

SRAM VIA

PRESS RELEASE

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- the first 24-speed Trekking group by SRAM

After the successful introduction of the road groups SRAM Red™, SRAM Force™ and SRAM Rival®, SRAM presents SRAM VIA a completely new 24-speed group especially for the trekking market. The first model is an intelligent blend of performance and value.

Pure riding pleasure

SRAM VIA consists of proven SRAM components: the rear derailleur and the trigger shifters work with SRAM X.0™ shifting technology (1:1 actuation ratio, Di.R.T.™: Direct Route Technology, two-lever design).

SRAM VIA is a light trekking group set. It offers reliable shifting performance, easy usability and the shifters have a clear gear display.

Safe shifting and braking

Thanks to the two-lever system and the ergonomic design you only need a thumb for shifting - the hand is always on the handlebar and can react in no time.



SRAM VIA (24-speed)		Shimano® Alivio	
	weight		weight
crank set	1002g	FC M411	1050g
front derailleur	180g	FD M412	201g
rear derailleur	299g	RD M410	310g
shifting unit	240g	SL M410	298g
Total	1721g		1859g

The facts:

- first complete SRAM Trekking group: 24-speed
- sportive design
- SRAM VIA: lighter than the competition (Shimano® Alivio)

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