

i-MOTION 9 INFORMATION

How big is the gear ratio of the i-MOTION 9?

340%. That makes i-MOTION 9 as sporty as a road gear system. The individual gear steps are very balanced with only 17%.

What does the gear ratio accomplish?

The lowest gear, with 2,30 meters per crank revolution, corresponds to 30/27 (Triple) on a road bike. The highest gear with 7,83 meters corresponds to 52/14 on a road bike. And that is all packed in a robust internal gear hub.

What is so important about balanced gear steps?

The more balanced the steps are, the more comfortable you ride! More than 20% increase would reduce the rider's performance. With 14 to 17%, the i-MOTION 9 hub has the lowest and most balanced gear steps of all gear hubs within this product segment.

Is a combination with a double chain ring possible?

Compatibility with a double chain ring crankset is possible with the upcoming freewheel model. The combination of 48 and 38 teeth in the front and 22 in the back could be an option.

Will there be a separate shifter available?

A separate shifter will be available four months after the brake gear shifter is launched. This shifter will enable you to mount a hydraulic brake lever.

Will there be a trigger option?

The first separate shifter will be a twist shifter, because our target group – mainly comfort riders – prefers this model. For more sports-oriented hubs, e.g. with disc brakes, there will be an option for a trigger shifter, following later.

Are there any plans for options (Freewheel, i-BRAKE, Disc)?

All these variants (Freewheel, i-BRAKE, Disc) will be available within a year after the introduction of the coaster brake version.

Which brakes will be compatible with the i-MOTION IBS brake lever?

The brake lever is compatible with linear-pull, i-BRAKE and mechanical disc brakes, which work with the leverage ratio and the cable pull of linear-pull brakes.

THE FUTURE IS SPORTY

i-MOTION LIFTS GEAR HUBS TO A NEW LEVEL

What makes the i-MOTION 9 gear hub so different to other gear hubs?

i-MOTION 9 is the first gear hub with 9 gears. For the first time there will be sporty and balanced steps over the whole range of gears. Customers will get the best of both worlds – the economic advantages of a standard derailleur packed in a protected and low maintenance system of a gear hub.

The first gear hub by SRAM – how was the development?

It was thrilling! The hub was completely developed in Schweinfurt, by using "German Engineering". i-MOTION 9 now profits, like DualDrive, from the SRAM's production know-how. For over one year now product management, sales, marketing and production are working together on the product launch and marketing concepts. First of all customer's feedback is very positive. It makes me very proud to see that SRAM is launching a global product line with i-MOTION, which raises attention not only in Europe but also in America and Asia.

What range of use do you expect for i-MOTION?

I expect a wide range of use. First i-MOTION 9 and i-MOTION 3 will be launched in different variations. i-MOTION 9 will be implemented on stylish city bikes as well as on touring bikes in higher price categories. We expect huge interest in the fitness bike category. i-MOTION 3 will be the perfect shifting system for trendy cruiser bikes.



