

## **The New 2014 Stradalli R7 is the Lightest Carbon Road Bike with Hydraulic Disc Brakes on the Market**

*Stradalli Cycle has launched its new 2014 Stradalli R7 road bike with a Shimano Dura-Ace Di2 9070 11 speed groupset and TRP hydraulic disc brakes.*

April 29, 2013 (FPRC) -- Stradalli Cycle, the affordable high performance carbon bicycle manufacturer, is pleased to announce the release of the 2014 Stradalli R7 full carbon fiber road bike. The new bike includes a Shimano Dura-Ace Di2 9070 11 speed groupset and hydraulic disc brakes on the front and rear wheels. Combined with the superlight R7 frame, which weighs just over 900 grams, the 2014 Stradalli R7 is the lightest carbon road bike with hydraulic disc brakes available today.

The 2014 Stradalli R7 uses TRP hydraulic disc brakes on both the front and rear wheels to provide consistent braking power in all of conditions. Since disc brakes are not affected by wet weather conditions, the rider won't need to worry about losing braking power in the rain.

Another major benefit of hydraulic disc brakes is that they don't heat up the rims like caliper brakes. The result is that riders are able to make long descents under heavy braking without the concern of getting a puncture due to the heat generated by the brakes.

"Stradalli has always been on the leading edge when it comes to producing high-tech full carbon road bikes at consumer level prices," said Thomas Steinbacher, CEO of the Stradalli Cycle Company. "With the new 2014 Stradalli R7 we have taken the revolutionary R7 frame and built an excellent lightweight road bike with hydraulic disc brakes and a world-class groupset."

Stradalli went back to the drawing board when designing the R7 frame. The result is a lighter frame that combines Stradalli's experience and intellectual property (IP) with the best materials and the best technologies. The new 2014 Stradalli R7 road bike adds world class components to that frame making it the lightest carbon road bike with hydraulic disc brakes on the market.

### About The Stradalli Cycle Company

The Stradalli Cycle Company is based in Florida and 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 passion and innovation to the road racing and mountain bike markets.

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### Keywords

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