

FIVE VICTORIES IN MONT SAINT ANNE

SRAM ATHLETES TAKE HOME 5 WORLD CHAMPIONS JERSEYS IN XC, DH AND 4X

Five gold medals for SRAM, RockShox, Avid and Truvativ riders in Elite Men XC, Elite, Junior Men Downhill and Men, Women 4X at the 2010 World Championships held in Mont Saint Anne, Canada. Here are the details.

WORLD CHAMPION 1: JOSE HERMIDA, ELITE MEN XC

Jose Hermida of Spain (Team Multivan Merida) won his first ever Elite World Championship title. Jose is one of the most experienced and successful racers in the circus, and has always been a great fan of XX and 2X10. With **Jaroslav Kulhavy (Czech Republic - Rubena Birell)** and **Burry Stander (South Africa - Specialized Factory Racing)** in 2nd and 3rd, SRAM XX riders repeat the outstanding results of the 2009 World Championship, with gold medal and podium sweep.



Gold, silver and bronze in XC for SRAM XX!

WORLD CHAMPION 2: SAM HILL, ELITE MEN DH

Sam Hill (Australia - Monster Energy Specialized) won the gold medal in the Elite Downhill event, after spending most of 2010 out due to a shoulder injury. This is Hill's third World Championship title on SRAM, RockShox, Avid and Truvativ equipment, which confirms him as one of the most dominant riders of all times. Greg Minnaar (South Africa - Santa Cruz Syndicate) came in 3rd. Steve Peat, Sam Hill, Greg Minnaar and many others celebrated the **launch of the Truvativ Descendant crankset** in Mont Saint Anne, the production version of the BlackBox crank they've been racing and winning on for the past two years.



Sam Hill: came, saw, conquered

WORLD CHAMPION 3: TROY BROSNAN, JUNIOR MEN DH

Troy Brosnan (Australia - Monster Energy Specialized) sealed his first ever international racing season with the junior World Championship title, after conquering the Junior World Cup overall: not bad for a kid barely 17 years old!



Slavik sprints to gold in 4-Cross

WORLD CHAMPION 4: THOMAS SLAVIK, MEN 4X

Thomas Slavik (Czech Republic - Team RSP) won his first ever World Championship title in Mont Saint Anne. He races for Team RSP, a fully SRAM, RockShox, Avid and Truvativ supported squad that features Europe's best 4X riders.

WORLD CHAMPION 5: CAROLINE BUCHANAN, WOMEN 4X

Caroline Buchanan of Australia won her second consecutive World Championship after her 2009 title, despite being only 19 years old.

IRINA AND WILLOW: PODIUM GIRLS

In the women's XC race the 2009 World Champion and XX rider Irina Kalentieva (Russia - Team Topeak Ergon) conquered a well deserved silver medal. Willow Koerber (USA - Subaru Trek) went 3rd for second consecutive year.



Willow Koerber fights for the podium

Read a day to day account of the 2010 World Championships on www.dirrtales.com

All photos by Victor Lucas