

Eurobike Media Days

Hi there media folk,

No doubt you're wondering what to see and how best to spend your time at Media Days this year. The weather looks crap, refreshingly invigorating so when you're done with stormy character-building rides come and take a look at what's new from Shimano and PRO.

XTR:

Unless you've been living on a 4G-free mountain top you can't have failed to notice that our new XTR M9100 groupset launched last month. We've got a fleet of XTR-equipped Enduro and Cross Country bikes free to ride so you can check out the developments we've made in the drivetrain, brakes and cockpit. All bikes equipped with SPD pedals and no registration needed - first come, first served.



E-bikes:

SHIMANO STEPS expands this year with the launch of a new mid-level MTB groupset. The embargo drops just before the show starts so you'll be the first to see it. I'll share the release tomorrow.

PRO:

There's a bucket load of road and MTB stuff coming out from PRO at Eurobike but we'll have a sneak preview of some new gravel and MTB products at Media Days.

Other stuff:

If you want some tech advice, a tune-up on any Shimano-equipped demo bike, or you just want to shoot the breeze drop by. The kettle* is always on!

Ps. If you're heading onto Eurobike afterwards come join us for [Bikes, Burgers & Beers](#) on Sunday 8th July. It's the day after my birthday so I'm claiming it as my personal party!

See you in Austria.

Cheers,

Ben

* beers, coke, water also available :)

SHIMANO

Shimanonewsroom