SELLE ROYAL PRODUCT CATALOGUE AM 2020





SELLE ROYAL PRODUCT CATALOGUE AM 2020



To evolve you have to innovate. To move forward you have to look back. Technology powered. Design inspired. One thing has remained unchanged our Comfort experience.

This is the Selle Royal commitment to supporting cyclists the world over.

SELLE ROYAL SCIENTIA FOR CYCLISTS

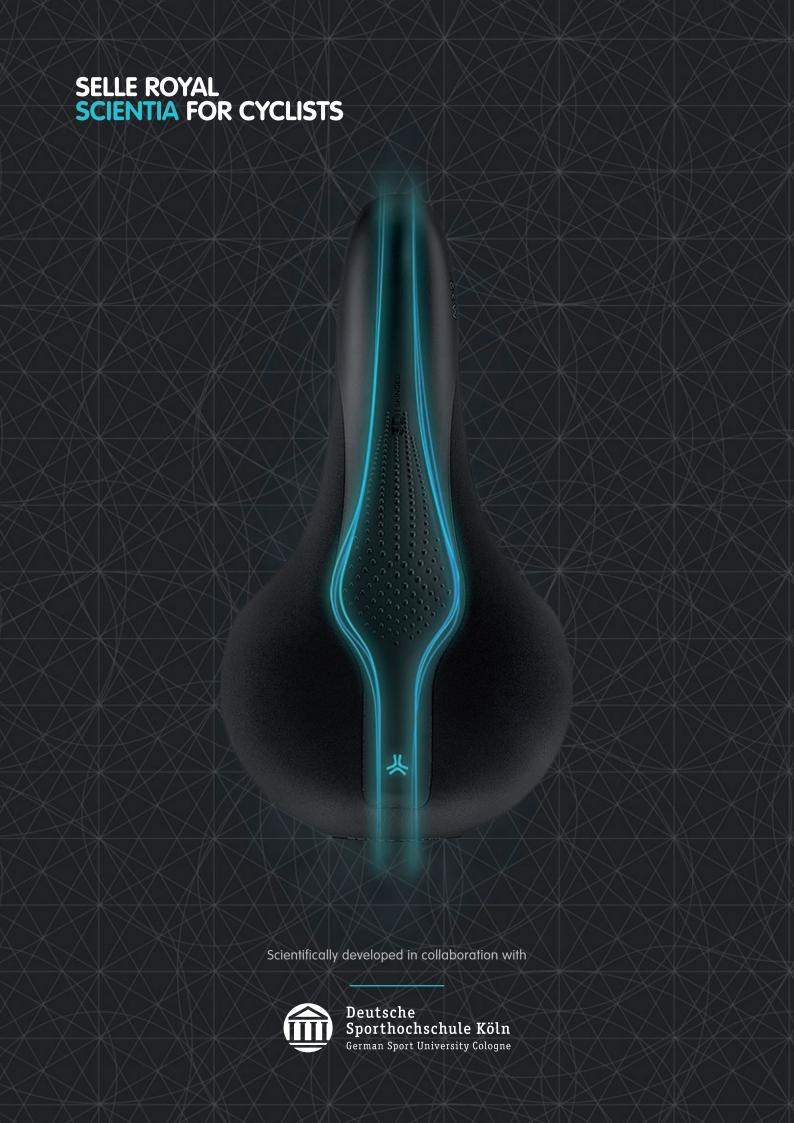
The scientific range of saddles, developed in collaboration with the University of Cologne.

Page 6

SELLE ROYAL COMFORT FOR CYCLISTS

A range with lines developed for every type of Riding Position from Athletic to Relaxed.

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SCIENTIA FEATURES



BODY CONTOUR

A radius-specific design to provide optimum comfort for differing spine angles. The more inclined the Riding Position, the smaller the edge-radius.



REAR PLATEAU

An elevated rear section to prevent backward sliding and decrease pressure in the saddle middle which can cause discomfort.









