

SRAM

NEWSLETTER

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May/06

SRAM's Global Road Launch: an overall success!

SRAM's road groupsets, Force and Rival, take off at Global Launch in California, USA

After nearly three years of development the long awaited and highly anticipated SRAM road launch took place at April's Sea Otter Classic in Monterey, California, USA. The new seven-piece Force® and Rival™ road groups, along with complete specs were unveiled for the first time to the media and public.

The introduction shared great weather and great performance as the new road groupsets performed flawlessly in the sunny California conditions. Editors and consumers were impressed by the elegance of the system, which took only seconds to understand. Most felt that SRAM's DoubleTap® system was "intuitive" and deemed it a "true improvement" and the "next step" to current road drivetrain offerings. When changing gears everyone noted the system's firm shifting courtesy of SRAM's innovative Exact Actuation™ ten-speed derailleur technology. Also mentioned were the comfortable ergonomics and control enhancing "fighter pilot" shape of the DoubleTap® shifters.

Consumers can expect to see the SRAM road groups become available in early fall, 2006.

For more information on SRAM Force®, please visit www.willyoumaketheleap.com



SRAM - on the road!

SRAM
FORCE®



New faces on the team



Tobias Erhard

Comfort PR Coordinator

Tobias Erhard started 1. February with SRAM. His background is PR, he has worked with agencies in Munich, Berlin and Vienna. His passion for 2 wheels is supported by 125 cc. When is not working on his Vespa

he is an avid outdoor person, skiing and canyoning. He is no stranger to Franconia, growing up in Bamberg.



Christophe, Wim, Gaetan (left to right)

SRAM Road - European Marcom Team ready to roll

The perfect match has been found to help building the Road organization within SRAM Europe. A mixture of French, Dutch and English culture combined with a solid road experience will prove to be key assets to the group. The team will consist of Christophe Dehaemers in charge of Road Sponsorship and events, Wim de Koeijer responsible for technical support and Gaetan Vetois assisting on PR and Communication.

Check out our new websites:

www.sram-imation.com

www.willyoumaketheleap.com



SRAM i-MOTION 9™ German Engineering

Starting May 2006 the successor of the legendary SACHS Torpedo 3 gear hub SRAM i-MOTION 9 will be produced in the traditional location in Schweinfurt, Germany

SRAM is launching the first 9 speed internal gear hub. 340% gear ratio make the i-MOTION 9 as sportive as a road gear system. The sportive transmission and wide range of gears will bring internal gear hubs to a new sportive dimension. The lowest gear, with 2,30 meters per crank revolution, corresponds to 30/27 (Triple) on a road bike. The highest gear with 7,83 meters corresponds to 52/14 on a road bike. And that is all packed in a robust internal gear hub for low maintenance.



i-MOTION 9 Nabe



i-MOTION 9 Schalter

Key benefits

- 9 gears
- sportive gear ratio
- low maintenance
- shifting under load and shifting while standing

For the first time there will be sporty and balanced steps over the whole range of gears. Customers will get the best of both worlds – the economic advantages of a standard derailleur packed in a protected and low maintenance system of a gear hub. Even under load the gear hub is shifting precisely and smoothly. The big display always shows you clearly which gear you are in.

Successful MTB Launch

20 European editors travelled to Sea Otter, California, to see what is hot and new for 2007. Eight followed for a smaller launch at Lake Garda. And they were rewarded.

One of the highlights is the new **Truvativ Noir** crank set line. With two versions for **Road** and one for **MTB**, Noir stands for best in class performance. Noir Road HCT reduces the use of alloy in the crank arm to the spindle and pedal attachments. The rest is pure Carbon, bringing the weight down to an incredible 750 grams! The lightest Truvativ crank ever. For the off-road cyclists, Noir MTB offers a carbon layer around an ultra light AL-66 alloy spine. At 800 grams, Noir MTB will be a favourite with every XC racer.



To bring the race to a safe stop, **Avid** presented its new XC brake **Juicy Ultimate**. And it is just what it says... Ultimately light at 345 grams (front post mount 160mm), the brake was designed to incorporate all the benefits of the **Juicy 7** optimized for the ultra weight-conscious cross country rider. The thin wall carbon lever blade, super-light, low-profile magnesium lever body, and the racy new one-piece **Monoblok™** caliper design all work together to create a super light, fast and stylish brake. Juicy Ultimate features a tooled contact point adjustment and the Avid power reserve geometry. It will also be compatible with the new **MatchMaker**.



Additionally, the first **RockShox** Dirtjump fork **Argyle** and the redesigned SRAM X.9 drivetrain components were hot news.

Timo Pritzel in action, Seaotter 2006



+++ SAVE THE DATE +++

- 19.-21. May: Gerolsteiner TOUR Festival - co-sponsored by SRAM, Gerolstein (Germany)
- 19.-21. May: MTB World Cup, Spa (Belgium)
- 26.-28. May: MTB World Cup, Fort Will (Scotland)
- 3.-5. June: MTB World Cup / BIKE Festival, Willingen (Germany)
- 9. June: Opening Match FIFA Worldcup 2006, Germany vs. Costa Rica, Munich (Germany)
- 14.-17. June: Adidas Slopestyle 2006, Saalbach (Austria)