



# NEWSLETTER

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# EVENTS



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- NEW LAUNCHES
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# MESSAGE FROM MANAGEMENT



Our Valued Business Partners,

Happy to announce the newsletter as an occasion of joy and to bear new beginnings for the financial year of 23'-24'.

This year has been nothing less than a roller coaster for us and the entire cycling industry with a whirlpool of rapidly changing trends. From a high graph to a low, and then again to a high, with demand dropping to the very economically priced products- we at SunCross Bikes are ready with an arsenal to fight this price war.

Thanking each valued dealer of ours who has stood by us, also sharing with everyone some of the few highlights of this year with our participations, sponsorships, and new product launches. We have closely worked through the market feedback, and we have calculatedly listened to all our partners to release a wide range of products and other new brand offerings this year.

Our goal is to have our partners best interest in our hearts and march on with hands held in partnership with them. Our goal remains the same-to provide the best service to our partners and to arrange for the quickest solutions without questions in the market.

We also achieved our pinnacle of product R&D by releasing the top speed X-90 in 10 and 11 speed to compete with the world's leading international brands- something that has never been done by an Indian brand, and we only wish to increase our product line in this segment.

With introducing top of the line international brands like **Raleigh, Lapierre, Fizik, Zefal, Selle Royal, Kenda, Maxxis, Polisport, KMC, Ciclosport, FFWD, Ashima, Alex, Infini, Luma, Steadyrack** and a lot other leading names in Cycling to the Indian Cyclists. Stay tuned as the coming year is about enthralling our patrons with interesting product offerings. We personally would like to thank each one of you for your support and faith that you always put in us.

Mr. Rajesh Kalra  
CEO/Managing Director

Mr. Naren Kalra  
Director

## INTERNATIONAL EVENTS

# SUNCROSS BIKES PARTICIPATED IN EUROBIKE 2022 EXHIBITION



**SunCross Bikes** participated in World's Biggest Cycling Event **EUROBIKE-2022** held at Frankfurt, Germany.

**Eurobike** is one a kind event which saw Cycling companies throughout the globe pulling a crowd close to 1 Million in its 5 day event.

**SunCross Bikes** believe in constant innovations and latest technological advancements. We showcased the same through our wide product range of Cycles, Spares and Accessories. It was humbling to experience such overwhelming response of the visitors. Company's participation at the expo was aimed at creating brand awareness globally and to increase the exposure of export in various parts of Europe. Take a look at the few snapshots.





# NATIONAL EVENTS



## SUNCROSS BIKES DID THREE BACK TO BACK DEALER MEETS IN KASALI, UDAIPUR & KOCHI

SunCrossBikes did three Back to Back Dealer Meets at Kochi, Udaipur and Kasauli covering almost half of the India. All the new launched Bicycle were showcased that received tremendous response from the Dealers. Let's have a look at some of the glimpses.

### NORTH ZONE





MOUNTAIN BIKES · ROAD BIKES · CITY/HYBRID BIKES · KIDS BIKES · BIKE SPARE & ACCESSORIES

# NATIONAL EVENTS



## RAJASTHAN & GUJARAT





MOUNTAIN BIKES · ROAD BIKES · CITY/HYBRID BIKES · KIDS BIKES · BIKE SPARE & ACCESSORIES

# NATIONAL EVENTS



## TAMILNADU & KERALA





## BRAND VISITS



### MR. WEISLEY, SALES HEAD, HOLLAND MECHANIC'S VISITED US



The ultimate pioneer of rim building and true dutch engineering in the world- Holland Mechanics machines. We at SunCross Bikes are proud to be among the first organisations in India to completely eliminate manual rim building and progress towards entire automation of the rim building procedure during our assembly.

We were pleased to host Mr. Weisley, Holland Mechanic's Eastern Europe and Turkey Sales Head at our headquarter. Showing him on what standards we work our machines and the kind of precision we have been able to achieve in rim building with the partnership of Holland Mechanics, Mr Weisley was truly impressed with our mutual association. Talking about the cycling industry and their changing trends and educating people about quality over price war, the meeting was truly educative and interactive for both parties.



### TEAM KMC VISIT OUR HEADQUARTERS TO DISCUSS THE FUTURE OF HIGH-END BIKING



KMC is a Taiwanese chain manufacturing company which is considered to be among the top of the line organisations with regards to chain quality, specs and technology. We are the official distributor of KMC in India and got a chance to host their team at our plant. We had the team of KMC visit our headquarters to discuss the future of high-end biking, use of high-end components, and the direction in which the cycling market will proceed in India with regard to the expensive after market and OEM items. It was a fruitful conversation listening to the ideas that team KMC have for India, and their association with us. We wish to educate the masses more about the quality and standards the western cycling industry is implementing at a rapid rate, and also bring the same to India at competitive pricing.