CURVA SUSPENSION

The unique curved suspension design is attached at the rear of the base to offer exclusive comfort by avoiding pressure on the seat bone contact points and guaranteeing additional lateral flexibility.



3D SKINGEL

Royalgel™ is placed intelligently at critical points of contact on the saddle surface for added shock absorption, while reducing overall saddle weight.

MEASUREMENT STEPS

1

FIND YOUR RIDING POSITION







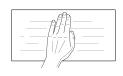
2

DETERMINE YOUR ISCHIAL VARIATION

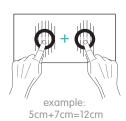
Reset the gel pad.

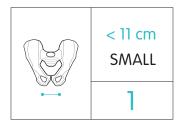
Sit at 90° and apply pressure.

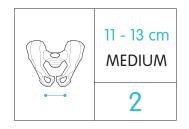
Find the centres of the two ischial impressions and add together the two numbers. The result is your ischial distance.















THE RANGE



ARTICLE	EAN	NAME	RIDING POSITION	ISCHIAL VARIATION	GENDER	SIZES	SRP
54A0SB0A09210	8021890427045	Scientia A1	Athletic	Small	Unisex	L 289 mm / W 127 mm / W 380 g	€ 79,90
54A0MB0A09210	8021890427038	Scientia A2	Athletic	Medium	Unisex	L 289 mm / W 144 mm / W 390 g	€ 79,90
54A0LB0A09210	8021890427021	Scientia A3	Athletic	Large	Unisex	L 289 mm / W 159 mm / W 415 g	€ 79,90
54M0SB0A09210	8021890427076	Scientia M1	Moderate	Small	Unisex	L 289 mm / W 141 mm / W 425 g	€ 79,90
54M0MB0A09210	8021890427069	Scientia M2	Moderate	Medium	Unisex	L 289 mm / W 161 mm / W 455 g	€ 79,90
54M0LB0A09210	8021890427052	Scientia M3	Moderate	Large	Unisex	L 289 mm / W 178 mm / W 465 g	€ 79,90
54R0SB0A09210	8021890427106	Scientia R1	Relaxed	Small	Unisex	L 289 mm / W 169 mm / W 479 g	€ 79,90
54R0MB0A09210	8021890427090	Scientia R2	Relaxed	Medium	Unisex	L 289 mm / W 196 mm / W 485 g	€ 79,90
54R0LB0A09210	8021890427083	Scientia R3	Relaxed	Large	Unisex	L 289 mm / W 224 mm / W 520 g	€ 79,90

POP MATERIALS

MEASURING TOOLS (sold separately)





ADVANCED KIT SLIM

Compact display in MDF and Dibond®, pre-filled and ready for sale with 9 saddles, 1 for each model.

- + 9 re-fill saddles, 1 for each model.
- + Portable Measuring Tool.





POP MATERIALS

FLEX KIT

(Selling unit is only 2 Modules)

EACH MODULE

Plastic frame with metal hooks slatwall/tegometall compatible, pre-filled with 6 saddles, 2 for each model, ready for sale.

> Measuring Tools sold separately.

Order each module individually from among these codes:

Athletic Module CODE: SRSIATHA00000

Moderate Module CODE: SRSIMODA00000

Relaxed Module CODE: SRSIRELA00000



SELLE ROYAL COMFORT FOR CYCLISTS

Selle Royal has categorized 3 riding positions to address some important contact areas: Athletic, Moderate and Relaxed.

Riding position naturally has the most influence on how the sit bones and other intimate parts of the body contact the saddle. It's these contact points that must be addressed with specific saddle designs.

RIDING POSITIONS

ATHLETIC 45°

The Athletic rider typically sits on the saddle with a 45-degree spine angle.









MODERATE 60°

The Moderate rider typically sits on the saddle with a 60-degree spine angle. This more upright position moves the weight distribution and sit bone area farther back on a saddle.









RELAXED 90°

The Relaxed rider typically sits upright with a 90-degree spine angle. This position places over 60% of the riders weight directly over the rear of the saddle.











