

As from Friday 23 November, the new suggested retail prices, applied in our own webshop as well, will be the following:

for deliveries inside the European Community

Assioma UNO €445.00 VAT included

Assioma DUO €695.00 VAT included

for deliveries outside the European Community

Assioma UNO €364.00 VAT not included

Assioma DUO €569.00 VAT not included

These prices will be permanent, meaning they'll be kept even after tomorrow.

Why reducing Assioma's price if it is already the lowest in the pedal power meter market?

The major resellers of power meters confirmed us that Assioma is the most sold pedal-based power meter; but they also told us that the number of cyclists deciding to buy a power meter increases considerably with a price reduction.

Our choice to reduce the price is sustained by the following reasons:

- We have further optimized the production process: our specific technical solution to fully resinate the sensor around the pedal axle (solution protected by patents) allows a convenient production process.
- We are convinced that the reduction of our profit per unit will be rewarded by the growth of the total sales.
- Assioma is already well known in the market for its exceptionally low failure rate: we are bringing this rate almost to zero now.

Plus, let us underline that Assioma continues being rigorously **Made in Italy!**

Lots of cyclists are waiting for an easy-to-install power meter with an affordable price.

We are convinced that Assioma will be the right answer for them.

Is there a risk that the low price will devalue Assioma?

It's common to think that lower prices equal cheaper products so, yes, the risk of this false equation is there.

In addition, Favero Electronics entered this specific cycling market only 3 years ago, and therefore we cannot count on a "brand" as powerful as other well-known companies to counter this prejudice.

We can proudly say though that we've been designing electronic products for 30 years now, and we guess this has been noticed: both bePRO and Assioma have been immediately recognized from the market as very reliable products: from the very first sold units on. This is something not to take for granted even for experienced companies.

We are convinced that the time will reward us.

Features-wise, why choose Assioma?

We do think that Assioma is technically unique in the pedal-based power meter market and, especially for some fundamental aspects, unequaled. More concretely:

- Assioma is the only one with a fully resinated sensor positioned around the pedal axle. There is no seal or door for batteries change to worry about: this fully prevents issues of humidity/water infiltration or battery displacement.
- Assioma pedal body is completely electronics-less. This makes it very easy to replace or service by end users or their mechanics.
- Assioma is the lightest pedal-based power meter. Less than 300g for both pedals.
- Assioma has the smallest stack height 10,5mm.
- Assioma is the only one with a gyroscope. This allows a precise measurement of the angular velocity, therefore a correct power calculation. This is a fundamental feature, which importance is, as far as we see it, not yet fully understood by the general public.

As we see it, it does not make much sense to a talk about a +-1% accuracy degree, if then there is, according to different aspects, a further 1,5% error margin caused by a wrong power mathematical calculation, which does not consider the variation of the angular velocity, but only its average per pedal turn.

In the case of oval chainrings, this error can then be around 4-5%. We carried out a deep analysis of this topic, which is available at: https://drive.google.com/file/d/1v3g6s9IkaZsvb7GNMMH_ptFqRd2yvg0l/view

- Assioma has a rechargeable lithium battery. A lot of people appreciate this characteristic, while other ones find it less important. It would have been more convenient for us to use a replaceable battery and we would like to give you a few additional information regarding our choice to use a rechargeable one:
 - All the replaceable batteries contacts are in this way eliminated. The pedal is a moving part, subject to vibrations. Using the replaceable batteries there are different contacts on each pedal and it is sufficient

to have only one bad contact on one of the two pedals to create problems.

- There is no battery compartment door, therefore no sealing gaskets to worry about.

Plus, there is no need to buy batteries. Zero costs, zero time spent on the purchase and replacement, zero disposals.

- After 500 full recharges, 80% of the capacity is still available. A duration of 50 hours is declared for a recharge, even if actually it can reach more than 60 hours. If a cyclist uses Assioma for 15 hours per week, he can recharge it every 3 weeks. Practically 17 recharges per year. Unfortunately, when talking about lithium batteries, we often think about the smartphones ones and the fact that after 2 years of use their capacity is considerably reduced. But please note that is due to the fact that they are recharged daily.

- Assioma is very sturdy and reliable. This is possible thanks to the sensor completely encapsulated in the resin, without any door or seal, profiting therefore of no interference by the humidity nor vibrations.

We hope you'll find this information useful for your evaluation and review.

Other useful information

- The pedal release torque: in the past, we used as per standard medium-soft springs, then after few requests by customers, we have decided to mount as per standard a slightly harder spring type. Occasionally there are cyclists who prefer a very low release torque; for these users:
 - Know that we can give these cyclists directions to be able to decrease this force on their current pedals.
 - If this is not enough, we can replace the springs of their current pedal bodies with softer ones.
- Advanced metrics: We are working with other manufacturers to include new metrics as an ANT+ standard. We think that this will happen shortly and will certainly happen through a free software update for all Assioma owners.
- Assioma has an advanced system for technical support. Not everyone knows that Favero can make a sophisticated remote diagnosis of Assioma. Following a customer support request, our technical support team can immediately verify the correct configuration of Assioma and the functional status of the sensor. In our opinion, this system is far better than having service centers in various countries. If

a faulty sensor is found, Favero can send a new sensor directly to the customer, without the customer sending the faulty pedal.

Conclusion

It seems strange to lower the price of Assioma when it has an excellent success and its features are, in our opinion, currently the best on the market. Sorry for the modesty but we really do think so!

We are also happy with our choice because the market for power meters will increase and more and more cyclists can use this useful tool.

Considering that you have extensive experience in the world of power meters and are in the front line of contact with many cyclists, any advice or suggestion you may have will be highly appreciated.

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