

FASTSKIN  
LZR RACER

# A NEW GENERATION OF PERFORMANCE SWIMWEAR

FASTSKIN  
LZR RACER®

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speedo 

SPEEDO HAS BEEN AT THE FOREFRONT OF SWIMSUIT AND EQUIPMENT DESIGN SINCE 1928

SPEEDO HAS CONSISTENTLY PIONEERED SWIMSUIT TECHNOLOGY AND INNOVATIONS, WITH MORE ATHLETES WEARING AND WINNING IN SPEEDO OVER THE LAST 80 YEARS

THE 2010 LZR RACER RANGE OF SWIMWEAR IS A NEW AND COMPREHENSIVE COLLECTION OF SUITS PROVIDING THE WORLD'S BEST PERFORMANCE SWIMWEAR FOR ALL LEVELS OF COMPETITIVE SWIMMER, FROM BEGINNER TO ELITE ATHLETE LEVEL



1929

*racerback*

Mac Rae introduces the classic, figure hugging 'Racerback' costume, which permits greater freedom of movement, allowing wearers to swim faster. This inspires the company to coin the slogan: 'Speed on in your Speedos.'



1932

**POWERBACK**

Buster Crabbe was the 1932 Olympic champion in the 400m Freestyle. During his swimming career he set 16 world records. Buster went on to become one of Hollywood's greatest film stars, appearing in over 170 films including roles such as Flash Gordon, Buck Rodgers, Bill the Kid and Tarzan.



1992

*S2000*

S2000 fabric offers 15% less drag than conventional swimwear fabrics of the time. At the 1992 Barcelona Olympics 53% of all swimming medals are won by swimmers in S2000



1996

*aquablade*

Aquablade offers 8% lower surface resistance than S2000. Body coverage is increased with suits extending from neck to knee. An unprecedented 77% of all swimming medals at the 1996 Atlanta Olympics are won by swimmers in Aquablade.



2000

*fast-skin*

This revolutionary suit is inspired by shark's skin. Offering 3% lower surface resistance than Aquablade. Fastskin is the first racing suit to offer full body coverage for men and women. 13 of 15 World records and 83% of swimming medals at the 2000 Sydney Olympics are won by swimmers in Fastskin.



2004

FASTSKIN FSII

Designed to mimic the shark even more closely, Fastskin FSII reduces passive drag by an additional 4% (compared to Fastskin). Michael Phelps makes history in Fastskin FSII at the Athens Olympics by winning 8 medals.



2007

FASTSKIN FS-PRO

Speedo's fastest and most powerful lightweight suit ever is launched at the FINA World Championships in Melbourne. Within 6 months an amazing 21 world records are set by swimmers wearing Fastskin FS-Pro.



2008

FASTSKIN LZR RACER

The Speedo LZR RACER is the most technologically advanced performance swimsuit ever produced by Speedo® and is the result of extensive research and development. Swimmers wearing the Speedo LZR Racer have broken over 80 world records since the suit's launch.



