

# SRAM ROAD

PRODUCT INFORMATION 02 / 2011

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## SRAM RED TURNS BLACK

SRAM launches a new color option for its top groupset

After the success of the Limited Tour Edition (LTE), starting February 2011, SRAM RED will be available in a new color option: Black. With market trends more and more focused on product customization, SRAM offers another choice to consumers and customers.



The Black RED groupset adds an elegant black finish (rear derailleur, front derailleur, and brakes), while the modern silver graphics are maintained. This new color option matches perfectly with all the framesets on the market. Black is the trendy colour this year.

The groupset includes shifters, rear and front derailleurs, brakes, cassette (same as LTE, w/11-28 option), crankset with black anodized rings, ceramic bottom bracket and chain.

Features and benefits stay the same as the original SRAM RED, as it remains the world's lightest gruppo, approaching 1800 grams in the BB30 version.

### PRO TOUR & RACE PROVEN

Team RadioShack, Team Garmin-Cervelo, Team Saxo Bank Sungard, Liquigas-Cannondale and Team Katusha are now powered by Black RED. Triathletes Chris McCormack, Michellie Jones, Terenzo Bozzone will also compete on Black RED in 2011.

Commercial availability – March 2011.

Pricing - TBD



SRAM RED



2008 GIRO



2008 VUELTA



2009 TDF



2010 TDF



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## SRAM RED™



<b>SRAM RED</b>	Shifter	Rear Derailleur	Crankset	Bottom Bracket	Front Derailleur	Brakeset	Cassette	Chain
Technology	DoubleTap / ZeroLoss™ on front and rear	Exact Actuation	Integrated Carbon Spider	GXP / Press Fit / PF30 / BB30	SRAM Actuation / ZeroLoss Trim	Skeletonized Dual Pivot Design w/ Convex Washers	OpenGlide	PowerLock / HollowPin / Chrome-Hardened Pins
Speeds	10 / 2	10	2	NA	2	NA	10	10
Weight	280g	153g	760g (GXP) 630g (BB30) w/ BB	105g (GXP)	58g Braze-On 72g Clamp	265g	155g	255g (1091R / 114 Links)
Material // Finish	Carbon Brake Lever / Carbon Shift Levers / Titanium	Aluminum / Titanium / Ceramic / Carbon	Carbon / Alloy	CNC Alloy Cups / Ceramic Bearings // Polished	Aluminum / Hardened Titanium Cage	Cold-Forged Arms / Titanium Pivot & Mounting Bolt / SRAM -Swiss Stop Compound w/ Adjustable Cartridge Holder	Aluminum Anodized / Heat-Treated Steel // Nickel / Chrome Plated	Nickel Silver
Compatibility	SRAM RED, SRAM Force, SRAM Rival and SRAM Apex Front and Rear Derailleurs	Max Tooth 28T	GXP / Press Fit / BB30 55/42, 54/42, 53/39, 52/38 52/36, 50/34	SRAM RED / SRAM Force / SRAM Rival / SRAM Apex Cranksets	55/42, 54/42, 53/39, 52/38 52/36, 50/36, 50/34, 46/38 Max Tooth 16T	DoubleTap Controls	11-23, 11-25, 11-26, 11-28	SRAM RED, SRAM Force, SRAM Rival and SRAM Apex industry standard 10 spd systems



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