

NEW PRODUCTS 2008



SRAM
i-MOTION 9™

SRAM
i-LIGHT™



i-RIDE™

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login: pr3\$\$

Road shifting in a hub!

Sportive cycling with SRAM i-MOTION 9 freewheel/disc brake and SRAM i-LIGHT D7 series



i-MOTION 9 freewheel



i-MOTION 9 disc brake

SRAM i-MOTION 9 - freewheel/disc brake: The first 9 speed-gear hub with sporty transmission

- 9 speeds ⇨ very versatile
- 340% transmission range ⇨ sporty transmission
- even gearsteps with 14%-17% ⇨ sportive cycling
- loadshiftable ⇨ shifting while pedaling
- shifting while standing ⇨ always start with the right gear



SRAM i-LIGHT D7 series

SRAM i-LIGHT D7 series: reliable lighting around the clock

- Weatherproof ⇨ comfort and safety on the road
- High efficiency ⇨ perfect visibility at low speed
- Silent ⇨ relaxed cycling
- Comfortable switch ⇨ no dirty hands

SRAM
i-MOTION 9™ SPORTSLINE

Lust for speed

Sportive cycling does not necessarily mean road bike! It has never been so easy to get fit on a bicycle. The new i-MOTION 9 with freewheel and disc brake offers nearly the same gear ratio as a road racing bike without cumbersome maintenance, rather intuitive feel and action. The disc brakes perform flawlessly in wet or dry conditions.

i-MOTION 9 is the world's first 9-speed internal gear hub. Thanks to the smooth transition of gears over the entire transmission range, your ride will change. For the first time, you get all of the advantages of an external drivetrain in the protected system of an internal gear hub: **smooth transition, large transmission range** and **shifting under load**.

A road bike shifting system in an internal gear hub? SRAM i-MOTION 9!

The gear ratio of the i-MOTION 9 equals 340%, which makes the 9-speed hub sporty and versatile. You will always ride in the right gear: i-MOTION 9 has the smallest and smoothest transitions of all gear hubs in this product segment. The individual gears are very smooth with a maximum transition of 17%. When compared to racing bikes this means that the first gear of the i-MOTION 9 equals to 2.3 meters with a triple chain ring system of 30 teeth in the front and 27 teeth in the back. The ninth gear corresponds to 52 teeth in the front and 14 teeth in the rear.

At traffic lights or on a hill – **shifting while standing** and the ability to **shift under load** make i-MOTION 9 safe and comfortable in any cycling situation. Reliable in cold and rainy conditions – the encased hub only needs a small amount of maintenance.

Change your wheel in no time and make fast adjustments with the newly developed **Easy Click Connector**.

i-MOTION 9 is available as a freewheel, disc brake, coaster brake and i-BRAKE version.

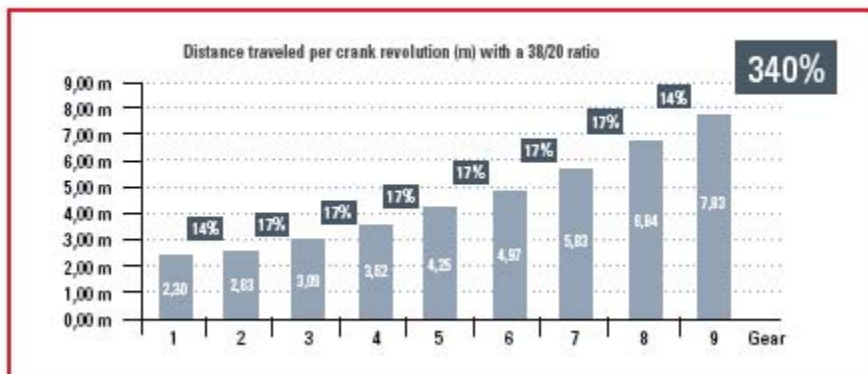


i-MOTION 9 freewheel



i-MOTION 9 disc brake

CONSISTENT TRANSITION I-MOTION 9 HUB



ADVANTAGES

- Sporty transmission - 340%
- Even gear steps - max. 17%
- Shifting while standing
- Shifting under load

Safely through the night

Cyclists must see in the dark and more importantly, **they always have to be seen!** The key to success is **SRAM i-LIGHT**. The hub dynamo transforms your bicycle into a **mobile power plant**. No other dynamo solution offers more comfort and safety.

The electrical power source is extremely reliable, weatherproof and smooth. Once mounted, you will not have to worry about visibility anymore.

