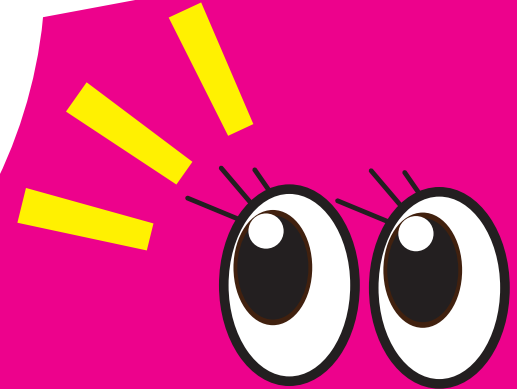




RETAILER

WE WANT YOU

BENEFIT JAPAN



Not wholesalers but retailers who can sell direct to end users (consumers).

For **LIGHTNING ALPINE**

A) Benefit:

1. **Original wheel by Japanese design** → Offer very high value.
2. **No overseas sales** → You shall be a newcomer in your market.
3. **No internet sales** → It protects your marketing and sales.
4. **More than 10 years sales result in Japanese market** → Since 2008
5. **Repairs parts available** → Spoke, Nipple, Rim, Bearing, Hub etc.
6. **Customer Service Center** → For technical and warranty questions, please contact at info@benefit-jp.com
If necessary, we shall repair it in CS center and send back to you.

B) Target Market

Asian and European countries

C) Target Retailers

Can sell direct to end-users (consumers)

Serious about customer service and knowledge about wheel.

D) Sample Shipment Welcomed

We can ship 1 set to your door for your try at a special price.

See Terms and Conditions by separate sheet.

Carbon Tubular Racing Model

Model : WH-RC33TUR-SH (Shimano 8 ~ 11S)

*Brake pad for carbon wheel included.

*QR included.

*A spacer for 8 ~ 10S included.

CURBON
TUBULAR

ULTRA
LIGHT

33 mm
HEIGHT

Weight : 1050g (QR not included.) F : 440g R : 610g

Points

1. Using "High modulus carbon" TORAY 40T

280g ultra lightweight high rigidity rim realizes the "lightness of first pedaling".

Hot Press process(dry carbon)→Carbon density grows by giving high pressure at high temperature.

2. Best Balance of light weight, high Aerodynamic performance and cushion.

2.0-(2.2x0.9)-2.0 aero spoke realizes the best balance of light weight, aerodynamic performance and cushion.

Rim

Ultra lightweight ALPINE carbon tubular rim (280g)

Height : 33mm

Width : 23mm

TORAY 40T high modulus carbon

Hole

F20H / R24H

Front Hub : LIGHTNING 60g 20H

Rear Hub : LIGHTNING 210g 24H

Spoke : CN spoke AERO

2.0-(2.2x0.9)-2.0 BK

(Swiss stainless) lockseal coating

Nipple : CN spoke aluminum internal

+ stainless washer

Weight Limit : 80kgs



MSRP

Asia : US\$ 2,080

Europe : € 1,848

Aluminum Clincher Basic Model

Model: WH-RA24CL-TR-SH (Shimano 8 ~ 11S)

WH-RA24CL-TR-CA (Campy 9 ~ 12S) *QR not included.
*A spacer for 8 ~ 10S included.

ALUMINUM
CLINCHER

LIGHT
WEIGHT

WIDE
RIM

17C
RIM

ALL-ROUND

RACE

TOURING

TRAINING

Weight : 1439g (QR not included.) F : 639g R : 800g

Points

- * 23c tire useable with 17c rim.
Tubeless ready
- * Handmade assembly made 24mm height rim (435g)
the best tension balance and rigidity.

