

New Ultegra: Lighter, stiffer, faster!

After the conspicuous revamp of the Shimano Dura-Ace components last year, it's Ultegra's turn now to get an extreme make-over. Ultegra has been remodelled into a completely new, high-end road racing group set. It's stiffer, more ergonomic and faster for even more pleasure on the road. And despite adding a tenth cog to the cassette, the new group is lighter than the previous 9-speed model.

New Ultegra features HOLLOWTECH II technology, that integrates the crankset and bottom bracket into one single component, offering an incredible power transfer while saving weight at the same time. Introduced into the Dura-Ace group last year, it was generally considered as one of the biggest improvements in bicycle technology in the last few years. Lance Armstrong (US Postal), Jan Ullrich (T-Mobile), Davide Rebellin (Gerolsteiner) and many others proved its benefits over and over again in the past few months. Now integrated in Ultegra at a more affordable price level so everybody can be a winner.

The Ultegra crankset will be available in both a double (52-39 / 53-39) and a triple version (52-39-30). The redesigned Dual Control Levers feature a more ergonomic shape and have an arced travel that allows fast and intuitive shifting. The dual pivot brakes incorporate an easy toe-in adjustment mechanism for squeal-free stops and quick setup. New brake pads offer improved stopping power and 100 percent greater durability. Furthermore, the groupset includes a lightweight aluminum seatpost that offers single-bolt adjustment and the hubs have an improved sealing system and ultra smooth rotation due to super polished ball races. The rigidity of the front derailleur is increased by 20 percent compared to the previous version for a quick and accurate response.

Another important advantage of this new component group is the broad range of 10-speed cassette sprocket choices. Cassettes 11-23, 12-23, 12-25 and 12-27 are compatible with both 9 and 10-speed Shimano freehubs and wheels. Besides these standard options, also four Junior cassettes are available (13-25, 14-25, 15-25, 16-27). These new cassette options will for sure be popular among a wide range of cyclists.

The Ultegra group also incorporates new pedals: PD-6610 SPD-SL pedals have been developed with a slightly wider pedal body surface compared to PD-R600, and the colour matches the new Ultegra group.

The new Ultegra blends race-proven technology with ergonomic perfection, for performance you can feel.

Road Racing Wheel Set WH-R600

Shimano also launches an aluminum Road Racing wheel set for 10-speed specification only: WH-R600. Based on the proven technology of Dura-Ace WH-7800 wheels but offered at a more affordable price point. The front wheel has 16 stainless steel bladed spokes, the rear wheel 20. The rear wheel features a special wide flange hub design and an asymmetrical rim that results in additional stiffness and stability. Furthermore, the rear hub is equipped with a lightweight aluminum freewheel body.

WH-R600 will be available in clincher type only. Silver colour rims, hubs and spokes. Weight is 744 g for the front wheel and 912 g for the rear wheel.

Release date: *Immediately*
Availability in the market: *December 2004*