

Stradalli Partners with HED to Produce the HED 4 Stradalli Wheel Set

The Stradalli Cycle Company has entered into a partnership with HED Cycling to use HED's wheel technology on their range of carbon road bikes. The result is the HED 4 Stradalli, a full carbon clincher wheel set.

February 8, 2010 (FPRC) -- Stradalli Cycle, the high performance carbon bicycle manufacturer, is pleased to announce that it has entered into a partnership with HED Cycling to use HED's wheel designs and technology on their 2010 Milano Strada-PRO carbon road bikes.

The fruit of this partnership is the HED 4 Stradalli 60mm or 90mm front and 90mm rear full carbon clincher wheel set. The front wheel has 18 spokes and weighs an incredible 774g, while the rear wheel uses 24 spokes and weighs just 1025g. The wheels, which are made for 23mm tires, are natural carbon fiber black with white and red lettering.

HED Cycling, which has over twenty years of manufacturing experience in making aerodynamically efficient wheels, designs and manufactures sixteen different models of composite wheels, exported worldwide and used in events from the Tour de France to the Hawaii Ironman to the prestigious North Oaks triathlon championship. Every single wheel HED wheel, including the new HED 4 Stradalli wheel, is handmade.

"We are very proud to have an exclusive model of wheels designed specifically for our bike by such a reputable wheel maker as HED" said Thomas Steinbacher, CEO Stradalli Cycle. "The quality of the Milano Strada-PRO road bike demands we make compromises."

The HED 4 Stradalli wheel set is the perfect solution for the Stradalli's Milano Strada-PRO carbon road bike. Using ultra-light carbon fiber components its frame weight is just 997g while the fork weight comes in at under 400g. The Milano Strada-PRO is the bike of champions.

About The Stradalli Cycle Company

Based in Florida, Stradalli is an official SRAM OEM and fits SRAM Red or SRAM Force to all of its 2010 bicycles. The Stradalli Cycle Company sells worldwide to the keen athlete who demands the best equipment. With years of experience in both high tech manufacturing and design as well as a passion for cycling, Stradalli brings dedication and innovation to the road racing bicycle market.

Contact

<http://www.stradalli.com>
sales@stradalli.com

Contact Information

For more information contact Stradalli of Stradalli (<http://www.stradalli.com>)

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