5 DIFFERENT LINES FOR DIFFERENT CYCLISTS:



eZONE combines Acceleration Control, eFit Design, and special features to offer improved comfort, safety and control to eBike users.



The top of our line. A central ventilation channel keeps you cool twice as long as ordinary saddles, while the unique ergonomic shape increases comfort by minimizing pressure.





Observe the Royalgel™ experience through windows on the saddle's cover. This line, due to its lighter weight, is dedicated to trekking use.





Superior comfort for every taste. Premium saddles are made using our innovative Royal Vacuum Light technology that enables these saddles to be 100% sealed against the elements and 20% lighter. Models available for every bike and riding position.





Affordable comfort manufactured to Selle Royal quality standards guarantees a first class saddle. Models available for every bike and riding position.



COMFORT FEATURES

Selle Royal has over 50 years' experience researching and developing innovative materials, designs and advanced technology to produce the most comfortable high performance saddles on the market.

Check out on the technical table for each specific saddle to see if a particular feature is available.



3D SKINGEL

3D SKINGEL

This is an advanced, flexible system where Royalgel™ is placed strategically according to the anatomical needs of the rider, resulting in a lighter weight saddle while maintaining pressure reduction on the perineal and ischial areas up to 40%.



ROYALGEL™

Royalgel[™] guarantees the highest level of comfort, reducing pressure peaks by up to 40% thanks to its unique tridimensional gel structure.



SLOW FIT FOAM

With its unique slow recovery property, this memory foam provides superior comfort by molding itself to fit the shape of the body's contact points, creating more uniform pressure distribution while maintaining effective support.



FOAM MATRIX

The foam matrix open cell structure confers increased elasticity and breathability to guarantee a durable and comfortable saddle.



WATER RESISTANT

Royal Vacuum Light is a patented Selle Royal technology that allows the saddle to be 100% sealed and therefore water resistant. Saddles made with this production method are furthermore 20% lighter than ordinary ones of the same category.



NEW

UNITECH

Utilizing a single material for padding and covering, this innovative technology makes the saddle waterproof and highly resistant to abrasions while maintaining a greater level of comfort.





FLEXITE SYSTEM

The FLEXITE shell system was created to balance flexibility with strength – maximising performance through a unique, indented 'channel' structure on the bottom of the saddle body. This innovative construction guarantees extraordinary flexibility and shock absorption during riding.



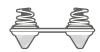
STRENGTEX COVER

The cover is made from a unique layer of elastic material to guarantee a saddle of great durability.



VENTILATION CHANNEL

This is a unique feature, specific to the Respiro line, guaranteeing high respiration while relieving pressure on the perineal area.



DOUBLE SPRINGS

They guarantee excellent suspension through complementary movements while conveying a striking and stylish look to the saddle.



DOUBLE-COVER SIDE PROTECTION

A double-layer material applied to the sides of the saddle to double resistance against impacts and abrasions.



COOL COVER

Our extraordinary cover is up to 25°C cooler than a standard black saddle due to its special material composition which reflects sunlight.



ELASTOMERS

Absorbing even the most severe and unexpected shocks, elastomers work both vertically and horizontally for safe, silent and permanently non-deformable performance.



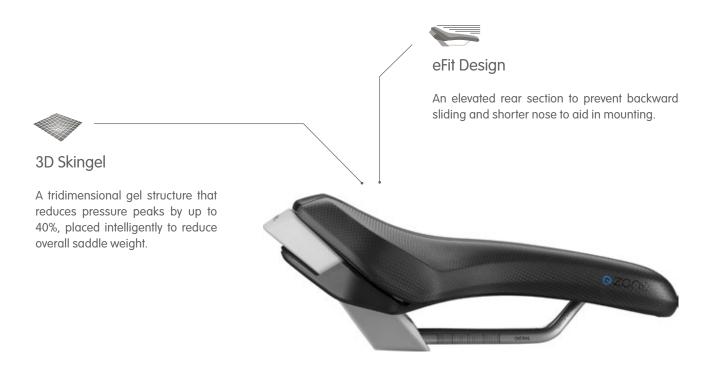
INTEGRATED CLIP SYSTEM

A patented clip system positioned at the rear of the saddle for easy attachment of a Selle Royal saddle bag or other accessory.





