

2X10



SRAM
MTB PR

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THE RIGHT GEAR

CHICAGO, AUGUST 11, 2010

RIDING TRAILS WITH THE SRAM 2X10 EXPERIENCE

The SRAM 2X10 Experience Tour is on the road and hitting the local trails providing dealers with the opportunity to experience the SRAM 2X10 product families.

Early in the development of the XX drivetrain, we realized SRAM 2X10 was not just for XC racing. Benefits like lighter weight, faster shifting, more efficient and a full range of gears could be felt through a wide range of riding styles and environments.

To experience this firsthand, facilitators Todd Downs and Justin Koch are teaming up with SRAM reps to visit dealers at local trail heads as well as setting up at dealer-based events in key mountain bike markets throughout the remainder of 2010.

Both Todd and Justin's sprinter vans are equipped with a quiver of bikes including everything from a 29er hard tail to a 6-inch trail bike. SRAM 2X10 XX, X0, X9 and X7 families give you a drivetrain ready for any XC, trail or all mountain adventure.

To have the SRAM 2X10 Experience visit your store, contact your local SRAM rep or swing by our SRAM 2X10 Sprinters at On Dirt Demo or OuterBike.

