

Merida Unveils Innovative New Bikes for 2011



O.NINE Team Hardtail

Text & Photos: Editorail Dept.

Merida's new high-end models for 2011 have been revealed. The presentation took place at Mallorca Spain, an island of sunshine, beaches and romance. 90 journalists from 21 different countries attended this festival.

Merida is the leading benchmark in the global bicycle industry. Crafted with the world's leading manufacturing technology, Merida's new bicycles will be tested by world-class

cyclists in the World Cup Series, before being launched into the market in the third and fourth quarter of this year. The new products will be launched into the global market simultaneously.



NINETY-SIX Team



SCULTURA EVO SL Team