



## Competitive Edge to feature minibikes of Blata USA

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Deerfield Beach, FL ([PRWEB](#)) June 26, 2004 -- Platinum Television Group is pleased to announce the selection of Blata USA for its innovative, educational television series, Competitive Edge. The company's mini motorcycles or pocketbikes will be featured on a segment entitled "Motor Sports for the Holidays."

Here's something every kid would love to find next to his Christmas tree—a Blata 2.5 brightly colored motorbike that speeds through a racing track producing the thrill of a lifetime!

Minibike manufacturer Blata, since its start in Czechoslovakia in 1990 as a garage operation, has grown into the world's largest manufacturer of minibikes. Blata is second in the motorized kick-scooter market as well. The company exports almost all of its bikes, mostly to the US and Western Europe.

Founder of the company Pavel Blata met partner Rastislav Brodsky at the 1992 MotoVelo Fair in Prague. Brodsky soon joined forces with Blata when they designed a new Blatino scooter line, and by 1993 Blata had already designed the new Elite 11 models, which they would add to the lineup the following year. In 1996 Blata organized the Blata Cup Racing Series in the Czech Republic, and starting with the 1998 series, the winners of the Blata cup have gone on to compete in the European Championships. Blata 2.5 bikes have proven extremely popular among younger Junior Class racers because of their low cost and easy, controllable acceleration.

Brodsky has opened a South Florida office to better represent Blata's expanding interests in the US market, and to help develop Blata's pocketbike racing efforts in the USA. In 1998, Blata designed the first product entirely using CAD-CAM computer modeling, with the design of the Elite 13 model. It features an all-new design, now incorporating Blata's very own engine. In 2002 Blata design team developed a completely new midibike, the Origami B1, designed and built for use on a paved closed circuit track. It sets new standards for minibike racing and moves it to a higher level.

The mini bikes are "the most inexpensive way to get into racing," according to Blata officials, with a small bike, the outfit and safety equipment, costing about \$1300. Racing has taken place in several locations in the U.S. so far, and more are being added. They are considered safer to use, especially for youngsters, than regular motorcycles, partly because they are closer to the ground.

The segment will also explain the precision craftsmanship that goes into the production of Blata bikes and Blatino scooters, including their attention to environmentally helpful materials, research, design, engines and technical aspects. The company has developed its own system of quality control, which puts every vehicle through at least 200 tests. Customer service is also a priority for Blata.

Although Blata had originally planned to produce full-sized road-going bikes, next year Blata does plan to graduate to produce "mid-sized" motorcycles in the 250-500cc range.

For more information visit: <http://www.blatausa.com> or call 1-866-BLATAUSA.

"In racing, precision is everything! Accept no imitations."



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