

## **Stradalli Launches New Carbon Road Bike for 2010; Introducing the Stradalli Turin**

*Today Stradalli Cycle announces the introduction of the highly anticipated Stradalli Turin high modulus carbon fiber road bike for 2010. An affordable full carbon bicycle for those serious about cycling.*

December 29, 2009 (FPRC) -- Miami, Florida - Stradalli Cycle, the high performance carbon bicycle manufacturer, is pleased to announce the introduction of the highly anticipated Stradalli Turin high modulus carbon fiber road bike for 2010. Following on from the huge success of the Stradalli Milano Strada-Pro, which was introduced in late 2009 and has been hugely popular, the Stradalli Turin has been designed to be efficient, robust and yet affordable to the cycling enthusiast.

With the release of the Turin, Stradalli is on the way to providing the public with the least expensive full carbon Sram equipped road bike for racers and weekend warriors alike. The Stradalli Turin is an attractive road bike ready to take riders anywhere they want to go. An affordable, superbly equipped, race ready road bike.

The Turin is available with full Sram Red or Sram Force components. This new innovative frame design provides one of the stiffest and most responsive rides without the need to upgrade to the more expensive BB30 bottom bracket and crank design. This frame encompasses a flawless carbon design with beautiful white accents and immaculate clear coat.

"We want high-tech full carbon bikes to become available to the riders with even tightest budget" said Thomas Steinbacher.

The Stradalli Turin is comparable to bikes offered by Specialized, Trek, Look and Giant but with one massive difference. The Turin uses nearly identical parts to that of the competition but is nearly half the price. One way Stradalli keep costs low is by removing bike shops from the equation and passing the savings onto the customer. You can only get the Stradalli Turin online and at a few selected dealers, which saves the buyer money.

### 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 bicycle market.

### Contact

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### Keywords

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