



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 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 aero shift levers and 900 aero brake 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.



Groupset MSRP: \$ 2.400*

*The detailed pricing is on page 2.



SRAM ROAD

DI INFORMATION

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Detailed 2011 MSRP list for SRAM RED LTE parts:

Item Number	Description	MSRP 2011	UPC
00.7515.073.000	Rear Derailleur Red Limited Tour Edition (Yellow)	\$342	710845657160
00.7615.146.000	Front Derailleur Red Limited Tour Edition (Yellow) Braze-on	\$120	710845657177
00.7615.146.010	Front Derailleur Red Limited Tour Edition (Yellow) 31.8 Clamp	\$149	710845657184
00.7615.146.020	Front Derailleur Red Limited Tour Edition (Yellow) 34.9 Clamp	\$149	710845657191
00.7015.169.000	Shift/Brake Lever Set Red LTE (Yellow) 10-speed Rear Index Front	\$610	710845657139
00.5115.059.000	Brake Set RED LTE YEL Limited Tour Edition (Yellow) Front & Rear	\$362	710845656545
00.6115.468.000	Crank Set Red LTE (Yellow) GXP 165 53-39 GXP Cups NOT incl	\$408	710845656866
00.6115.468.010	Crank Set Red LTE (Yellow) GXP 1675 53-39 GXP Cups NOT incl	\$408	710845656873
00.6115.468.020	Crank Set Red LTE (Yellow) GXP 170 53-39 GXP Cups NOT incl	\$408	710845656880
00.6115.468.030	Crank Set Red LTE (Yellow) GXP 172.5 53-39 GXP Cups NOT incl	\$408	710845656897
00.6115.468.040	Crank Set Red LTE (Yellow) GXP 175 53-39 GXP Cups NOT incl	\$408	710845656903
00.6115.468.050	Crank Set Red LTE (Yellow) GXP 1775 53-39 GXP Cups NOT incl	\$408	710845656910
00.6115.468.060	Crank Set Red LTE (Yellow) GXP 165 50-34 GXP Cups NOT incl	\$408	710845656927
00.6115.468.070	Crank Set Red LTE (Yellow) GXP 1675 50-34 GXP Cups NOT incl	\$408	710845656934
00.6115.468.080	Crank Set Red LTE (Yellow) GXP 170 50-34 GXP Cups NOT incl	\$408	710845656941
00.6115.468.090	Crank Set Red LTE (Yellow) GXP 172.5 50-34 GXP Cups NOT incl	\$408	710845656958
00.6115.468.100	Crank Set Red LTE (Yellow) GXP 175 50-34 GXP Cups NOT incl	\$408	710845656965
00.6115.468.110	Crank Set Red LTE (Yellow) GXP 1775 50-34 GXP Cups NOT incl	\$408	710845656972
00.6115.469.000	Crank Set Red LTE (Yellow) BB30 165 53-39 Bearings NOT Included	\$450	710845656989
00.6115.469.010	Crank Set Red LTE (Yellow) BB30 1675 53-39 Bearings NOT Included	\$450	710845656996
00.6115.469.020	Crank Set Red LTE (Yellow) BB30 170 53-39 Bearings NOT Included	\$450	710845657009
00.6115.469.030	Crank Set Red LTE (Yellow) BB30 172.5 53-39 Bearings NOT Included	\$450	710845657016
00.6115.469.040	Crank Set Red LTE (Yellow) BB30 175 53-39 Bearings NOT Included	\$450	710845657023
00.6115.469.050	Crank Set Red LTE (Yellow) BB30 1775 53-39 Bearings NOT Included	\$450	710845657030
00.6115.469.060	Crank Set Red LTE (Yellow) BB30 165 50-34 Bearings NOT Included	\$450	710845657047
00.6115.469.070	Crank Set Red LTE (Yellow) BB30 1675 50-34 Bearings NOT Included	\$450	710845657054
00.6115.469.080	Crank Set Red LTE (Yellow) BB30 170 50-34 Bearings NOT Included	\$450	710845657061
00.6115.469.090	Crank Set Red LTE (Yellow) BB30 172.5 50-34 Bearings NOT Included	\$450	710845657078
00.6115.469.100	Crank Set Red LTE (Yellow) BB30 175 50-34 Bearings NOT Included	\$450	710845657085
00.6115.469.110	Crank Set Red LTE (Yellow) BB30 1775 50-34 Bearings NOT Included	\$450	710845657092
00.2415.019.040	Cassette OG-1090 11-23 10 speed Limited Tour Edition	\$274	710845657221
00.2415.019.050	Cassette OG-1090 11-26 10 speed Limited Tour Edition	\$274	710845657238
00.7015.170.000	Shifter Set 1090-R2C TT Blade Lever 10sp Rear Index Front LTE (Yellow)	\$373	710845657429
00.5215.029.000	Brake Lever Set TT 900 Pair Limited Tour Edition (Yellow)	\$112	710845657436