MOUNTAIN BIKES · ROAD BIKES · CITY/HYBRID BIKES · KIDS BIKES · BIKE SPARE & ACCESSORIES




SPECIFICATIONS

-   
**AL 6061**  
Light Alloy  
6061 Frame
-   
**SUNTOR**  
XCT Fork  
With HLO
-   
**SHIMANO**  
DEORE  
M-5120 10 Speed  
Rear Derailleur
-   
**SHIMANO**  
DEORE  
10 Speed Shifters
-   
**SHIMANO**  
DEORE  
10 Speed  
Cassette
-   
**TEKTRO**  
HYDRAULIC  
Hydraulic  
Brakes
-   
**ALLOY**  
Chainwheel  
32T, 170mm
-   
**SR SUNTOUR**  
Premium  
Saddle
-   
**zoom**  
Alloy Handle  
Bar
-   
**zoom**  
Alloy Handle  
Stem
-   
**zoom**  
Alloy  
Seatpost
-   
**KENDA**  
29x2.40 Tyres



SPECIFICATIONS

-   
**AL 6061**  
Light Alloy  
6061 Frame
-   
**SUNTOR**  
XCT Fork  
With HLO
-   
**SHIMANO**  
DEORE  
M-5100 11 Speed  
Rear Derailleur
-   
**SHIMANO**  
DEORE  
11 Speed Shifters
-   
**SHIMANO**  
DEORE  
11 Speed  
Cassette
-   
**TEKTRO**  
HYDRAULIC  
Hydraulic  
Brakes
-   
**ALLOY**  
Chainwheel  
32T, 170mm
-   
**SR SUNTOUR**  
Premium  
Saddle
-   
**zoom**  
Alloy Handle  
Bar
-   
**zoom**  
Alloy Handle  
Stem
-   
**zoom**  
Alloy  
Seatpost
-   
**MAXXIS**  
29x2.40 Tyres



# NEW MODELS LAUNCH



**GIRAFFE 14 & 16 INCH**



**TRIGGER 16 INCH**



**TRIGGER 20 INCH**



**ATLANTIS 20 INCH**



**DONATO 20 INCH**



## NEW MODELS LAUNCH



**CROSSFIRE 27.5/29 INCH**



**CLAMBER 27.5/29 INCH**



**AVALANCHE 27.5/29 INCH**



**THRUSTER 27.5/29 INCH**



**HUMBER (ROADSTER)**



**VENETO 26 INCH**



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# NEW MODELS LAUNCH



**TRIGGER 24 INCH**



**NAVARRO 24 INCH M/S**



**TRAIL HUNTER 26 INCH**



**SLANGER 24/26 INCH**



**NAVARRO 26 INCH**



**SKARN 27.5 INCH**





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# PREMIUM BRANDS



**LAPIERRE**  
— MORE THAN A BRAND, A NAME —

## **LA FRENCH** **PERFORMANCE**

*French Performance as a standard bearer of French knowledge. It represents our specific intent to utilise our experience gathered through more than 75 years of passion and innovation. It is this spirit that we wish to share with you through our new collection.*





**SUNCROSS**  
www.suncrossbikes.com **BIKES**

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**LAPIERRE**

— MORE THAN A BRAND, A NAME —



**Aircode DRS 5.0**



**Xelius SL 7.0**



**Xelius SL 5.0**



**Xelius SL 5.0**



**Xelius SL 6.0**





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**LAPIERRE**  
— MORE THAN A BRAND, A NAME —



**Pulsium SAT 5.0**



**Edge 5.9**



**Edge 5.7**



**Edge 3.7**



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# fi'zi:k

**PREMIUM BICYCLE ACCESSORIES FROM ITALY**

Founded in 1996, fizik's mission is to make the most sophisticated, inspiring and beautiful gear for the world's most discerning cyclists. The passion for design and performance behind fizik's diverse product range for road, off-road and triathlon is expressed through the countless victories in the pro peloton, being the choice of the most inspiring athletes and winning many design awards fizik is committed to providing the

ultimate in saddle, shoe, bar-tape and component design - combining comfort and light weight with technology and innovation. Through physiological research, anatomic studies and advanced technological development, fizik has succeeded in creating that perfect combination. No matter whether you challenge yourself or other riders, or whether you're a pro-rider or an amateur, if you're searching for the most beautiful and best performing cycling gear, fizik is the answer. SunCross Bikes added new fizik models in India . Experience the best!



