

## **The 2014 Stradalli R7 has been Launched with a New Design that Helps Eliminate Rider Fatigue**

*Stradalli Cycle has launched its new 2014 Stradalli R7 road bike built around Stradalli's revolutionary R7 frame with its radically thin seatstay and oversized chainstays.*

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 which has been designed to help riders fight their worst enemy - fatigue.

The new bike is built around the superlight R7 frame, which weighs just over 900 grams, and includes TRP hydraulic disc brakes on both the front and rear wheels. As well as the light frame and the disc brakes, the new 2014 Stradalli R7 road bike uses a Shimano Dura-Ace Di2 9070 11 speed electronic groupset. The fully programmable shifter give the rider excellent performance and modulation.

The R7 frame, which is Stradalli's lightest frame to date, has several revolutionary features which help riders maintain their strength during long rides. The frame uses a thin seatstay that provides the maximum comfort regardless of the road conditions. The unevenness of potholes, and rough asphalt are all absorbed by the frame and when combined with the oversized chainstays the rider is able to transfer more power from the pedals to the wheel.

"The 2014 R7 based road bike demonstrates the latest innovation from Stradalli. We are proud that our bikes and frames are on the leading edge and yet are priced for consumers," said Thomas Steinbacher, CEO of the Stradalli Cycle Company. "The R7 frame is our lightest yet and when used with the oversized chainstays, more power is transferred from the pedals to the wheel."

The revolutionary R7 frame is not only lightweight but was designed from the ground up to be vertically compliant yet laterally stiff. The design includes various innovations including the tapered fork which creates a responsive front end for better handling.

### 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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