

XXCELLENT FEEDBACK

The top **22 global MTB magazines** came to **Tuscany/Italy** to discover XX. A fleet of over **30 XX test bikes**, from 80 mm hard tail, 120 mm All Mountain up to 140 mm Enduro was available to test the new XX system. All key **XX product managers and engineers** were on site to present the product, technologies and stories behind XX. Here is what the media have to say.

Cyclingnews, USA - James Huang:

"Shift performance is the most dominant feature of XX as it's by far the best we've yet seen from SRAM - on or off-road. **XX is quite possibly the best-shifting group** in the SRAM family, the 2x10 gearing requires fewer total gear changes since either ring now effectively yields more usable ratios."



Mountain Bike, USA - Matt Phillips:

"400 grams lighter than XTR, SRAM gets the jump on Shimano. [the cassette]...About the **prettiest damn component** you'll ever see."



Velonews, USA - Matt Pacocha:

"The biggest surprise may be a **remote fork lockout**. Just about everyone assumed it would be cable-actuated, when, in fact, it's hydraulic. SRAM brought its four off-road brands — Avid, RockShox, SRAM and Truvativ — together to create a system of top-of-the-line parts meant for the highest level of endurance mountain bike racing. The group's technologies should be just as useful to the weekend warrior who does a lot of pedaling."



Mountain Bike Action, USA - Richard Cunningham:

"The **front derailleur is road-bike fast**-and that means instant up and instant down with a flick of a trigger. Those who love lockouts will use the **XLoc button** constantly, as it can be so easily actuated. It is the easiest-to-use remote system that we have tried to date."





Bike Magazin, Germany - Peter Nilges

"During the ride the new flagship groupset leaves little room for doubt.

Shifting with the double chainring front derailleur is remarkable.

With unknown speed the chain is hauled to the big chainring – reliable and sovereign, and vice versa – even under load."

Velo Vert, France - Greg Germain

"It's a drivetrain revolution. It's clear that SRAM XX has gone big and will change the way people ride. Having had the chance to test the XX groupset for two days, we are very optimistic..."



Solo Bici, Spain - Israel Romero:

"This is the **most innovative MTB groupset ever created**, difficult to ever make it better. Superlative engineering development. Cassette, chainrings, brakes. There is something new (XX) that every MTB lover will start dreaming of."

Singletrack Magazine, UK - Dave Anderson:

"I think the most impressive thing about the groupset is the **instant shifting and lack of noise** when compared to a 3 x 9 set up. It's also **slightly addictive**, I spent my first ride back on home turf daydreaming about which frame would best complement it."



Bike Magazine, France - Aurelien Hutinet:

"The XX groupset is amazing! I never used the rear shifter more often before and the front shifter so little before! You can always use the big ring! Shifting is great, quick, stiff, easy, ergonomic... **XX is a true evolution in shifting!**"

