



SRAM RED turns Yellow

SRAM's introduces 2010 Limited Tour Edition Groupset

Every former and current Tour de France champion racing in the 2010 edition will be equipped with SRAM's *new* Limited Tour Edition (LTE) groupset. The collective power of the last eleven Tour winners will kick off the launch of the aftermarket only groupset available for a limited time through SRAM dealers.



Inspiration for the black anodized gruppo with yellow graphics was to pay tribute to the color of the Tour as well as reflect on SRAM's 2009 success. SRAM RED not only won the Tour de France with Alberto Contador (Astana) but swept the podium with Andy Schleck (Saxo Bank) and Lance Armstrong in third (Team RadioShack).

The black polished brake levers will feature the Tour issue oversized SRAM logo in yellow, as seen on Team Saxo Bank and Astana bikes at the 2009 edition. Silver becomes black, carbon remains carbon, and anything red becomes yellow. SRAM's 1090 R2C and 900 aero shift levers will also get the black-yellow makeover.

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

Commercial availability – September 2010.

Pricing - TBD

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