SRAM i-LIGHT D7 series

Light Speed

When you are training late, a SRAM hub dynamo means safety for you and your bike. The i-LIGHT D7 equipped with a quickrelease lever comes with high quality bearings with low rolling resistance.

Model D7 series	Weight	Technology	Options
hollow axle - rim brake	565g	2,4 Watt / 3,0 Watt; 6 Volt	disc brake
hollow axle i-BRAKE	602g	36 CP technology	i-BRAKE
hollow axle disc brake	594g		quick release

SRAM
i-LIGHT™
D7 SERIES



SRAM i-LIGHT D7 series disc brake

SRAM i-LIGHT D3 series

Safety first

Heading for your evening date in a nice restaurant? Joining friends for a night out or just shopping late? Our SRAM hub dynamo i-LIGHT D3 let's you see and makes sure you are seen. No fuss, no dirty hands - this little power plant delivers constant energy without you having to think about it. Safety without compromise!

Model D3 series	Weight	Technology	Options
solid axle - rim brake	602g	2,4 Watt / 3,0 Watt; 6 Volt	i-BRAKE,
hollow axle - rim brake	565g	36 CP technology, high	quick release,
solid axle i-BRAKE	640g	performance at low	74 mm O.L.D for
solid axle - N74 - rim brake	592g	speed	small size wheels
hollow axle - N74 - rim brake	558g		

SRAM
i-LIGHT™
D3 SERIES



SRAM i-LIGHT D3 series

ADVANTAGES

- Always reliable lighting
- Weatherproof
- High efficiency
- Silent
- Comfortable switch – no dirty hands



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No more backpain

It's so easy to stay healthy and fit

You are on your bike nearly everyday, to go to work, to go shop in town or trekking on the weekend. Everybody knows the unpleasant feeling in his wrists and shoulders, after travelling a longer distance on gravel road. The suspension pioneer Rockshox presents the optimal health management for your joints with the new RockShox i-RIDE

i-RIDE takes care that no vibrations will stress your wrists, arms and neck. By using this fork you feel less fatigue and you will always have a comfortable ride. Even long distances will be fun thanks to the uncomplicated suspension and the lockout.

In cooperation with the Cologne school of sports (Sporthochschule Köln) RockShox proved some eight years ago, that bike suspension keeps you healthy.

The research project Wellcom (www.projekt-wellcom.de) made the point through measurements in the laboratories and at the legendary Transalp race: suspension on a bike is good for your health. A front suspension reduces the load on the spine for ca. 20%. A load reduction at about 20% is health promoting.

RockShox i-RIDE

The RockShox i-Ride fork is a performance suspension solution for fitness/hybrid bikes with 700c wheels. The fork allows for either 25mm or 50mm of travel, depending on the model providing unequalled riding comfort.

Model	Weight	Technology	Colours
i-RIDE	1.447g	25 mm/50 mm travel	silver, black
i-RIDE Lockout	1.500g	25 mm/50 mm travel	silver, black



i-RIDE™

ADVANTAGES

- Elegant, lean design.
- Two travel distances: 25 and 50 millimeter.
- Mount all accessories, mud guards, luggage carrier, disc brake and hub dynamo.
- Low maintenance and safe suspension system.
- Lockout version for sporty riders.
- Stiff like a rigid fork with the comfort of a suspension fork.



RockShox i-RIDE

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SRAM bike components - Fits every ride

You will **feel free, comfortable and safe**. Cycling with SRAM components is pure joy, whether you are training, touring or just cruising in the city. Everywhere and anytime SRAM guarantees fun and control through simple and intuitive handling.

All SRAM products are unconditionally reliable and need only basic maintenance so you can use your bicycle year-round even when it's raining or freezing. For fitness enthusiasts we include for the first time our new i-MOTION 9 freewheel and disc brake versions. It combines the gear ratio of a racing bike with the comfort of an internal gear hub. All components from SRAM can easily be combined to work together flawlessly – there is more than one hundred years of experience backing up your ride, boosted by "**German engineering**".

Just hop on the bike and start pedalling. SRAM levels your ride, wherever you go, whatever you use your bike for.



i-RIDE™

SRAM
i-LIGHT™**Need for speed**

You are cruising at high speed, the wind is blowing through your hair and your legs are turning fast. One quick click on your twist shifter and it feels even more like "fast forward". A perfect tuned gear range and gripping brakes, even in wet conditions, are the perfect boost for your training sessions.

SRAM
i-MOTION 9™