

Hi Larry,

One of the most common questions I get from people who are skeptical about the Catalyst Pedals is "why don't any pro riders or teams use them?"

They figure that if they were as good as we claim then the pros would use them. And at first this makes sense - the pros have a reputation for doing whatever it takes to improve their performance and surely a new flat pedal that performs as well or better than clipless pedals would get some interest.

But the truth is that the vast majority of pro riders out there don't ride what they want, they ride what they are paid to ride. There are not a lot of ways to make money as a pro rider and sponsorship from component manufacturers is revenue source that they rely heavily on.

As part of this they also are not allowed to be seen on other parts. This is why I've had a few pros tell me that didn't even want to try the Catalyst Pedals because they didn't want to upset their current sponsor.

My point is that you have to be careful falling back on "what do the pros ride" because at that level there is a lot more going on than just finding and riding the best stuff.

Which brings me to why we don't pay people to ride our pedals.

When I first started Pedaling Innovations I was going to find a pro rider and pay him to ride my pedals. I knew that one of the fastest ways to get people to notice the pedals was to get a pro rider on them.

However, I also felt that this wasn't where I wanted to invest my money. I would have to raise the price of the pedals to afford to sponsor a rider and that didn't sit right with me.

I also knew that the truth was most of us don't really pay attention to what the pros ride. No, what we really pay attention to is what our friends and peers are riding. Which is why I decided to keep the price down and focus instead on getting the Catalyst Pedals into the hands of as many riders as possible. The result of this approach has been an avalanche of amazing testimonials of the pedals that I think speaks more strongly than having some pro rider I pay saying how cool they are.

I tell you this because I know that, like anything else that is new and goes against the grain, it can take a little convincing to get you to try the Catalyst Pedals. I can tell you from experience how bad it feels to try something new and find out it was all just marketing hype.

So instead of me or a pro rider who gets paid to say nice things, I wanted to share the feedback of these other riders with you. These are the experiences and testimonials of riders just like you who found that the Catalyst Pedals were more than just another pedal...

[Click Here to Read Our Facebook Reviews \(4.9 stars so far\)](#)

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Keep in mind too that this isn't even all the feedback we get. Everyday we get emails and social media posts from riders who feel compelled to share their experience and say thanks for helping them out.

For me, the Catalyst Pedal is more of a mission than just a product. I know that it can help riders improve their performance, decrease aches and pains and help them have more fun on their bikes.

Hopefully after checking out some of these testimonials and feedback from other riders you'll join us and see what the excitement is all about.

Until next time...

Ride Strong,

James Wilson
Pedaling Innovations/ MTB Strength Training Systems



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