

SPECIALIZED
AMIRA

SPECIALIZED AMIRA: A TRUE WOMEN'S RACE BIKE



Dear Riders,

Working for Specialized Women for the last five years, I have seen amazing improvements in the women's products we offer. While every year saw major technological breakthroughs for women's offerings, launching the 2012 line feels somehow different: It's like all the pieces of the puzzle we've worked so hard on are all falling perfectly into place.

We knew from the start the 2012 Amira would be a game-changer. We've changed the game before, with the Allez Dolce, but this time we would definitely silence the lingering (but just barely!) skepticism that women's bikes somehow aren't on par with men's, or are simply watered-down, prettied-up versions of the same bikes. The new Amira is a true race bike, period. It also happens to be built from the ground up for women.

With our recent partnership with team HTC-Highroad—the most successful woman's cycling team in the world—we were able to work with the world's best athletes to provide direction for the Amira's development and validate the technology. For all of us at Specialized, having a team of this caliber choose the Amira—and having a legend like Judith say “I love my bike!”—confirms we have made the necessary leap to provide women the best fitting, and most efficient, confidence-inspiring, and stylish products. I get goose bumps whenever I hear these riders rave about their new Amiras!

We have a saying here for our women's products: “CONFIDENCE IS POWER.” The 2012 Amira will make women feel more confident the minute they throw a leg over the bike, and this will help them unleash the extra power needed to reach their cycling goals, whether it is a world title or simply finishing their weekend ride with the group.

Rachael Lambert
Specialized Bicycle Co.
Women's Product and Marketing Manager
Rachael.lambert@specialized.com



AMIRA DEVELOPMENT TIMELINE

2003



2003

Specialized launches the Allez Dolce and the Allez Vita, our first-ever women's road bikes. They feature women's geometries and components. The 44cm frame comes with 700c wheels, which is groundbreaking for smaller riders.

2004



2004

The Dolce family is created and Designs for Women is launched encompassing all products built for women.

2005



2005

Specialized sponsors first women's team, Victory Brewing Women's Cycling Team. Luc Callahan and Kyle Chubbuck begin engineering the first women's carbon road bike which will become the Ruby.

2006



2006

Ruby family is launched, featuring women's tube sets, geometry, and a pro-level spec option. Wins *Bicycling Magazine's* “Best Women's Road Bike” award.

2007



2007

Designs for Women launches a full line of mountain and road bikes, and the “Quasar” logo is born. First-ever S-Works women's bike is launched: The S-Works Ruby becomes the benchmark for women's road bikes.

2008



2008

Aaron's Pro Cycling is signed to race on the S-Works Ruby.

2009



2009

The S-Works Ruby wins its first World Cup race under Emma Pooley. Specialized sponsors ValuAct Capital women's race team. Kyle Chubbuck engineers an all-new race bike for women: Amira is born.

2010



2010

Team Vera Bradley Foundation races all season on the new Amira and provides feedback and direction. Amira riders earn over 30 podiums, including French and Luxembourg National Championships, along with a 1-2 finish at the ITU World Championship Series triathlon in Sydney.

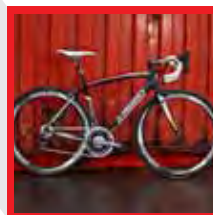
2011



2011

HTC-Highroad and Specialized join forces. Legends and the up-and-comers like Ina Teutenberg, Judith Arndt, Evelyn Stevens and Amber Neben race on the S-Works Amira. Team Tibco to the Top also races on the bike. Our women pros take the overall victory in the Energiewacht Tour in Holland, and sweep the podium in the Redlands Classic, all on their Amiras.

2012



2012

Based on feedback from our pros, we increase stiffness and decrease weight for the 2012 model, and once again produce the best women's race bike on the market. The all-new Amira—now 10 years in the making—is perfectly dialed for the competitive female who wants the all-out fastest bike.

SPECIALIZED AMIRA: CONFIDENCE IS POWER

Having the added confidence of riding the world's first true women's race bike will help take performance riders to a new level. With its industry-leading stiffness and weight—thanks to its FACT IS 11r carbon frame with one-piece OSBB/chainstay and tapered head tube, plus pro-level spec—the Amira is the only women's bike ridden on the world stage, and the bike of choice for the most successful women's racing team on the planet, HTC-Highroad. They are also ridden by Team Tibco to the Top and Juvederm-Specialized, among others.

