

SRAM ROAD

NEWSLETTER

07/2009

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SRAM RED: 1, 2, 3...

SRAM RED takes 1st, 2nd and 3rd place at the 2009 Tour de France

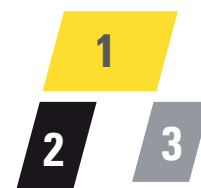


From left to right: Andy Schleck, Alberto Contador, Lance Armstrong

The 2009 Tour de France saw its top three stars, Alberto Contador, Andy Schleck and Lance Armstrong winning on SRAM RED equipped bikes. Now in our third year in the Pro Tour and the second for our flagship groupset, SRAM RED has established itself with the best performances and athletes in the grandest of Grand Tours.

During 3 weeks, SRAM components more than ably managed the pressure of 4 teams and their 27 star riders, racing more than 100,000 Kms. In the end, teams Astana, Saxo Bank, Agritubel and Milram accounted for **12 days in the Maillot Jaune**, **10 of the top 30 overall**, **7 of 21 stage wins**, **3 of 3 time trial victories**, the white jersey, the first TdF champion and overall Team Champion Powered by SRAM. Chapeau everybody!

SRAM sponsored riders dominated the Tour with 7 stage wins and the overall three top places



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SRAM RED TURNS YELLOW

Special SRAM RED groupsets make their appearance at the 2009 Tour de France



Alberto Contador and Fabian Cancellara get the yellow treatment

SRAM RED™

In recent years, Tour de France winners have rolled onto the Champs Elysées with thematic equipment to celebrate their winning journey on the final day in Paris. **This year was no exception: Alberto Contador riding a fully custom decorated Trek Madone, with a matching yellow themed SRAM RED groupset.** Alberto Contador, was not the only rider to get the full yellow treatment.

Fabien Cancellara who held the yellow jersey during the first week of the Tour rode his **customized Specialized Tarmac bike equipped with yellow themed SRAM RED parts.**

SRAM RED components were not short of customization at the 2009 Tour de France. In addition to the yellow touch, **SRAM's flagship groupset was declined in a sleek white version to equip Lance's Damien Hirst designed Trek and Alberto's three Grand Tour celebration bike.** Whilst the special themed bikes were all about yellow and white, the **standard SRAM RED groupsets benefited from an eye catching enlarged SRAM logo on the brake lever.**

Wow!! SRAM RED custom colored parts equip SRAM's top riders at the 2009 Tour de France

