

Stradalli Cycle Launch New Secure Website; Online Shopping Meets Performance Cycling

Stradalli Cycle have launched their new user friendly website for cycling enthusiasts and performance cyclists alike.

March 20, 2010 (FPRC) -- Stradalli Cycle, the high performance carbon bicycle manufacturer, is pleased to announce the launch of its new user friendly website. The new 2010 Stradalli Cycle website is based on the latest and most secure web technologies and provides a user friendly and safe online store to the cycling market.

The main focus of the new Stradalli Cycle website is their range of full carbon performance cycles including the popular Milano Strada-PRO, the Phantom TT-717 time trial bike and the recently released Stradalli Turin high modulus carbon fiber road bike. Customers can buy complete bikes, bike kits or just the parts they want including carbon road bike frames and full carbon clincher wheel sets.

The Stradalli Cycle range includes more than just bikes and bike kits, it also extends to clothing, shoes, tires, helmets and water bottles. The new web site allows customers to shop online and have the goods delivered directly to their homes.

"If this technology is secure enough for the White House, it is secure enough for our customers" said Thomas Steinbacher, CEO Stradalli Cycle.

The Stradalli IT team chose to use Drupal to build the most technologically advanced site possible. Drupal is the safest and the most secure backend technology, recognized and used by the White House, AT&T and SONY Music. Drupal technology will give all Stradalli customers a better, faster, easier and more secure shopping experience.

About The Stradalli Cycle Company

Based in Florida, Stradalli partners with many of the best high performance component manufacturers and has official Original Equipment Manufacture (OEM) partnerships with SRAM, HED Wheels and Selle Italia. 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

Stradalli Inc.
378 SW 14th Ave
Pompano Beach
FL 33069
Telephone: 954-629-1039
Fax: 954-943-0377
<http://www.stradalli.com>

Contact Information

For more information contact The Stradalli Cycle Company of The Stradalli Cycle Company
(<http://www.stradalli.com>)
954-629-1039

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