

NEW PRODUCTS 2007

SRAM
i-MOTION™

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New products 2007



i-MOTION 9 coasterbrake hub

SRAM i-MOTION 9 - the first 9 gear-internal gear hub with a sporty transmission

- 9 gears a very versatile
- large transmission a 340% transmission range
- even gear steps a sporty cycling
- loadshiftable a shifting while pedaling
- shifting while standing a always start with the right gear



i-MOTION 9 IBS



i-MOTION 3 coasterbrake hub

SRAM i-MOTION 3 - the successor of Torpedo 3-speed for city- and cruiserbikes

- low shifting forces a comfortable, because easy to use
- large gear display a comfort und safety on the road
- chain guard a no more grease on your pants
- loadshiftable a shifting while pedaling
- shifting while standing a always start with the right gear



i-MOTION 3 shifter

SRAM
i-MOTION 9™

The sporty internal gear hub

i-MOTION 9 is the world's first gear hub with 9 speeds. A wide transmission range with evenly spaced gears make it the first ever sporty internal gear hub. For the first time, you can use the advantages of an external drivetrain system in the protected shell of an internal gear hub: Smooth transition, large transmission range and shifting under load

Sporty transmission

The gear ratio of the i-MOTION 9 equals to 340%. That makes the i-MOTION 9 versatile and sporty. In the lowest gear you reach 2.3 meters per crank revolution, in the highest gear a distance of 7.83 meters.

Efficient ride

i-MOTION 9 has the smallest steps between each gear of all gear hubs in this product segment. The individual speeds have a maximum transition of 17%. The consistent gear steps guaranty an efficient ride.

Safe and comfortable shifting while standing and shifting under load

Shifting while standing and the ability to shift under load make the i-MOTION 9 safe and comfortable in any cycling situation. If you have to brake suddenly at a high speed, to stop at a traffic light, you can select easily a lower gear while standing and without difficulty when starting up again. And your gears will never let you down again when facing a hill. If you notice that you need a lower or higher gear going up- or downhill, you can shift gear while pedaling.

Low maintenance

i-MOTION 9 is designed for every day use, whether sunshine or rain. The sealed and robust hub shell requires little maintenance. The new developed Easy-Click Connector allows rapid wheel changes and easy adjustment.

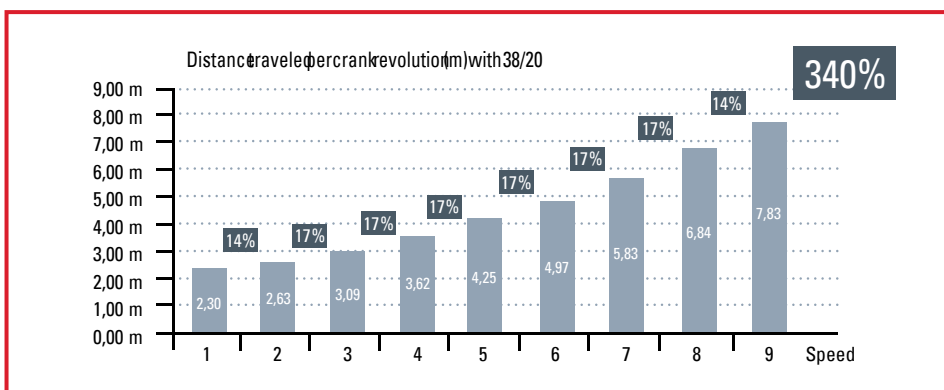
Ergonomic twist shifter

For the i-MOTION 9 SRAM has developed its new ergonomic twist shifter with a large gear indicator that contributes to safety on the road. The low shifting forces allow you to cycle comfortably and easily in the city and suburbs.

The i-MOTION 9 hub will be available as a coaster brake, freewheel, i-BRAKE and disc brake version.



TRANSITION I-MOTION9 HUB



BENEFITS

- Sporty transmission
- Close and even gear-steps
- Shifting under load
- Shifting while standing

i-MOTION 3 - The legitimate successor of the Torpedo 3-speed

Safe and relaxed every day

i-MOTION 3 is the perfect gear hub for everyday use. Low shifting forces and a high load shiftability keep you safe in city traffic. The ergonomic grip shift lever with a large speed indicator guarantees maximum riding comfort.

The gear ratio of i-MOTION 3 amounts to 186%. In the first gear the cyclist travels 3.04 meters per crank revolution. Up to 5.67 meters can be achieved in the third gear. This allows you to cycle comfortably and easily in the city and suburbs.

Shifting made easy: For the i-MOTION 3 hub SRAM has developed its own new twist shifter with a large gear indicator that contributes to safety on the road. Thanks to the low shifting forces, i-MOTION 3 is perfectly suitable for children's bicycles that are equipped with an extra Bandix shifter. i-MOTION 3 is available with an i-BRAKE braking system, as a freewheel variant and -coasterbrake version.

For optimal transmission, SRAM suggests front chainrings between 32 and 50 teeth as well as sprockets between 16 and 21 teeth.



BENEFITS

- Shifting under load
- Low shifting forces, child-friendly
- Large indicator
- Chain guard compatible

i-SERIES: THE NEW COMFORT-PRODUCT GROUP BY SRAM

With i-MOTION 9 SRAM is offering a complete comfort product group

The SRAM i-SERIES includes drivetrain systems, brakes, electronic devices and accessories.

SRAM combines newly developed parts with reliable and proven components, for example the i-MOTION 9 hub with the i-BRAKE drum brake. Each product is a class of its own thanks to intelligent technology. The integration within the i-SERIES occurs through continuous development and adaptation to the latest standards. The clever and integrative approach allows individual products of the group to be combined freely, which gives you the opportunity to create your perfect bicycle, from the comfortable city bike to the sporty trekking bike.

Innovation needs passion and courage to change. In 1903, Ernst Sachs laid the foundation for today's developments with the legendary Torpedo freewheel hub. SRAM revolutionized the bicycle world in 1987 with the grip shift twist shifters. "German Engineering" and American entrepreneurship have turned SRAM into one of the world's leading bicycle component manufacturers.

i-SERIES			
Drivetrain system	Brake system	Electronic system	Accessories
i-MOTION 9 i-MOTION 3 DualDrive II_27 DualDrive II_24	i-BRAKE	Sparc i-LIGHT	Handles Front hub

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