SRAM
i-MOTION 9™

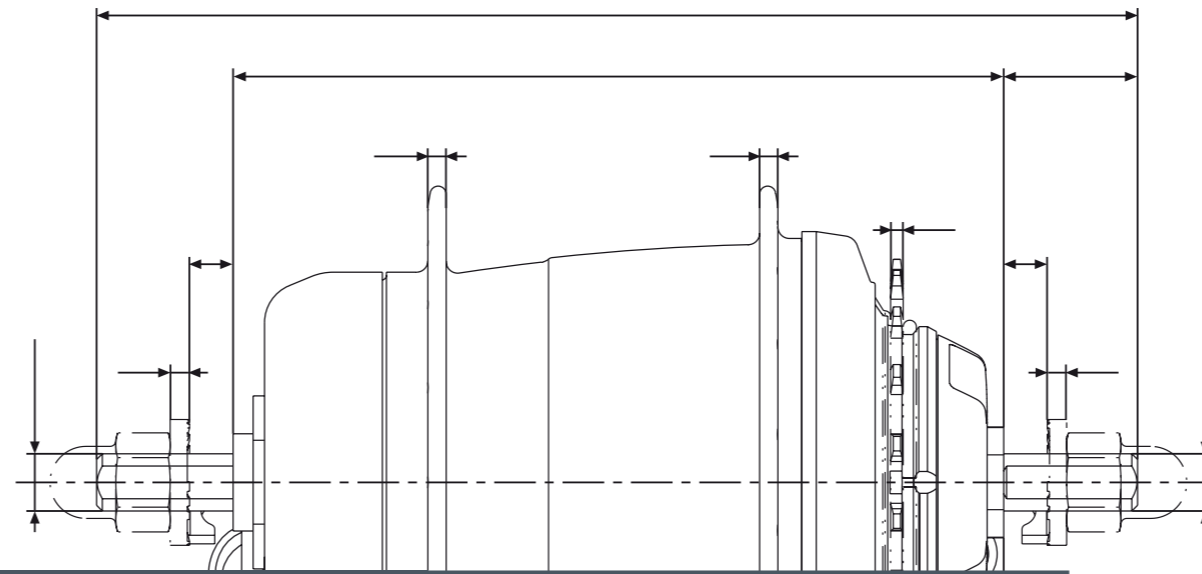
INTERVIEW WITH SRAM i-MOTION 9 PRODUCT MANAGER Angel Trinath

TECHNICAL DATA

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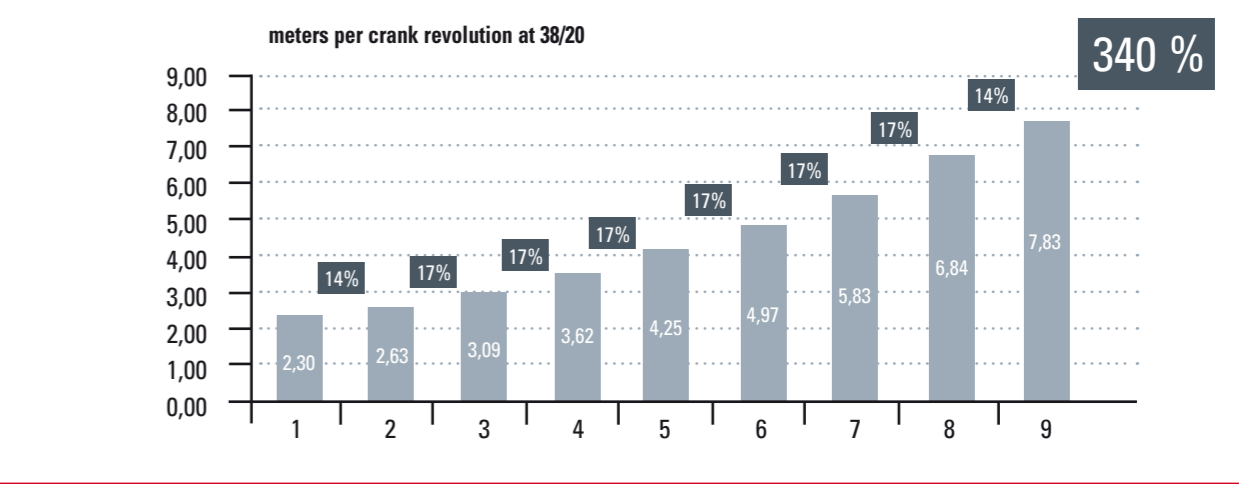
TECHNICAL DATA	
Gear ratio	340%
Axle width	182 mm
Gears	9
Brake	Coaster brake
	i-Brake and Disc in 2007
Shifter	Twist shifter
Material	Aluminium



GEAR STEPS i-MOTION 9 HUB

The new ease of shifting – SRAM i-MOTION 9
 SRAM is launching the first 9 speed internal gear hub. The sportive transmission and wide range of gears will bring internal gear hubs to a new dimension. Even under load, i-MOTION 9 is user-friendly by shifting precisely.

- Advantages**
- Ergonomic designed twist shifter
 - Shifting while standing
 - Shifting under load
 - Sportive gear ratio



→ → → www.sram-imotion.com

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