

# TREK UNVEILS SPECIAL SCHEMES FOR 2011 TOUR DE FRANCE



SCHLECK BROTHERS, CANCELLARA, AND TEAM RADIOSHACK TO RIDE ALL-NEW BIKES THROUGHOUT JULY, ALL BIKES AVAILABLE THROUGH PROJECT ONE

(Waterloo, WI) - Today Trek Bicycle unveiled a collection of Madone 6.9 SSL's featuring all-new paint schemes designed specifically for Team RadioShack, LEOPARD TREK's Fränk and Andy Schleck, and Fabian Cancellara to ride throughout the 2011 Tour de France. The bikes, all designed, handcrafted, and painted at Trek's Waterloo, WI US manufacturing facility and global headquarters include special backstories and feature graphical details specific to, and inspired by, the riders themselves. Cyclists around the world can ride these bikes as each scheme will be available through Trek's Project One custom bike program.

## Andy and Fränk Schleck's Madone 6.9 SSL

Emblazoned with a modern take on the traditional lions of Luxembourg, Andy and Fränk Schleck's Madone 6.9 SSL's were designed to match heritage with the progressive clean aesthetic of the LEOPARD TREK team. "We took the idea that the Schlecks are 'Luxembourg's Pride' and we used that to drive the design direction," said Trek Art Director Jesse LaLonde. "These bikes are unlike anything we've done before. There are elements that are meaningful to Andy and Fränk specifically. We know how proud they are to represent their country and we wanted to convey that." In addition to the double lions, the bikes feature a two hammers decal inspired by the Schleck's tenacious work ethic.

## Fabian Cancellara's "Spartacus" Madone 6.9 SSL and Speed Concept 9.9

Designed in collaboration with graphic illustrator Hydro74, Fabian Cancellara's Madone and Speed Concept were crafted to convey the powerful racing the rider known as "Spartacus" is renowned for. To properly marry the Spartacus theme with LEOPARD TREK's established look, Trek called upon the raw illustrative style of Hydro74 for the design of the icons of Spartan warriors; the helmet, shield, and spear. Elements special to Cancellara are incorporated throughout the bike including the Swiss Cross centered upon the shield and the seven spears, representing the racer's lucky number seven.

## Team RadioShack's Madone 6.9 SSL

A simpler design than previous editions, the new Team RadioShack Madone 6.9 SSL is a departure from the red and black-dominated bikes of the past. Designed by Trek Product Graphic Designer Patrick Hotlen, the 2011 edition of the Team RadioShack bike was largely inspired by this year's team kit. "With the Tour bike, we wanted to create a more cohesive look for the team," said Hotlen. "So we drew upon elements found in the jersey like the alternating panels, more white, and the incorporation of RadioShack's logo."



Each of these special bikes will be available through Trek's custom bike program, Project One, on Friday, July 1. To start building the bike of your dreams, visit [www.trekbikes.com/projectone](http://www.trekbikes.com/projectone).

## / ABOUT TREK BICYCLE

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit [www.trekbikes.com](http://www.trekbikes.com).