THE AQUALAB R&D CENTRE WORKS WITH  
A TEAM OF GLOBAL INNOVATION LEADERS,  
COACHES AND ATHLETES





**MICHAEL PHELPS**  
USA



**RYAN LOCHTE**  
USA



**REBECCA ADLINGTON**  
GB



**NATALIE COUGHLIN**  
USA

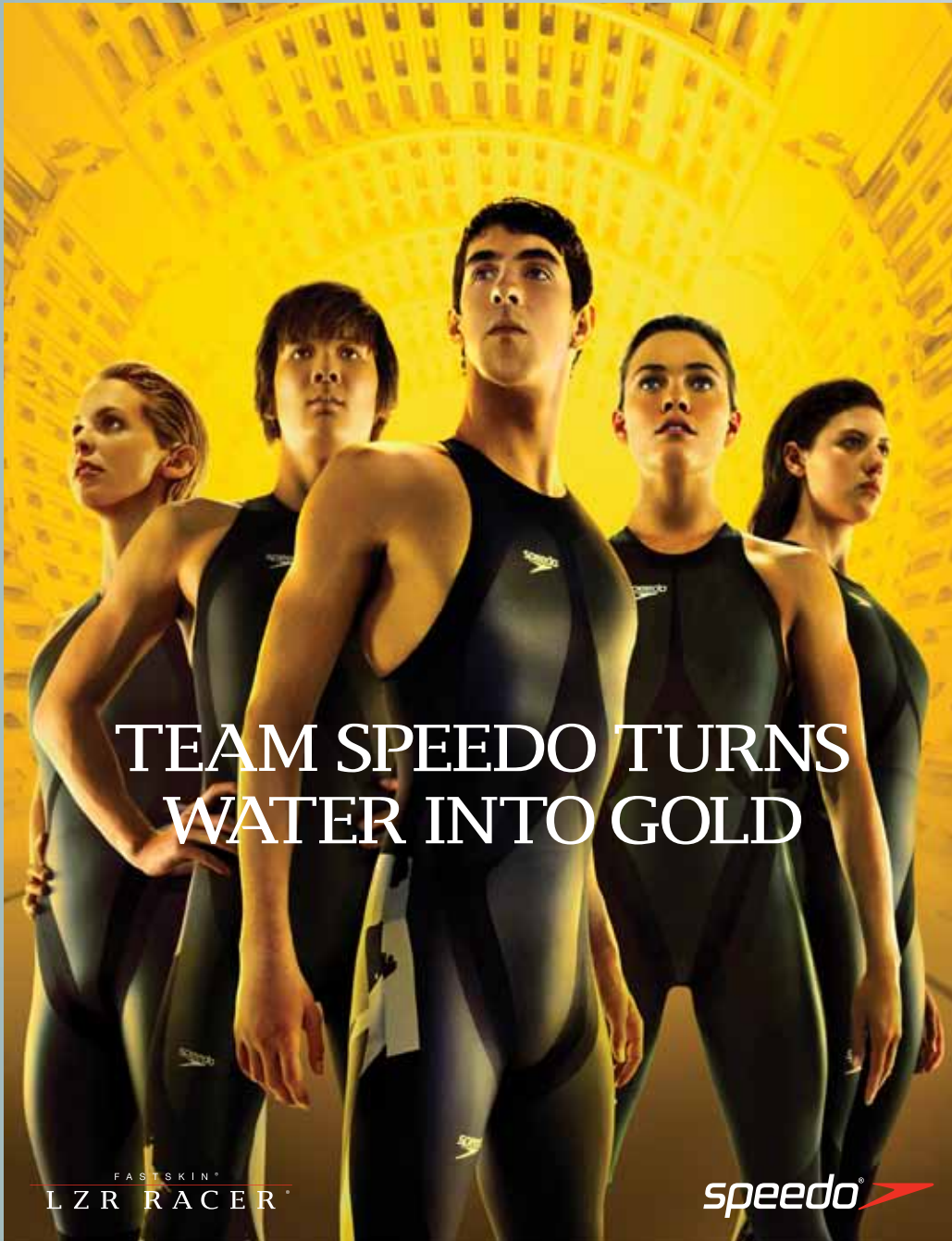


**LIAM TANCOCK**  
GB



**TAEHWAN PARK**  
KR

PROVIDING SPEEDO'S MOST ADVANCED  
TECHNICAL SWIMWEAR TO THE  
WORLD'S ELITE SWIMMERS



## TEAM SPEEDO TURNS WATER INTO GOLD

2008 SAW THE LAUNCH OF SPEEDO'S FASTEST, MOST REVOLUTIONARY SWIMSUIT. SWIMMERS WEARING THE SPEEDO LZR RACER HAVE BROKEN OVER 80 WORLD RECORDS SINCE IT'S LAUNCH IN FEBRUARY 2008.

Then in July 2009 FINA announced changes to rules for competition swimsuits.

From January 2010 swimmers will only be allowed to swim in textile suits. Male suits must not be higher than the navel or below the knee (Briefs and Jammers) and female suits must only cover from shoulder to knee (Recordbreaker or Kneeskin).

With the new 2010 LZR Racer range of swimwear, Speedo continues to be positioned at the forefront of performance swimwear with our most comprehensive and technically advanced range of textile swimsuits that are fully compliant with FINA 2010 regulations.

ELITE



Jammer



Recordbreaker  
knee



Recordbreaker

PRO



Jammer



Recordbreaker  
knee



Recordbreaker

# THE 2010 LZR RACER PRODUCT LINE FROM SPEEDO

SPEEDO'S MOST COMPREHENSIVE, TECHNICALLY ADVANCED RANGE OF  
TEXTILE RACE SUITS COMPLIANT TO FINA 2010 REGULATIONS

# POWER

HIGH POWER FABRICS TO COMPRESS THE SWIMMER INTO A SMOOTH STREAMLINED SHAPE IN THE WATER, REDUCING MUSCLE OSCILLATION AND SKIN VIBRATION.

# FORM

IMPROVED POSTURE, BODY ALIGNMENT AND REDUCE FORM DRAG. ULTRA LOW DRAG MATERIALS AND CONSTRUCTION TO FURTHER LOWER DRAG.