These riders are in constant interaction with our engineers, and with their input we've been able to absolutely dial the 2012 Amira for pro-level women's racing. It is far and away stiffer, lighter, and faster than its competition, and we have the numbers to prove it.

Amira Confidence Is Power

"The oversized down tube, bottom bracket, and chainstays provided a super stiff pedaling platform that allowed our tester to launch herself into attacks, over rollers, and into the final sprint." - Christine Fennessey *Bicycling Magazine* July 2010

"I love my bike!" - Judith Arndt

French National Championship
Luxembourg National Championship
Overall victory, Energiewacht Tour, Holland
Overall victory, Tour of Chongming Island World Cup, China
Overall victory, Redlands Classic, California

Ruby Smoother Is Faster

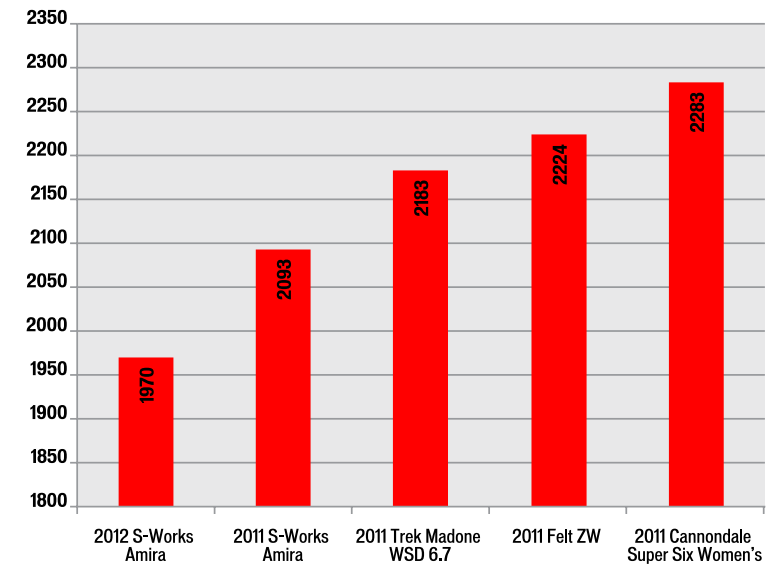
"The Ruby does an excellent job of fulfilling its intended purpose. Like previous versions, it has Zertz dampers in the fork, seatpost, and seatstays, which take the sting out of bumps and rough pavement. Go ahead and take a drink, ride with no hands, or look over your shoulder—the bike will hold its line." - *Bicycling Magazine* March 2010

Two years after its launch as the first-ever carbon women's road bike, the S-Works Ruby becomes the first true women's road bike to win a World Cup, in 2009 with Emma Pooley. It goes on to win *Bicycling Magazine's* "Best Women's Road Bike" award that year as well. Ruby is road race-proven, but with a Women's Endurance Road geo and Zertz inserts, it's even more at home on all-day rides with changing road conditions, like a Gran Fondo.



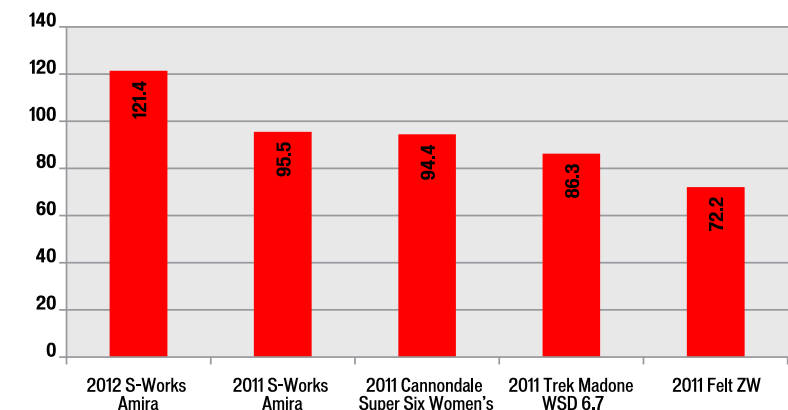
FRAME MODULE SYSTEM WEIGHT (g)

Designed as an integrated system with our FACT carbon crankset, the Amira module weight is considerably lighter than any bike in its class.