E-ZONE FEATURES





Acceleration Control

Three zones with specific shapes and dimensions, featuring flexible wings for enhanced control and balance, for added safety during acceleration.





eGrip

A fibreglass handle integrated into the saddle rail, for easy manoeuvring while maintaining increased battery and accessories access.





ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
54B3UB0A091N	15 8021890457097	E-Zone	Moderate	Unisex	L 270 mm / W 170 mm / 470 g	€ 89,90

POP MATERIALS

RETAIL STATION

Studied, minimal design and colours to complement any eBike retail sales environment.

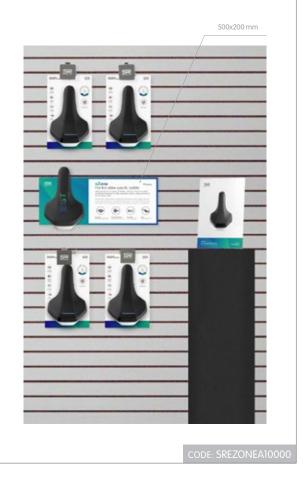
- Pre-filled with 9 products, ready to sell.
- Free consumer test saddle displayed overhead in dedicated glorifier.
- Brochure holder with 10 detailed product brochures.



E-ZONE WALL DISPLAY

Informative wall display in 2 languages (English + German) with metalhooks slatwall/ tegometall compatible.

- Free consumer test saddle already pre-charged.
- 4 eZone saddles for sale.
- eZone showcard in cardboard.





RESPIRO





RespiroAthletic / Unisex









Respiro Moderate / Man









RespiroModerate / Woman









RespiroRelaxed / Unisex







ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
5130HRTB391L4	8021890443564	Respiro	Athletic	Unisex	L 279 mm / W 159 mm / W 429 g	€ 69,90
5131HETB091L4	8021890443588	Respiro	Moderate	Man	L 277 mm / W 182 mm / W 535 g	€ 69,90
5131DETB091L4	8021890443571	Respiro	Moderate	Woman	L 263 mm / W 199 mm / W 565 g	€ 69,90
5132DETB091L4	8021890443595	Respiro	Relaxed	Unisex	L 256 mm / W 227 mm / W 825 g	€ 69,90



LOOKIN





NEW



Lookin 3D

Athletic / Unisex















Lookin 3D

Moderate / Man

















Lookin 3D

Moderate / Woman

















Lookin 3D

Relaxed / Unisex















NEW

ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
52C4UR0A091Q0	8021890485915	Lookin 3D	Athletic	Unisex	L 275 mm / W 158 mm / W 425 g	€ 64,90
52C5HR0A091Q0	8021890485939	Lookin 3D	Moderate	Man	L 284 mm / W 183 mm / W 470 g	€ 64,90
52C5DR0A091Q0	8021890485922	Lookin 3D	Moderate	Woman	L 268 mm / W 202 mm / W 475 g	€ 64,90
52C6UE0A091Q0	8021890485946	Lookin 3D	Relaxed	Unisex	L 259 mm / W 224 mm / W 676 g	€ 64,90

LOOKIN



Lookin

Athletic / Unisex















Lookin

Moderate / Man

















Lookin

Moderate / Woman

















Lookin

Relaxed / Unisex















ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
5234HR3A09188	8021890368140	Lookin	Athletic	Unisex	L 279 mm / W 160 mm / W 475 g	€ 59,90
5235HE3A09188	8021890368164	Lookin	Moderate	Man	L 282 mm / W 185 mm / W 555 g	€ 59,90
5235DE3A09188	8021890368157	Lookin	Moderate	Woman	L 269 mm / W 198 mm / W 620 g	€ 59,90
5236DE3A09188	8021890368171	Lookin	Relaxed	Unisex	L 260 mm / W 228 mm / W 830 g	€ 59,90



ROYALGELTM

Thanks to its unique tridimensional gel structure, Royalgel™ guarantees the highest level of comfort, reducing pressure peaks by 40% in comparison with other standard padding materials.



