



Serotta is Road. Raced to victory since 1972. MSRP Complete with Serotta Tried and True parts packages

2011 ROAD MODELS	Frame only	Rival	Ultegra	Red	Di2
MeiVici AE	\$8,995	\$10,285	\$10,758	\$12,426	\$13,950
MeiVici SE	\$8,395	\$9,685	\$10,158	\$11,826	\$13,350
Ottrott SE	\$7,295	\$8,585	\$9,058	\$10,726	\$12,250
Legend SE	\$5,695	\$6,985	\$7,458	\$9,126	\$10,650
Coeur d'Acier	\$3,595	\$4,885	\$5,358	\$7,026	\$8,550
HSG Super Comp	\$5,495	\$6,785	\$7,258	\$8,926	\$10,450
Ottrott GS	\$5,495	\$6,785	\$7,258	\$8,926	\$10,450
Classique Ti	\$3,795	\$5,085	\$5,558	\$7,226	\$8,750
Colorado	\$2,995	\$4,285	\$4,758	\$6,426	\$7,950
HSG RC	\$4,795	\$6,085	\$6,558	\$8,226	\$9,750
Ottrott GS RC	\$4,595	\$5,885	\$6,358	\$8,026	\$9,550
Classique Ti RC	\$3,295	\$4,585	\$5,058	\$6,726	\$8,250
Colorado RC	\$2,595	\$3,885	\$4,358	\$6,026	\$7,550

Complete Custom Parts Packages on Request

To start your dream ride, complete your new Serotta with one of our **Tried & True** parts packages or customize your build with virtually any parts combination you want and your Serotta sales representative will be happy to prepare a personalized quote.

The Story behind Serotta Tried & True parts packages.....a great frame alone does not make a great bicycle, so we've made it simple. By selecting a great choice of simple options our staff selections have removed the guesswork. We promise that within each Tried & True kit there are none of the cheap substitutions other brands use to keep costs down and because we are the most fit-centric company in the industry, your bike is guaranteed to arrive with the correct sizing of the stem, bar, cranks (incl. choice of standard or compact drive) and saddle.



2011 Tried & True Road Parts Packages

THE GOOD KIT	
Complete Group*	RIVAL
BAR	3T Ergo.Pro
STEM	3TARX Pro
SEAT POST	3T Doric
SADDLE	SI SLK
HEAD SET	CC S3
WHEELS	SHIM.RS20
TIRES	MICH PRO3

THE BETTER KIT	
Complete Group*	ULTEGRA
BAR	3T Ergo.Pro
STEM	3TARX Pro
SEAT POST	3T Doric
SADDLE	SI SLK
HEAD SET	CC S3
WHEELS	SHIM.6700
TIRES	MICH PRO3

THE BEST KIT	
Complete Group*	RED
BAR	DEDA 100
STEM	DEDA 100
SEAT POST	DEDA 100
SADDLE	SI SLK
HEAD SET	CHRIS KING
WHEELS	SRAM S30AL
TIRES	MICH PRO3

THE TECHNO KIT	
Complete Group*	DI 2
BAR	DEDA 100
STEM	DEDA 100
SEAT POST	DEDA 100
SADDLE	SI SLK
HEAD SET	CHRIS KING
WHEELS	RS80
TIRES	MICH PRO3



2011 Tried & True Tri/TT Parts Packages

2011 TRI & TT Models	Frame only	w/Rival	w/Ultegra	w/Di2	Complete Custom Package
MeiVici AE	\$8,995	\$10,071	\$10,676	\$15,076	on request
HSG AERO	\$5,995	\$7,071	\$7,676	\$12,076	on request
CXII	\$3,595	\$4,671	\$5,276	\$9,676	on request

Providing Triathletes with free speed since 1991.

THE GOOD KIT	
Complete Group*	RIVAL
BAR	Profile Airwing w/Profile Aerolite
STEM	3TARX Pro
SEAT POST	Serotta Carbon Aero
SADDLE	Selle Italia SLR T1
HEAD SET	CC S3
WHEELS	SHIM.RS20
TIRES	MICH PRO3

THE BETTER KIT	
Complete Group*	ULTEGRA
BAR	Profile 2T Wing w/Profile Carbon Stryke
STEM	3TARX Pro
SEAT POST	Serotta Carbon Aero
SADDLE	Selle Italia SLR T1
HEAD SET	CC S3
WHEELS	SHIM.6700
TIRES	MICH PRO3

THE TECHNO KIT	
Complete Group*	DI 2
BAR	Zipp Vulka Complete Set choice of extension
SEAT POST	Serotta Carbon Aero
SADDLE	SI SLK
HEAD SET	CHRIS KING
WHEELS	DA 7850
TIRES	MICH PRO3

Price list effective 6/1/2011. We reserve the right to make substitutions on bars, stem and seatpost with equal or greater quality based on availability. All prices and specifications are subject to change without notice.