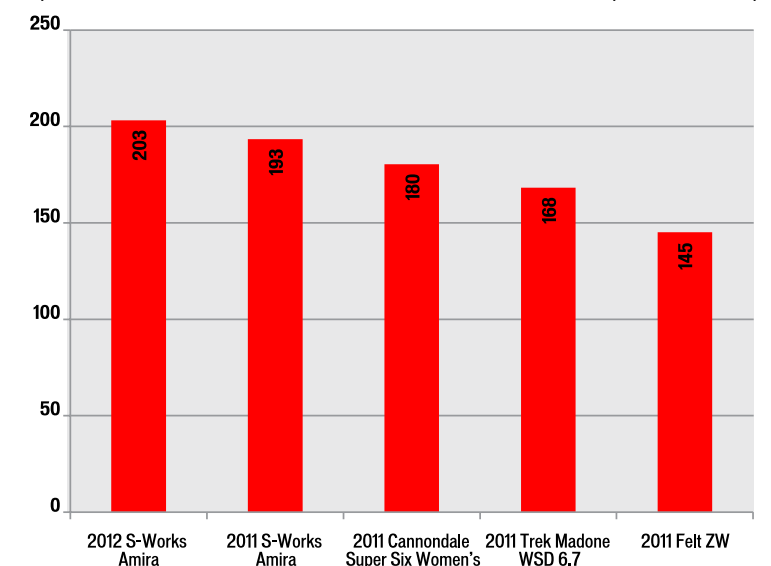
STIFFNESS TO WEIGHT - TORSION ((N*m/deg)/Kg)

Torsional frame stiffness and light weight translate directly to maximum efficiency and nimble handling. Amira has the best stiffness-to-weight ratio in its class.



BB STIFFNESS (N/mm)

A stiffer BB minimizes deflection under load in this critical area of the frame. This means better power transfer—the bike will accelerate faster relative to power on the pedals



AMIRA | PERFORMANCE ROAD

For the Amira rider, the road is her race course. Whether edging out the field for the sprinter's jersey or vying for Queen of the Mountain, these speed-hungry riders and racers want to push their limits and the limits of their bikes. Since these women are focused on performance, they demand an ultralight, stiff, and efficient bike for all-out speed.



RIDER BENEFITS

- Best stiffness-to-weight thanks to the next evolution of FACT IS carbon tube shaping with women's layup and tube sets
- Precision steering and quick handling courtesy of stiff, 1-1/8" to 1-3/8" tapered head tube assembly
- Faster acceleration via oversized down tube plus one-piece OSBB/chainstay construction which minimizes deflection under load
- Lightweight women's components on all models, including high-tech, electronic Shimano Ui2 model
- A true women's race bike with wins in races like the Tour of Qatar and the Redlands Classic to prove it
- Optimal fit thanks to women's performance geometry

WHY IT'S GREAT

WOMEN'S FACT IS 11R CARBON FRAME

WHAT: FACT IS 11r carbon frame with women's performance geometry and carbon layup/tube sets, plus shaped seatstays, oversized down tube, and one-piece OSBB/chainstay.

WHY: To achieve the lightest weight, stiffest, and most performance-focused bike for female road racers and enthusiasts.

HOW: Our women's performance geometry features shorter chainstays and a shorter head tube, which optimizes positioning for maximum power and efficiency. By engineering a wide, triangulated stance between the brake bridge and seatstays, and using a large diameter down tube and oversized BB, we build more lateral and torsional rigidity into the frame for faster acceleration.

WOMEN'S-SPECIFIC COMPONENTS

WHAT: All-new Body Geometry Women's Oura saddle, plus size-specific components including an S-Works chainring option (52/36) and women's carbon handlebar with improved position and shallow drop.

WHY: Optimizes fit and performance for the female anatomy.

HOW: We spec each bike individually based on frame size, geometry, and fit research. Through pressure mapping testing with Dr. Roger Minkow, we optimize the foam densities and cutaways in our saddles to relieve soft tissue discomfort.

TAPERED HEAD TUBE/STEERER TUBE

WHAT: Strategically designed head tube/steerer assembly that tapers from 1-1/8" at the top to 1-3/8" at the crown.

WHY: Increases strength and stiffness for greater steering precision, without making the ride too harsh.

HOW: Tapering the head tube to be wider at the base—where it integrates with a 1-3/8" recessed lower bearing—creates a naturally stiffer junction. And the gradual transition of carbon fiber from top to bottom eliminates any sharp angles that could cause a weakening of the fiber.



CJFoto.com