



WARMING UP

XX1 WINS ITS FIRST XC TITLE WITH NINO SCHURTER

The starting list of the Swiss National XC Championship held Sunday, July 22nd in Balgach, was fit for a World Cup race, with names such as Nino Schurter, Florian Vogel, Ralph Naeff and many other big players. Nino Schurter lined up to the start ready to test his newly installed SRAM XX1 drivetrain. Nino's choice proved right, as he crossed the line in first, earning the right to wear the National Champion's jersey and giving SRAM XX1 its first win in a professional cross country race. Thanks to XX1 Nino's bike instantly became lighter, faster and simpler, thanks to the first wide range 1X specific drivetrain. Nino Schurter is now ready to tackle an action-packed season finale which includes World Cup finals, the Olympic Games in London and the World Championships.

On the other side of the Alps, at Alpe d'Huez, France, Jerome Clementz was trying hard to score his second major victory after the Mountain of Hell, at the infamous Mega Avalanche, known as one of the world's craziest and hardest mass-start downhill. Unfortunately Jerome got tangled in a horrific crash right at the start, which left many riders and bikes badly scarred. Starting again in 40th place, Jerome's hopes for a win were slim, but thanks to his exceptional riding style, and the fair playing of slower riders in front of him who let him overtake, he was able to climb back to the top positions, earning a well deserved 6th place. For the second week in a row Jerome's XX1 drivetrain coped with the harshest conditions, including ice, snow, rocks and several hundred other racers ready to take you out. Once again, UNSTOPPABLE.

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