



PRESS RELEASE: 20th July 2007 - Lap Belt Cinch (EU) Ltd launch the CG-Lock[®] into the 4X4 off-roading market at the Billing Land Rover Show with ARBIL 4x4.

The CG-Lock was originally designed to assist the control, comfort and stability of **performance track** car drivers, **and these benefits are now available to 4x4 off-roaders thanks to ARBIL 4x4 (www.arbil4x4.co.uk)**.

Performance off-road drivers spend a lot of unwanted effort trying to keep in the seat over rough terrain. The **CG-Lock** (www.cg-lock.co.uk) eliminates this need to brace elbows and knees during demanding driving, so drivers can get better results from their vehicles by **concentrating on the driving, not 'hanging on'**. **The CG-Lock keeps you in your seat...** avoiding sliding forwards or coming off the seat over the 'bumpy bits'! In addition the CG-Lock keeps your lower back against the lumbar support, helping keep the right posture on longer on-road journeys.

A simple and ingenious device, the **CG-Lock** is manufactured from high quality stainless steel components and is **installed in less than 5 minutes**, with no drilling or damage to the standard factory fitted seatbelt. It is fully removable in seconds.

When in the driving position the hips become ones **centre of gravity**. With the **CG-Lock** fitted you are held tight in the car seat, with 80% of the driver control and feedback of a full racing harness (as verified by top racing professionals). However, unlike a full harness, the CG-Lock secures *only* the pelvis. With hips secured, the upper body tends to be secure too. The advantages of this for off-roaders were highlighted by top off-road tester Dave Barker, who wrote the following about his off-road test of the CG-Lock:

"This design is ideal for off-roading, where you want to be held at the hips to avoid 'submarining' on steep descents, but still want upper body movement to look out of the window to avoid obstacles."



Further evaluation has been gained by "Team Mud", two brothers Chris and Graeme Elliot who have been using the CG-Lock for the past year in preparation for (and use in) the MacMillan 4x4 Charity Challenge. Graeme says about the CG-Lock:

"Off-road I felt much more secure in the seat. I was thrown about less on bumpy terrain but still was able to move my upper body, essential for trial driving to enable me to look out the window at the canes. The device is especially useful on steep descents, I felt much more secure with none of the usual 'submarining' under the lap belt."

By keeping your hips firmly in place over rough terrain, you can keep your feet light on the pedals and your hands light on the wheel... avoiding the need to compensate for roll and tilt. As with a rollercoaster ride that uses lap belts to keep you secure, you can just enjoy the ride and not need to reach for the hand holds!!

ARBIL 4x4 Marketing & Business Development Manager, Lucinda Wood said "the company is growing rapidly and has been on the lookout for products that add great value to the driver/passenger of off-road vehicles. The CG-Lock fits in perfectly to our product range, making off-roading even more enjoyable. I am sure the demand will be huge once the press and media try it for themselves on the off-road course here at Billing."

Another great advantage of the CG-Lock is that it can be fitted to the rear seats and make tight fitting of child booster seats effortless. No pretensioning necessary... just buckle up as normal and pull up on the shoulder section of the seatbelt... instant tight fitting... every time!

The CG-Lock helps maintain correct driving posture, reducing and even eliminating lower back ache, adding another great benefit for many drivers and passengers on longer journeys in 4x4 vehicles.

The **CG-Lock** is patented and has been fully crash tested to the highest global automotive 'NCAP' standards. It has been demonstrated that when fitted, the **CG-Lock** does **NOT interfere with the safety of the factory fitted seatbelt** with or without pre-tensioners (full details can be viewed on the web site: www.cg-lock.co.uk).

Try out the CG-Lock on the off-road course at Billing. Come to the ARBIL 4x4 stand N15 to get your CG-Lock.
£39.99 Special Show Price. Full money back guarantee if not completely satisfied. MRRP £44.99 incl. VAT, P&P.