The only gel that moves in 3 directions for comfort



Reduces pressure peaks by up to 40%



Resistant to ageing



PREMIUM





Ellipse Athletic / Unisex















Ellipse Moderate / Man

















Ellipse Moderate / Woman

















Ellipse Relaxed / Unisex













ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
51B5UR0A09320	8021890470270	Ellipse	Athletic	Unisex	L 265,5 mm / W 162,6 mm / W 406,3 g	€ 49,90
51B6HE0A09321	8021890470317	Ellipse	Moderate	Man	L 276,1 mm / W 180 mm / W 474 g	€ 49,90
51B6DE0A09321	8021890470294	Ellipse	Moderate	Woman	L 260,6 mm / W 197,5 mm / W 475,3 g	€ 49,90
51B7UE0A09321	8021890470331	Ellipse	Relaxed	Unisex	L 250,5 mm / W 223,4 mm / W 638 g	€ 49,90

PREMIUM



Optica

Athletic / Unisex















Optica

Moderate / Man

















Optica

Moderate / Woman

















Optica

Relaxed / Unisex















ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
54B0UR3A091N	1 8021890442840	Optica	Athletic	Unisex	L 280 mm / W 157 mm / W 370 g	€ 49,90
54B1HE3A091N	1 8021890442987	Optica	Moderate	Man	L 271 mm / W 169 mm / W 540 g	€ 49,90
54B1DE3A091N	8021890442970	Optica	Moderate	Woman	L 248 mm / W 184 mm / W 530 g	€ 49,90
54B2UE3A091N	1 8021890442857	Optica	Relaxed	Unisex	L 253 mm / W 217 mm / W 581 g	€ 49,90





NEW



Freccia Strengtex

Athletic / Unisex













Freedom Strengtex

Moderate / Man

















Freedom Strengtex

Moderate / Woman

















ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
5107HRCA35301	8021890486158	Freccia Strengtex	Athletic	Unisex	L 284 mm / W 157 mm / W 440 g	€ 39,90
5119HECA35301	8021890368621	Freedom Strengtex	Moderate	Man	L 283 mm / W 184 mm / W 700 g	€ 44,90
5119DECA35301	8021890368614	Freedom Strengtex	Moderate	Woman	L 264 mm / W 201 mm / W 670 g	€ 44,90

PREMIUM



Torx



















Drifter Strengtex

Relaxed / Unisex















Drifter Medium Strengtex

Relaxed / Unisex













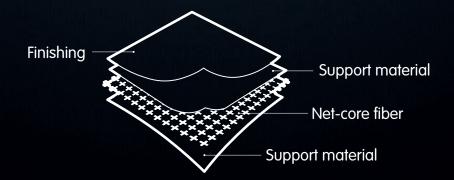


ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
5199UECA55301	8021890389329	Torx	Relaxed	Unisex	L 275,5 mm / W 250 mm / W 1070 g	€ 49,90
5111UDTC25301	8021890368447	Drifter Strengtex	Relaxed	Unisex	L 270 mm / W 245 mm / W 1160 g	€ 49,90
5167UD0A15301	8021890442086	Drifter Medium Strengtex	Relaxed	Unisex	L 251 mm / W 221 mm / W 995 g	€ 44,90



STRENGTEX

Strengtex is a durable and comfortable triple-layer cover material offering a dense, reinforced internal elastic network that is highly resistant to punctures, cuts, tears, cracking and aging.



