

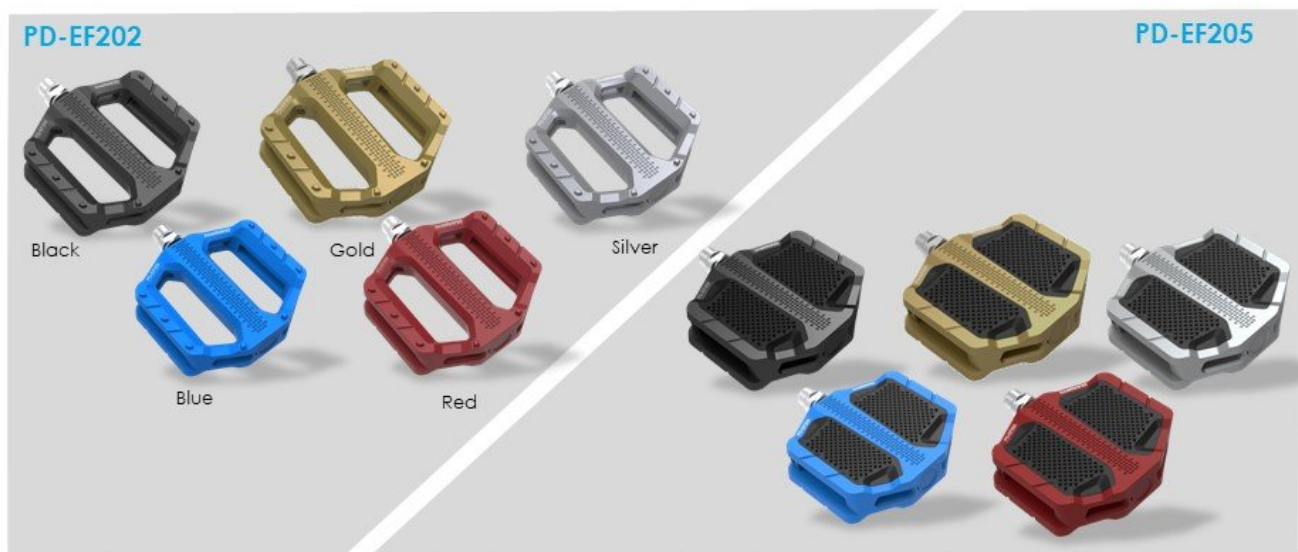
BOLD COLOUR OPTIONS FOR NEW SHIMANO FLAT PEDALS

New entry-level PD-EF202 and PD-EF205 flat pedals provide attractive upgrade for commuters; new PD-ME700 for trail riding

Whilst Shimano's SPD system is a household name when it comes to clip-in pedals, the company's flat pedals are also widely recognized for their market-leading quality. Now two new flat pedals broaden Shimano's appeal for consumers looking for trusted reliability at an affordable, entry level price.

PD-EF202 and PD-EF205 Flat Pedals

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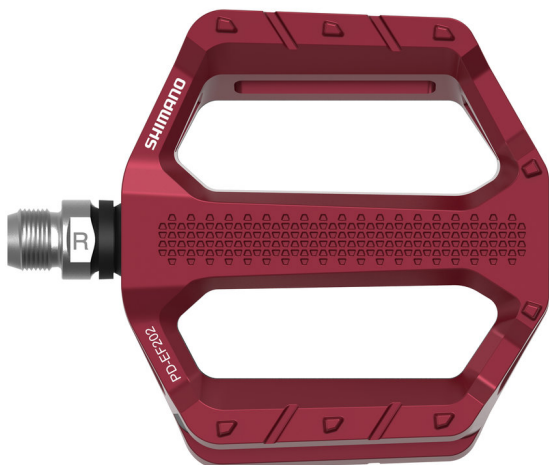
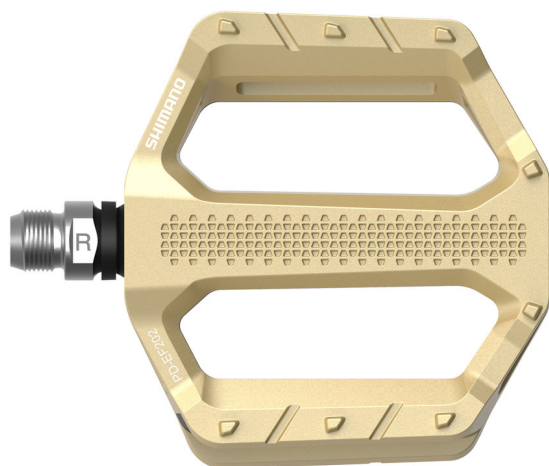
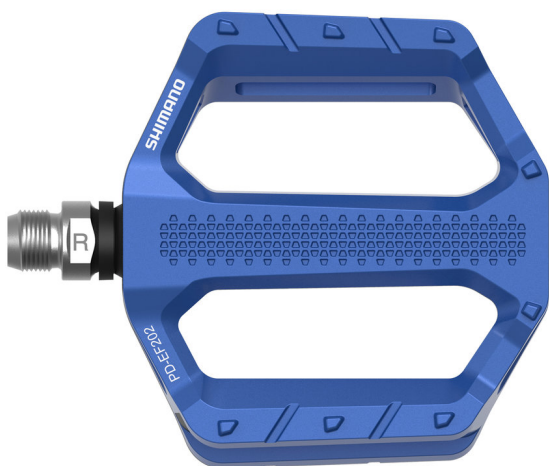
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The attractive new PD-EF205 and PD-EF202 pedals weigh in at 612g and 512g respectively with a thin profile, wide pedal-to-shoe connection and are available in a range of colours to create an attractive upgrade option for MTBs, Trekking and Commuting bikes.

