frame. The unique shape of the rings is expected to provide aerodynamic advantages, and is ideal for promoting the corporate sponsors that cycling teams so greatly depend on.

The bike is currently being built by one of the best steel bicycle frame builders in the US, and is available in Cro-moly Steel with a Carbon Fiber fork for \$1250 usd. Titanium, Carbon, Mountain and Hybrid versions will be available at the beginning of 2012.

### INDUSTRY INFLUENCER QUOTES:

"Being somewhat of a traditionalist, I am typically skeptical when it comes to new bicycle designs, but the ROUNDTAIL works really well. The bike is stiff, lively and comfortable. What more could you ask for?" -- Joe Parkin, Paved Magazine

"What a fascinating design! it's fun to see someone pushing the envelope of bicycle design..." -- Richard Bryne, Speedplay Pedals

### ABOUT LOU TORTOLA

Conceived in 2010, the Tortola ROUNDTAIL is a revolutionary statement in design. Re-defining the centuries-old traditional diamond frame, the rings of the ROUNDTAIL provide unprecedented comfort and performance to the most efficient vehicle on the planet - the bicycle.

Lou Tortola is an Italian-born, Canadian-raised entrepreneur and inventor, with a number of patent filings to his name. He is also a published author, with his novel "A Bridge of Time" available at Amazon.com, and is an accomplished photographer with images currently on display at a gallery in Mexico City.

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"I'm really excited to unveil my new design to the world. Response has been phenomenal, and I can't wait for you to join the ROUNDTAIL REVOLUTION!"  
- Lou Tortola, Inventor "

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**Attachments**

- ROUNDTAIL roundtail border
- roundtail image
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