PREMIUM



Drifter Plus Brown

Relaxed / Unisex













Drifter Medium Brown

Relaxed / Unisex















Manhattan

Relaxed / Unisex















Journey Relaxed / Unisex











ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
5111UDTC38129	8021890331427	Drifter Plus Brown	Relaxed	Unisex	L 270 mm / W 245 mm / W 1260 g	€ 49,90
5167UD0A08129	8021890390721	Drifter Medium Brown	Relaxed	Unisex	L 251 mm / W 221 mm / W 995 g	€ 44,90
5112UDTA68698	8021890277367	Manhattan	Relaxed	Unisex	L 270 mm / W 245 mm / W 1080 g	€ 39,90
5169UECA58698	8021890251480	Journey	Relaxed	Unisex	L 275 mm / W 251 mm / W 835 g	€ 39,90





CLASSIC





NEW









Float Moderate / Man

















Float Moderate / Woman

SLOW FIT FOAM





















NEW

ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
8VC1UR0A08V14	8021890486769	Float	Athletic	Unisex	L 267 mm / W 161 mm / W 382 g	€ 39,90
8VC2HE0A08V14	8021890486806	Float	Moderate	Man	L 282 mm / W 183 mm / W 541 g	€ 39,90
8VC2DE0A08V14	8021890486783	Float	Moderate	Woman	L 263 mm / W 200 mm / W 547 g	€ 39,90
8VC3UE0A08V14	8021890486820	Float	Relaxed	Unisex	L 251 mm / W 228 mm / W 628 g	€ 39,90

CLASSIC

























Freeway Fit

Moderate / Woman

























ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
8V99UR0A08069	8021890426826	Freeway Fit	Athletic	Unisex	L 280 mm / W 158 mm / 435 g	€ 39,90
8V97HR0A08069	8021890411198	Freeway Fit	Moderate	Man	L 273 mm / W 160 mm / 490 g	€ 39,90
8V97DR0A08069	8021890411181	Freeway Fit	Moderate	Woman	L 260 mm / W 188 mm / 520 g	€ 39,90
8V98UR0A08069	8021890424266	Freeway Fit	Relaxed	Unisex	L 257 mm / W 210 mm / 550 g	€ 39,90



SLOW FIT FOAM

With its unique slow recovery property, this memory foam provides superior comfort by molding itself to fit the shape of the body's contact points, creating more uniform pressure distribution while maintaining effective support.



Slows 'bounce back' effect



Reduction of pressure and increased blood circulation



Adapts to your body

CLASSIC































ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
8VA8HS0A08069	8021890443007	Roomy	Moderate	Man	L 265 mm / W 165 mm / W 605 g	€ 24,90
8VA8DS0A08069	8021890442994	Roomy	Moderate	Woman	L 246 mm / W 181 mm / W 580 g	€ 24,90
8VA9US0A08069	8021890443014	Roomy	Relaxed	Unisex	L 277 mm / W 215 mm / W 715 g	€ 24,90
8VB4UE0A08069	8021890457165	Aurorae	Relaxed	Unisex	L 254 mm / W 231 mm / W 673 g	€ 24,90

CLASSIC





Alpine Athletic / Unisex











Avenue Moderate / Man















Avenue Moderate / Woman















Freetime Relaxed / Unisex













ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
8468HGCA48096	8021890368348	Alpine	Athletic	Unisex	L 256 mm / W 158 mm / W 450 g	€ 34,90
8466HGCA38096	8021890368331	Avenue	Moderate	Man	L 273 mm / W 171 mm / W 635 g	€ 34,90
8466DGCA38096	8021890368324	Avenue	Moderate	Woman	L 258 mm / W 183 mm / W 664 g	€ 34,90
8493DGEA88096	8021890368355	Freetime	Relaxed	Unisex	L 218 mm / W 267mm / W 730 g	€ 34,90

CLASSIC



























ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
8171US A3 8129	8021890322951	Ondina Brown	Relaxed	Unisex	L 253 mm / W 214 mm / W 690 g	€ 29,90
82615G2A08132	8021890369826	Holland Gel	Relaxed	Unisex	L 247 mm / W 219 mm / W 690 g	€ 24,90
3061US0A02010	8021890485908	Holland Unitech	Relaxed	Unisex	L 247 mm / W 220 mm / W 605 g	€ 19,90







Rok Relaxed / Woman











Mach Athletic / Unisex









ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
8244G A78132	8021890230898	Rok	Relaxed	Woman	L 134 mm / W 220 mm / W 905 g	€ 44,90
8549 F28096	8021890444325	Mach	Athletic	Unisex	L 268 mm/ W 140 mm/ W 335 g	€ 24,90