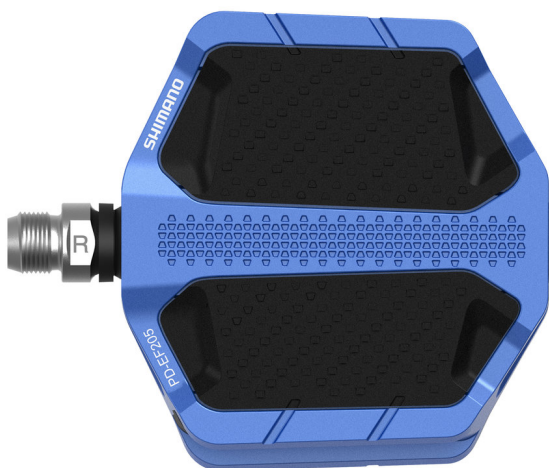


Both pedals have a large concave platform to create a wide contact patch with shoes and to create a stable pedaling platform. The new PD-EF205 has a closed aluminium body with a resin friction plate to create a stable platform for Trekking and Urban riding with formal shoes. On the other hand PD-EF202, with its open muck-shedding design, is intended more for e-MTB usage with casual or sports shoes.





The PD-EF205 and 202 pedals have a light aluminium body and a durable chromoly steel pedal axle, sharing the same design as Shimano's high-grade models, complete with a serviceable cartridge axle bearing which means they will be long-lasting addition to any bike.





The PD-EF205 has a resin friction plate for extra grip on formal shoes whereas the PD-EF202 has casted pins to make a firm connection with flat shoe soles. Colour options include classic Black and Silver options plus Red, Blue and Gold designed to appeal to riders with a youth-orientated style.

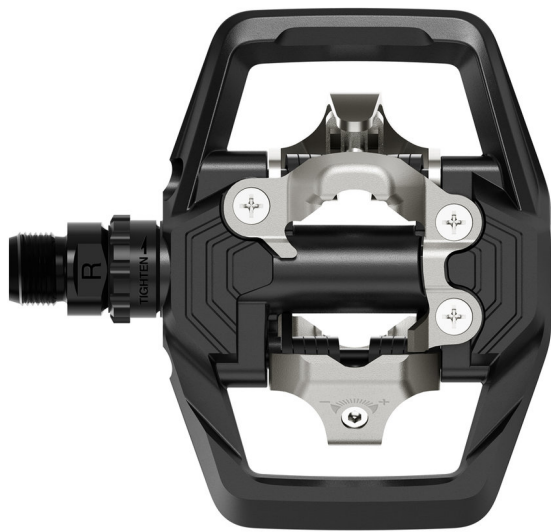
PD-ME700

Completing Shimano's new pedal introductions in 2020 is the new trail-focused PD-ME700 SPD pedal.



Perfect for use with mountain bikes, e-mountain bikes and gravel bikes, the new dual-sided ME700 pedals come with a wide platform cage to protect the binding and an increased contact area for shoe soles, providing a perfect match with Shimano's AM shoes.

The PD-ME700 pedal replaces Shimano's PD-M530 offering a 7.7mm wider platform and an elevated rear portion of the body that brings 12% more surface area into contact with the rider's shoe.



The PD-ME700 is designed for rugged riding with a durable aluminium body and chromoly steel pedal axle. Like the majority of Shimano's other off-road pedals, the PD-ME700 comes with easy-to-maintain cartridge bearings to seal out dirt and moisture, reducing the need for maintenance. The new PD-ME700 pedals weigh 540g and come with a pair of SM-SH51 cleats.

The PD-EF202 (black) will be available at stores from July, the PD-EF205 and PD-ME700 are expected towards the end of August. Please contact your nearest Shimano stockist for further availability and pricing information.

NOTES TO EDITORS

1. **Embargo:** FRIDAY 15th MAY 2020, 17:00 CEST
2. **Images:**
<https://www.dropbox.com/sh/kyskqcbmkxeh346/AADQivHjYLrriHuMTQsgX8IEa?dl=o>
3. **Key term definition:** SPD stands for Shimano Pedaling Dynamics, a system that uses a cleat in the recess of a shoe sole to clip into a pedal binding. The SPD system released by Shimano in 1990.

4. **Further Shimano press releases:** See the media centre here: <https://media.shimano-eu.com>

5. **About Shimano Europe:** Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see www.shimano.com.



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