# ACCURACY

FLEXIBILITY AND FREEDOM OF MOVEMENT FOR UNRESTRICTED BREATHING, REACH & CORRECT STROKE EXECUTION TO ENABLE THE ATHLETE TO SWIM FASTER AND STRONGER FOR LONGER.

MEETING THE NEEDS  
OF ATHLETES & COACHES

# LZR PULSE FABRIC

THE SUIT IS CONSTRUCTED FROM SPEEDO'S UNIQUE LZR PULSE FABRIC. ULTRA LIGHTWEIGHT, POWERFUL AND WATER REPELLENT, LZR PULSE REDUCES MUSCLE OSCILLATION AND SKIN VIBRATION THROUGH POWERFUL COMPRESSION. THIS FAST DRYING FABRIC ALSO OFFERS LOW SKIN FRICTION DRAG

# UNIQUE 3D 3-PIECE PATTERN

DYNAMICALLY ENGINEERED TO OPTIMISE THE SHAPE OF THE SWIMMER

# BONDED SEAMS

FULLY BONDED BODY SUIT. ULTRASONICALLY WELDED, BONDED SEAMS CREATE A PERFECTLY SMOOTH YET FLEXIBLE STREAMLINED SURFACE

# HYDRO FORM COMPRESSION

THE LZR RACER IS ENGINEERED (WITH THE LZR PULSE FABRIC) TO PROVIDE A HIGH LEVEL OF COMPRESSION

PROVIDING THE MOST ADVANCED &  
PATENTED TECHNOLOGIES

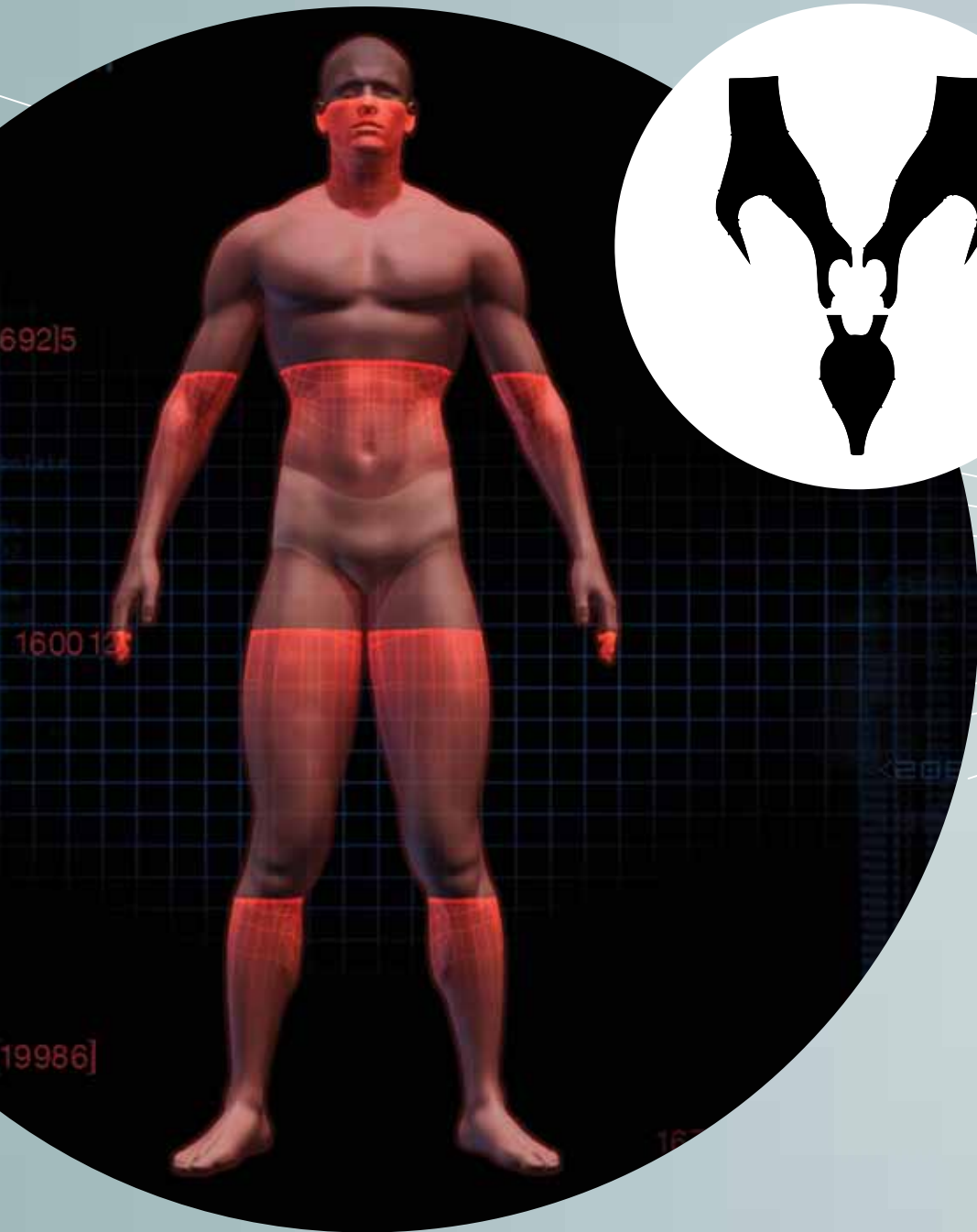


# LZR PULSE FABRIC

•  
SPEEDO'S MOST LIGHTWEIGHT,  
POWERFUL FABRIC

•  
SUPERIOR COMPRESSION

•  
WATER REPELLENT



# UNIQUE 3D 3-PIECE PATTERN

•  
DYNAMICALLY ENGINEERED

•  
DERIVED FROM OVER 400 BODY SCANS

•  
FROM 30 TO 3-PIECE PATTERN



# BONDED SEAMS

•  
FIRST FULLY BONDED BODYSUIT

•  
ULTRASONICALLY WELDED

•  
PERFECTLY STREAMLINED SURFACE



# HYDRO FORM COMPRESSION SYSTEM

●  
STREAMLINED AND COMPRESSED SHAPE  
ACROSS THE WHOLE BODY

●  
COMPLETE FLEXIBILITY

●  
OPTIMUM ECONOMY



# SKIN FRICTION DRAG

•  
BONDED SEAMS 6% LOWER THAN SEWN

•  
LZR PULSE 8% LOWER THAN FASTSKIN