Froggy

Suggested for 12"-14"-16" kids bike











Candy

Suggested for 16"-20"-24" kids bike











Ben

Suggested for 16"-20"-24" kids bike











Hello

Suggested for 24" junior bike









ARTICLE	EAN	NAME	RIDING POSITION	GENDER	SIZES	SRP
1702JCNA03807	6957312801310	Froggy	Kids 12"-16"	Boy & Girl	L 202 mm / W 150 mm / W 287 g	€ 9,90
1703DRNA03807	6957312801327	Candy	Kids 16"-24"	Girl	L 230 mm / W 172 mm / W 320 g	€ 9,90
1703HRNA03807	6957312801334	Ben	Kids 16"-24"	Boy	L 230 mm / W 151 mm / W 290 g	€ 9,90
1704JRNA03807	6957312801341	Hello	Junior 24"	Boy & Girl	L 250 mm / W 151 mm / W 325 g	€ 9,90

ACCESSORIES













SR Saddle Bag





ClampBlack / Silver





ARTICLE	EAN	NAME	GENDER	SIZES	SRP
SCGM100A25800	6957312800085	Gel Seat Cover Medium	Unisex	L 285 mm / W 195 mm / 363 g	€ 16,90
SCGL100A15800	6957312800092	Gel Seat Cover Large	Unisex	L 258 mm / W 226 mm / 264 g	€ 16,90
SCMM003A05800	6957312801020	Memory Foam Seat Cover Medium	Unisex	L 277 mm / W 192 mm / 242 g	€ 16,90
SCML004A05800	6957312801013	Memory Foam Seat Cover Large	Unisex	L 248 mm / W 220 mm / 289 g	€ 16,90
BAGS100A00000	6957312801037	SR Saddle Bag	-	L 131 mm / W 106 mm / 102 g	€ 16,90
V 06 C00000	8021890472533	Black Clamp	-	-	€ 2,95
V 06 B90000	8021890472526	Silver Clamp	-	-	€ 2,45
V 06 C10000	8021890472540	Silver Clamp 5 Components	-	-	€ 2,45
V 06 B70000	8021890324665	Black Clamp 5 Components	-	-	€ 1,99
V 06 B80000	8021890324672	Silver Clamp 5 Components	-	-	€ 1,99
V 06 B60000	8021890324658	Silver Clamp	-	-	€ 1,75

ACCESSORIES



Second Skin Rain Cover

Blue / Green / Purple

Box kit 21 pcs



Second Skin Rain Cover

Blue

Box kit 25 pcs



Second Skin Rain Cover

Green

Box kit 25 pcs



Second Skin Rain Cover

Purple

Box kit 25 pcs



ARTICLE	EAN	NAME	GENDER	QUANTITY	SRP
SRSC A50000	8021890393951	Second Skin Rain Cover	Unisex	Box kit 21 pcs	€ 9,90/pcs
SRSC A80000	8021890394934	Second Skin Rain Cover - Blue	Unisex	Box kit 25 pcs	€ 9,90/pcs
SRSC A60000	8021890394910	Second Skin Rain Cover - Green	Unisex	Box kit 25 pcs	€ 9,90/pcs
SRSC A70000	8021890394927	Second Skin Rain Cover - Purple	Unisex	Box kit 25 pcs	€ 9,90/pcs



"Supporting Cyclists" has always been the Selle Royal mission: for more than 60 years, we have offered cyclists the best ride possible through affordable, high-quality saddles and accessories. But for us that's not enough, so we came up with a new way to make your riding experience even more enjoyable.

Have a coffee while we check your bike!

The Selle Royal Van is travelling around Europe to meet cyclists and hear their stories, offering free coffee, a bike checkup and a warm smile from our Van team.

All cyclists are invited to be part of this experience, no matter what you ride.

Simply join us by following the Van adventures and you'll know where to find us next.



