

MEDIA KIT: **Fusionride**

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**Press Assets:** [LIFESTYLE](#) - [PRODUCT](#) - [RIDING](#)

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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **From Garage Prototypes to Snowboard "Cheat Codes": SherdLORD Launches to Revolutionize Snowboard Control**

### **DURHAM, NC**

April 2nd, 2026

While mountain bikes and F1 cars have long relied on suspension, snowboarders have remained "rigid" against ice and chop. Today, Fusionride officially launches **ShredLORD** (Load Oscillation Reduction Device), the world's first dedicated suspension interface designed to turn icy "chatter" into a smooth canvas.

### **The "Aha" Moment**

The inspiration for ShredLORD didn't come from a lab, but from a chairlift. Co-founder Uroš Tatić, watching his children learn to ski, noticed a fundamental flaw in snowboard design: while skiers maintain contact even when one edge chatters, a vibrating snowboard edge loses its grip entirely. This observation sparked a three-year journey—beginning with garage prototypes tested discreetly under cloth—to bridge the gap between engineering and the "perfect turn."

**Engineering the "Cheat Code"** Developed by a team of mechanical engineers with 20 years of riding experience, ShredLORD underwent two full seasons of testing and scientific validation at **FH Technikum Vienna**. By partnering with automotive bushing specialists, the team perfected a system that uses high-strength aluminum and custom-tuned polyurethane to absorb impacts without losing power transfer.

"We didn't just want a smoother ride; we wanted a faster one," says Milos Radojkovic, co-founder of Fusionride. "When you trust your edge, you ride like a King." Early testers have already dubbed the experience a "cheat code" for snowboarding.

#### **Key Benefits:**

- **Neutralizes Chatter:** Absorbs high-frequency vibrations on hardpack snow and ice.
- **Effortless Transitions:** Move from soft snow to ice without the "brace" factor.
- **Reduced Fatigue:** Less vibration allows riders to stay out until the last chair.
- **Universal Fit:** Mounts to standard 4x4, 2x4, and Channel patterns.

**Availability:** After a successful Kickstarter campaign and delivery of the initial batch, ShredLORD is currently available for pre-order at a special online (through our website) introductory price of \$149, with delivery slated for December 2026. Following the pre-order period, the final MSRP will be \$169.

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#### **FACT SHEET**

- **Product Name:** ShredLORD (**L**oad **O**scillation **R**eduction **D**evice)
- **Category:** Snowboard Hardware / Performance Accessories
- **MSRP:** \$169
- **The Problem:** "Chunder" and ice cause leg fatigue and "wash out".
- **The Solution:** A lightweight (approx. 550 g / 1.2lbs) suspension interface sitting between the board and binding.
- **Tech Specs:** High-strength aluminum and auto-industry-grade polyurethane.
- **Validation:** Scientifically tested at FH Technikum Vienna for vibration dampening.
- **Target Rider:** Carvers and off-piste explorers. (Note: Not yet tailored for park and switch-focused riders).

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## **FOUNDER BIOS**

### **Jakob Segl**

A materials engineer with a decade in high-performance aerospace materials. Jakob's expertise was pivotal in moving past failed experiments with skateboard bushings to create the custom-molded, high-response epoxy and polyurethane components that define ShredLORD today.

### **Uros Tatic**

With nearly 20 years in mechanical design and FEM analysis, Uros translated his observations of skier edge-contact into the ShredLORD architecture. His focus remains on the "perfect turn" and expanding the line to include youth versions for the next generation of riders.

### **Milos Radojkovic**

A project management and finance expert with 20 years of global strategy experience. Milos leads the entrepreneurial drive of Fusionride, ensuring that every hand-assembled unit prioritizes performance over volume.

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## **Q&A HIGHLIGHTS**

### **What does ShredLORD feel like?**

"It feels like a "cheat code". You get more control and higher speed with less effort because the board stays quiet. You stop bracing for ice and start riding through it."

### **Why did it take three years to develop?**

"Snowboard tech has been stagnant for 20 years. We spent two seasons iterating—testing everything from skateboard bushings to rigid epoxy—until we found the 'sweet spot' that balanced dampening with the responsiveness a rider needs."

### **Is this for everyone?**

"It's for the rider who wants to progress and have more fun on the mountain. If you love carving, riding new slopes and untouched areas of the mountain, and exploring the mountain, this is for you. We're being honest: if you're a park-rat riding switch all day, we aren't there yet—but we're working on it."