**VENTO STABILITA CARBON**



**TEMPO DECOS CARBON**



**VENTO INFINITO CARBON 2**



**TEMPO OVERCURVE R4 IRIDESCENT**



**TEMPO DECOS CARBON**



**TEMPO POWERSTRAP R5**

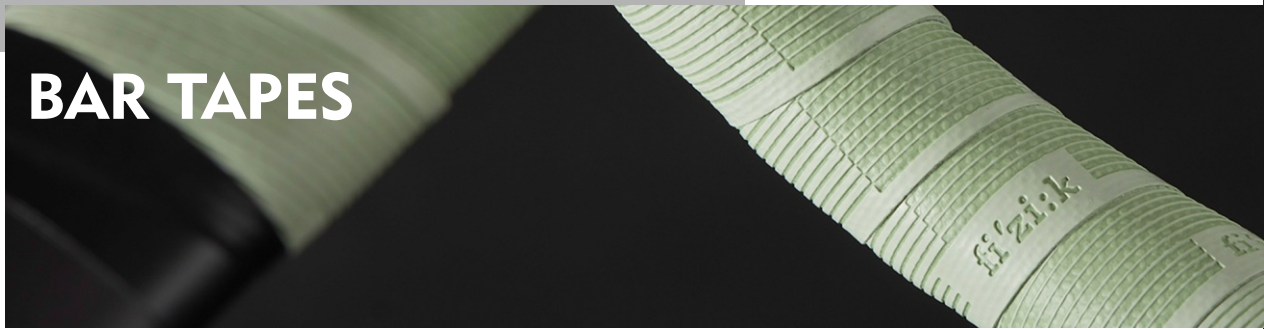


**TERRA ERGOLACE X2**



**TERRA ERGOLACE X2**

## HANDLE BAR TAPES



**TEMPO MICROTEx CLASSIC**

Thickness: 2.0mm  
Material: Microtex  
Finish: Classic Touch  
Color: Black  
The classic touch is a durable perforated leather-like texture, with traditional aesthetic and smooth surface slide easily to different riding positions.



**TEMPO BONDCUSH SOFT**

Thickness: 3.0mm  
Material: Bondcush  
Finish: Soft Touch  
Color: Black  
Bondcush is layered mid-padding polymer foam that aids the absorption of road buzz. Bonded to a microtex outer layer that combines comfort, versatility and durability, ideal to tackle all kind of roads.



**TEMPO MICROTEx CLASSIC**

Thickness: 2.0mm  
Material: Microtex  
Finish: Classic Touch  
Color: Blue  
The classic touch is a durable perforated leather-like texture, with traditional aesthetic and smooth surface slide easily to different riding positions.

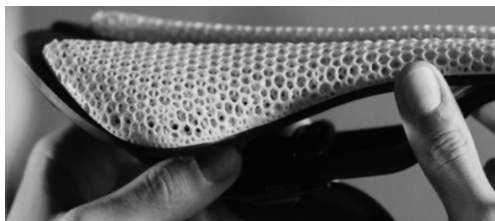


**TEMPO BONDCUSH SOFT**

Thickness: 3.0mm  
Material: Bondcush  
Finish: Soft Touch  
Color: Red  
Bondcush is layered mid-padding polymer foam that aids the absorption of road buzz. Bonded to a microtex outer layer that combines comfort, versatility and durability, ideal to tackle all kind of roads.







# fi'zi:k

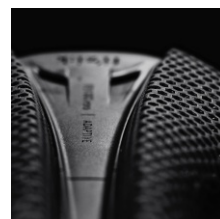
PREMIUM BICYCLE ACCESSORIES FROM ITALY

Developed together with our team of engineers, experts and professional athletes, whether climbing on pavement or descending on dirt, fizik saddles establish a comfortable and responsive experience, from our road collection of lightweight saddles to our range of MTB saddles for off-road adventures.



## ANTARES VERSUS EVO R3 ADAPTIVE

Length: 274 mm  
Width: 149 mm  
Weight: 220 g  
Height at 75mm width: 58 mm  
Length from nose to 75mm width: 148 mm  
Rail: 7x7 mm



### A 3D PRINTED PADDING

Crafted by Carbon using its revolutionary Digital Light Synthesis technology. DLS is an additive manufacturing process which uses digital ultraviolet light projection, oxygen permeable optics, and programmable liquid resins to produce parts with excellent mechanical properties, resolution and surface finish.



## VENTO ARGO R3

Length: 265 mm  
Width: 140 mm  
Weight: 213 g  
Height at 75mm width: 45 mm  
Length from nose to 75mm width: 114 mm  
Rail: 7x7 mm



Vento Argo's short length allows the rider to sit further forward without placing undue pressure on sensitive tissues. It also features an ergonomic cutout that was developed using detailed pressure analysis and input from medical experts.



## ARIONE CLASSIC R3

Shell: Carbon reinforced NylonWingFlex  
Rails: 7x7 mm Kium  
Cover: Alcantara Black Microtex  
Thigh Glides: Black Microtex  
Integrated Clip System compatible  
Weight: 225 gr  
Dimensions: 300x130 mm



The Arione R3's Composite Glass co-injected Nylon shell provides the best support with optimized stiffness to-weight construction – with Wing Flex technology which enables flexibility where the rider's thighs meet the saddle – and an alloy Kium rail for light weight.



## ARIONE R3

Shell: Composite glass co-injected Nylon WingFlex  
Rails: 7x7 mm Kium  
Integrated Clip System compatible  
- Weight: 200 g  
- Dimensions: 304x126 mm



The Arione R3's Composite Glass co-injected Nylon shell provides the best support with optimized stiffness to-weight construction – with Wing Flex technology which enables flexibility where the rider's thighs meet the saddle – and an alloy Kium rail for light weight.



WE PROUDLY SAY THAT WE ARE  
ONE OF THE BIGGEST CONSORTIUM  
OF BEST BRANDS FOR  
BICYCLES, SPARES & ACCESSORIES.  
OUR SLOGAN IS  
YOU NAME IT- WE HAVE IT



## NAREN INTERNATIONAL

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