

SRAM MTB

PRESS RELEASE



SRAM2X10

April 2010

NEW XO 2X10: THE REBIRTH OF A HERO

SRAM LAUNCHES NEW XO 2X10 - 10-SPEED, COMPLETE XO PRODUCT FAMILY. THE REBIRTH OF A HERO

It won World Cups in XC, DH and 4X. It was multiple times World Champion. It was ridden all over the world, on every style of mountain bikes. SRAM XO is a living legend which made many mountain bikers heroes.

For 2011 the new XO returns as a complete product family, featuring the legendary XO rear derailleur, trigger shifters and an all new 2X10 crankset with front derailleur for unmatched shifting performance. The new Avid XO brake, provides the perfect balance of power and lightweight. Available in four color variations (red, gold, silver, blue), with multiple gear ranges, derailleur cage lengths and disc rotor sizes the new SRAM XO (2x10) is the key to an incredible level of performance and integration for a variety of applications, from all-mountain to gravity riding, right up to XC racing.

Availability: August 2010

For additional information and full technical specifications please visit www.sram2x10.com



SRAM2X10

To download high-resolution product photos and full technical specifications please log on to SRAM's media site: media.sram.com --> Password: pr3\$\$ --> SRAM_MTB --> 11_SRAM_MTB

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