

## **New Deore LX: high tech in a sharp design**

New Deore LX is featuring the proven innovative technology introduced in the XTR and Deore XT component groups in the last two years. Furthermore, the developers paid extra attention to the design of this groupset. New LX has a sharp edged, powerful look in a subtle silver and black colour combination. This component group will for sure offer a special touch to any mountain or trekking bike.

Deore LX is developed using HOLLOWTECH II technology that incorporates the crankset and bottom bracket into one single component. The result is an incredible power transfer while saving weight at the same time.

Deore LX also incorporates Dual Control Levers in an advanced ergonomic design, both for hydraulic disc brakes and V-brakes. Thanks to the Low-Normal rear derailleur, shifting is now easier than ever. Lever down for more speed in a bigger gear and lever up for an easier gear, the same for both left and right levers.

The BR-M585 hydraulic disc brakes have two opposed pistons for exceptional control and efficiency. They have been developed with an easy adjustable bracket mounting type and the Center Lock system for a quick and lightweight set up.

The groupset includes Center Lock compatible hubs for disc brakes and also hubs for V-brakes are available. The LX Center Lock hubs can be combined with XTR and Deore XT disc brakes.

The improvement of each single component has been studied deeply by Shimano's engineering team. The result is high level performance and control at an affordable price.

**Release date:** *May 25<sup>th</sup>, 2004*  
**Availability in the market:** *September 2004*

For more information, please contact:

Harald Troost  
PR Officer Shimano (Europa) GmbH

Tel. : +31 -341-272-259  
Fax.: +31 -341-272-299  
Email : [htr@shimano-eu.com](mailto:htr@shimano-eu.com)