Rim

ALPINE Aluminum 6061H-T6 (435g)

Height : 24mm

Demension : 622x17c

Width : 22.3mm

Sleeve joint / CNC Machining

Hole

F20H / R24H

Front Hub : LIGHTNING 71g 20H sealed bearing x 4

Rear Hub : LIGHTNING 205g 24H sealed bearing x 4

Spoke : CN spoke double batted spoke 2.0x1.8 silver

(Swiss stainless) locktite coating

Nipple : CN spoke brass + stainless nipple washer

Weight Limit : 100kgs



Option QR



Weight

F : 52g / R : 57g

The axis of
the material

Chromoly

Shaft length

F : 100 mm / R : 130 mm
for road hub

MSRP

Asia : US \$ 545

Europe : € 512

WH-RA24CL-TR Basic Model

Q1 What does TR stand for ?

A1 T means "touring/training" and R means "racing".

Q2 Rim size ?

A2 622x17c

Q3 Usable tire width ?

A3 23c~32C In case of 23c tire use, please note that tire width will widen by 1mm. Other tire size may make tire size will widen in case of 17c rim use. Please pay attention to tire width after setup for the condition regulated by cyclocross race etc.

Q4 Supported off road ride ?

A4 We recommend as on road ride. Cyclocross use is at users/bike dealers risk.

Q5 Looks like tubeless ready rim ?

A5 Yes, it is tubeless ready., but we do not have rim tape as an optional part. Our recommendation is STANS 21mm width tubeless ready rim tape.

Q6 What is the best description for this wheel set?

A6 Orthodox 17c road wheel with front 20H radial and rear 24H 2 cross. Front hub has 87mm width for the exclusive radial design. (standard width:70mm)

It enhances the transverse rigidity. Rear wheel comes with very orthodox narrow hub by 24H 2 cross. it offers comfortable.

Q7 Any influence to bearings by flange of front hub ?

A7 This hub has the one additional bearing inside a flange.4 pcs. bearings in total. Each 2 pcs. per sides. (Standard front hub has each 1 pce on sides→ 2 bearings in total for left and right)

This offers

- Additional bearings positioned inside flange limits distortion and slippage of bearings when press-fitted.

Q8 Weight limit ?

A8 100 kgs. Max.

WH-RA24CLT-DISK Disk Brake Exclusive Model

*This model not exhibited in the show.

Q1 Rim size ?

A1 622x16c

Q2 Usable tire width ?

A2 23c~32c

Q3 What is the construction of the spokes ?

A3 24H 2 cross for front and rear wheel. A spoke is 2.0-1.7

Q4 Disk exclusive ?

A4 Yes. Rim brake is not applicable. Disk rotor meets 6 holes international regulations.

Q5 This wheel comes with quick release(QR). How about "Thru Axle" ?

A5 We have the following adaptors as optional parts. Front: 100x15mm and 100x12m Rear: 142x12mm

Q6 The rim seems to support tubeless ready ?

A6 Rim maker offers it as tubeless ready rim.

Q7 Supported off road ride ?

A7 Yes. Hub is for MTB specification, not disk road. It offers very high durability.

Q8 Weight limit ?

A8 100 kgs. Max.

Q9 Retail price ?

A9 Asia : US\$ 666 Europe : € 618

Wheel Brand LIGHTNING ALPINE

Established December, 2001

Business scope Selling of bicycle components and accessories

Benefit, Inc. is founded in 2001 in Osaka, Japan.

The company is the manufacturer of wheel brand "ALPINE" by Japanese design.

ALPINE is our own original wheel brand that launched since 2008. It is our flagship. We grow up by offering a quality wheel, with a reasonable price and good customer service. We focus on its performance and light weight as top priority. We realize high cost performance and target to be No.1 in each wheel category.

Before assembling, we control the weight of rim and do acceptance inspection thoroughly for each part .

Furthermore, not fancy parts but high performance parts with light weight using company test and partnership with skillful assembly factory enhances performance and accuracy. Our Assembly factory in Taiwan is handmade factory that support some prime brands of wheels that need high-precision wheel. ALPINE is all round wheel appropriate to Randonneuring, but offers two types. One is touring model, another one is racing model.

Each model offers each feature. We also have customer service center. It offers repair and troubleshooting.

As spare parts, spokes, nipples, rim, bearings(for hub), free body are prepared.

Just feel good buy. We are confident. That's ALPINE.

Benefit, Inc.

Mack Abe, President

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company profile

