

## A GOLDEN SKY WITH MANY RAINBOWS

### SRAM 2009 Race Season - THE BEST EVER

The World Cup finals in Schladming marked the end of the most successful race seasons ever for SRAM, RockShox, Avid and Truvativ athletes. Our riders collected **6 World Championship wins and 4 World Cup overall titles** in every discipline from XC, to marathon, DH and 4X, often making a podium clean sweep at races and in the overall classifications.

#### SRAM XX WORLDS 1- 2- 3

This outstanding season also is very special with the introduction of new products like the SRAM XX, which made its racing debut right on the top with 3 World Champs victories and 2 World Cup overall first places

In the men's XC, Scott-Swisspower rider **Nino Schurter won his first Elite rainbow jersey riding on SRAM XX** at the World Championships in Canberra, Australia. Julien Absalon (Team Orbea) and Florian Vogel (Scott-Swisspower) completed the podium. SRAM XX Worlds 1- 2- 3

Burry Stander of Specialized Factory Racing took home the rainbow jersey in the Under 23 category – on SRAM XX

#### WORLDCUP XC OVERALL – SRAM TOP 5

In Schladming, Austria, Julien Absalon reclaimed the highest spot on the podium taking the World Cup overall series. **The top 5 riders:** Julien Absalon, Jose Hermida, Ralph Naef (Multivan Merida), Burry Stander & Nino Schurter– **ALL SRAM**

#### LUCKY 2 FOR LENE!

Lene Byberg of Specialized Factory Racing, who got the silver medal in Canberra and was 2nd in the World Cup overall - Well done!

#### ROEL DID IT AGAIN!

In marathon, Roel Paulissen of Cannondale Factory Racing conquered the World Championship title in Austria, marking **the first ever rainbow stripes for the new SRAM XX groupset**. Rumors has it that Roel is going to challenge Steve Peat next year for his jersey...

#### IT ONLY TOOK 15 YEARS! WHAT TOOK YOU SO LONG PEATY?

In downhill, the 2009 season will be surely remembered for Steve Peat's monumental achievements. The English Santa Cruz Syndicate rider, on RockShox Boxxer forks since the start of his career 15 years ago, became the most successful downhiller in history with **17 World Cup victories**, and then proceeded to win his first ever World Championship in Canberra. The all SRAM, RockShox, Avid and Truvativ podium was completed by Greg Minnaar (Santa Cruz Syndicate) and Mick Hannah (GT).

#### THE NEW ANNE CARO?

Anais Pajot (Sunn Riders Society) got her second rainbow jersey in the women's junior downhill.



# SRAM MTB

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### SAM DOES IT FOR SRAM!

Sam Hill of Monster Energy-Specialized stormed to a victory in Schladming (Austria), the race which also gave him the overall title, after a tight and exciting battle with Greg Minnaar (Santa Cruz) second in the overall, and Steve Peat (Santa Cruz) third. Joining them on the overall podium was Mick Hannah (GT).

**It's simple: the fastest and most consistent riders in the world ride SRAM, RockShox, Avid and Truvativ.**

### WHAT A SMILE!

In 4-cross, Anneke Berdeen (Suspension Center) took the World Cup overall victory, while Caroline Buchanan of Australia surprised the world by taking the rainbow jersey on home soil in Canberra. SRAM riders made a clean sweep, winning all the races of the women's 4X World Cup.

### THE BEST TEAMS TRUST SRAM

Even if mountain biking is an individual sport, teams play a huge role in supporting the riders and helping them achieve their goals. It is for this reason that we are proud to have two SRAM sponsored teams, **Multivan Merida** and **Santa Cruz Syndicate**, as **the best 2009 teams** in the World Cup for cross country and downhill racing.

### WE LOVE TO SUPPORT OUR RIDERS

Last but not least, this amazing season wouldn't have been possible without the outstanding support provided by the SRAM race trucks in Europe, North America and Australia. All crews worked around the clock and drove thousands of miles to provide the same great service to every SRAM rider, from World Champions to privateers alike. While its season on the road is not yet finished, the truck has driven to more than **15 events** since April, clocking around **20,000km** on the road in less than six months. More than 700 forks and shocks were serviced, with as many as **10 technicians working under the big SRAM awning**. But the truck doesn't mean only wrenching and tech talk, but also a place to hang out and relax, where more than **10 kilos of coffee and over 300 beers have been served**.

### THE FAMOUS 6/29 Race season!

SRAM, RockShox, Avid and Truvativ congratulate their riders for their **6 rainbow jerseys and 29 World Cup victories in all disciplines**, making the 2009 season truly outstanding, with SRAM athletes dominating every major race and championship. Bring on 2010!

**P.S.** Even though we are talking strictly about racers, it's impossible not to mention **Greg Watts win at the Crankworx Slopestyle in Whistler**, the biggest freeride event of the year. But everyone has already seen Greg's insane run in a million web videos, right?

**P.P.S.** Our roady department did not do too bad either. In only the 3rd year of Pro Tour Racing, **SRAM RED took 1-2-3 at the 2009 Tour de France**. They are still working on the Rainbow jersey, but let's talk about this after this weekend.

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