



Orca launches 2011 wetsuit collection

New innovations enhance world's most popular triathlon wetsuit range

- **Exo-Cell Buoyancy System – 25% more buoyant than Aerodome**
- **Increased use of Yamamoto 40 Cell neoprene in 3.8**
- **Higher specification on mid and entry level wetsuits**
- **Widest range of wetsuits available in the market**
- **New online e-Sizing tool**

The world's most popular range of triathlon and open water swimming wetsuits just got better with the launch of the 2011 Orca Speedsuit collection. Working with leading triathletes including double Ironman World Champions Chris McCormack and Craig Alexander, and double ITU world champion Emma Moffatt, Orca's research and development team has updated the entire wetsuit range.

"We always want to keep innovating and never rest on our laurels," explains Orca CEO and chief wetsuit designer Scott Unsworth. "With the new range we wanted to once again raise the bar and maintain our reputation as the leader in triathlon wetsuit design.

"By having some of the world's best triathletes racing and training in our wetsuits day in, day out we get fantastic technical feedback and ideas. Our customers and retailers around the world also provide great information and inspiration. The result is wetsuits that we know provide more performance in the water than ever before, and a range that is tailored to the different needs of triathletes."

Orca Speedsuit Range Snapshot

Alpha

The initial Orca Alpha quickly became a favourite amongst pros around the world, thanks to its stand out flexibility and no compromise on design. The latest generation Alpha retains the FreeStroke 3 system of Nano-coated SCS 1.5-2mm #40 Cell Yamamoto neoprene panels around the arms, shoulders and back. A key new feature is the addition of the Exo-Cell Buoyancy System on the butt area of the suit – designed to provide strong swimmers with buoyancy assistance, without affecting swim performance.

3.8

Designed originally for the long distance triathlon swimmer, the 3.8 has become the wetsuit of choice for those looking for higher levels of buoyancy. Having first introduced Aerodome to triathlon wetsuits, Orca has now developed the Exo-Cell Buoyancy System - 25% more buoyant than Aerodome and used in carefully positioned panels to optimise the swimming position. The flexibility of the wetsuit has also been enhanced with the addition of #40 Cell Yamamoto neoprene arm panels.

Sonar

The Sonar has been the benchmark intermediate level wetsuit for more than five years and now benefits from increased buoyancy thanks to Aerodome panels on the core and lower legs, as well as a re-engineered arm and shoulder construction. Packed with features that were only found in top end wetsuits a few years ago, the Sonar offers a balance of performance features and value for money. There is also a long john/sleeveless option in some markets.

- More -

Equip

Designed to provide open water swimming performance at an accessible price point, the Equip has been completely re-designed, with a focus on excellent levels of flexibility and a stand out design. Flexible SCS-coated Yamamoto #39 cell neoprene is used in 2mm panels across front, shoulders and arms of the wetsuit, while the entire wetsuit has been upgraded to be constructed entirely from neoprene, with no jersey panels.

S3

The entry level S3 has proved hugely popular with those just starting out in triathlon, budgeting their spend across all the gear they need. The design of the S3 has been refreshed, while there is also a long john/sleeveless option available in some markets.

New e-Sizing Tool

Orca has developed a new online wetsuit sizing and selector tool, to assist those researching wetsuits online. The tool allows people to enter key measurements and sizing parameters and then use a unique system to match their body type. An algorithm then calculates the most likely wetsuit sizing. Triathletes can also compare the purpose and features of the Orca Speedsuits range, and see which one best meets their needs.

“Two of the most common questions people ask us are: what size wetsuit should I get, and which wetsuit would be best for me” explains Scott. “Everyone is a different shape and size, so on paper what looks like the right wetsuit size could, in reality, not be correct. Based on 20 years of wetsuit design and fitting data we’ve created what we believe is a unique tool that will be of real help to triathletes and retailers.”

The new 2011 Orca Speedsuits collection and e-Sizing tool will be available from late February at retailers across the UK and online.

Ends

For further information or images, please contact:

Simon Kenny
Marketing Manager
simon@orca.com
orca.com
facebook.com/orca.performance

Notes:

- **Brand and product images available on request**
- **Wetsuits available for testing/review - please email chuck@orca.com**

Appendix: Athletes competing in Orca wetsuits

Global

Chris McCormack – double Ironman World Champion
Craig Alexander – double Ironman World Champion
Emma Moffatt – double ITU World Champion, Olympian
Courtney Atkinson – Australian National Champion, Olympian
Raynard Tissink – South African Champion, 7 x Ironman Champion

UK

Tim Don – ITU World Champion, British National Champion
Jodie Stimpson – British Super Series Champion, British National Sprint Champion
Vicky Holland – 8th 2010 ITU World Championship Series
Sky Draper – 2010 Young Triathlete of the Year, U17 National Champion