



You Now Have A Genuine CoolAss™!

We're proud of you and thank you for your business

So... you're either a smart ass or a wise ass, because you made the decision to protect your ass. Not to mention protecting your bike seat, be it one of those expensive ass custom saddles or the one that came with your ride. Either way, our congratulations.

Here's what you can expect from your new Genuine CoolAss:

- A saddle that's up to 40% cooler when exposed to direct sunlight on a hot ass day.
- Greatly reduced likelihood of developing swamp ass.
- Protection from a sorry ass looking saddle. You know — one that has become faded and cracked with time and exposure to the elements.
- Simple ass installation and removal. Just stretch it over the saddle and let the elastic fall taut underneath it. Tuck in any excess if you're that anal. Reverse the procedure to take it off.
- Easy ass storage. Roll it up and put it in its protective pouch or just crumple it up and stuff it in your pocket, saddle bag, windshield bag, fork bag, sissy bar bag. You get the idea.
- Kick ass performance. The darned thing works and if you don't abuse it, it will last for years under normal conditions.
- One bad ass looking bike when it's parked sporting CoolAss. Well, it's a #@%! site better than a sorry ass towel. Works better and takes up less space, too.
- Well of course it's made in the USA. We wouldn't have it any other way and doubt you would either.

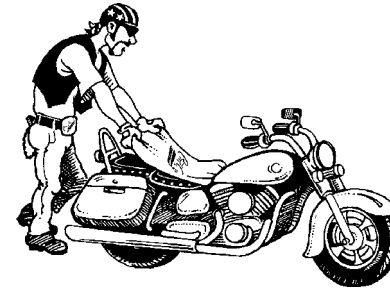


Fig. 1: Proper installation

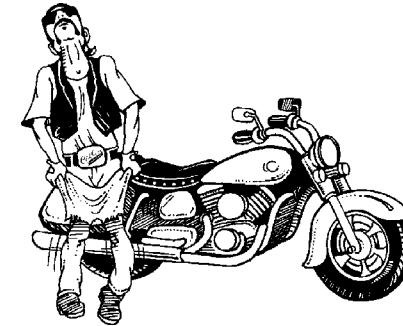


Fig. 2: Improper installation

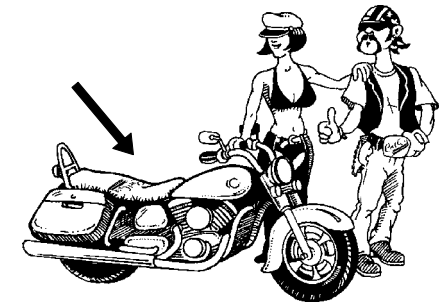


Fig. 3: Genuine CoolAss bike

Guarantee: If for any reason you're not pleased with your CoolAss, contact us via www.GenuineCoolAss.com. We'll make it right or refund the purchase price. Now *that's* a CoolAss deal.



Okay - a few dos and don'ts... ..for you tight ass types

Do:

- **Do** park your bike wherever you darn well please. No searching endlessly for shade a mile from where you want to be.
- **Do** use it and display it proudly. After all, you have a Genuine CoolAss. Tell the world.
- **Do** buy more of 'em. They make great gifts for your fellow bikers and hey, they need a Genuine CoolAss, too.
- **Do** let us hear from you. Got a smart ass comment or feedback? Contact us at www.GenuineCoolAss.com.

Don't:

- **Don't** ride with CoolAss on. It defeats the purpose and makes the saddle big-time slippery. Take it off before you ride, okay?
- **Don't** mistreat your CoolAss. Don't baby it either, but understand that it's heat *resistant*, not heat proof. Drop it on a hot pipe and it'll melt. Guaranteed. It's puncture *resistant*, not puncture proof. Drive a nail through it or drag it across something sharp and yes, you'll tear it.
- **Don't** be a dumb ass. Of course it's not washable. If you must, wipe any dirt or dust off with a soft damp cloth.

Keep your CoolAss out of reach of children and adults acting like children. It is intended for no other purpose than keeping your saddle cooler while protecting it from the elements.