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# ROCK KING



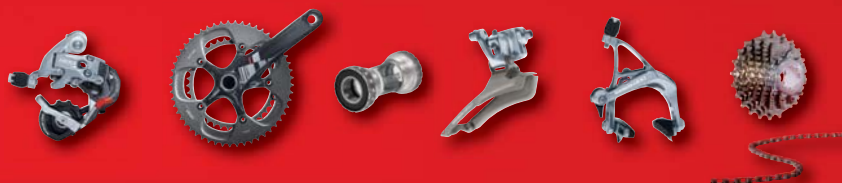
## Cancellara wins the 108<sup>th</sup> edition of Paris-Roubaix!

Fabian Cancellara from Team Saxo Bank is the new King of the cobbles. In an historic race he rocked the 259 km of Paris-Roubaix with 52,9 km of brutal pavés: the ultimate test for man and machine. May King Fabian keep on rocking!

The world's first sub-1.900 g gruppo\*. SRAM invites you to enter a world where high-performance race-ready componentry is taken one step beyond. SRAM Red is a living lab focused on the design, development, and improvement of technologies that exceed the demands of the sport's most serious riders.

\* With BB 30 bottom bracket

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