	LZR RACER ELITE	LZR RACER PRO
FABRIC	LZR Pulse	LZR Pulse II
3D Pattern	YES	YES
Bonded Seams	YES	
Hi Compression	YES	YES

## 2010 SPEEDO LZR RACER PRODUCT LINE

Developed in the Speedo Aqualab® working with the world's top elite swimmers, our competition suits offer a unique combination of fabric, design and construction. With more than 80 years of developing the most advanced textile swim suits, these products are designed to be faster, lighter and more powerful than the competition.

### LZR RACER ELITE

In-line with FINA 2010 rule changes we have comprehensively re-engineered our premium competition suit. The ELITE range utilises a fully bonded construction (the LZR Racer was the world's first fully bonded competition swimsuit). Featuring Speedo's unique 3D engineered pattern for optimum fit and our exclusive ultra-lightweight low drag LZR Pulse fabric, the ELITE range is our most advanced race suit line.

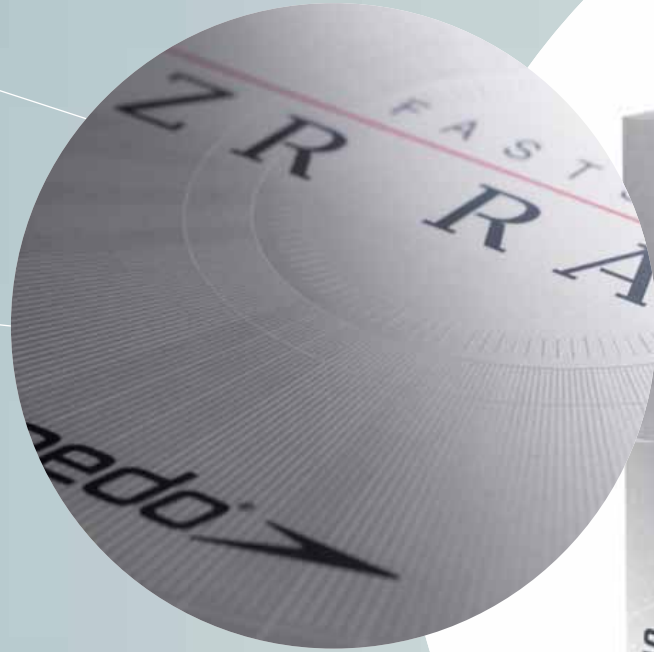
### LZR RACER PRO

The PRO range features a high durability variant of the LZR Pulse fabric and the same 3D pattern as the ELITE series. The low-profile, high-strength stitched seam construction combine to provide a highly durable competition suit with low-drag and an advanced fit.

THE 2010 LZR RACER  
PRODUCT LINE FROM SPEEDO

## PACKAGING

The new LZR Racer range is complemented by a new packaging solution. Perfect for use instore, offering flexible merchandising solutions via shelf or hook.



THE 2010 LZR RACER  
PRODUCT LINE FROM SPEEDO