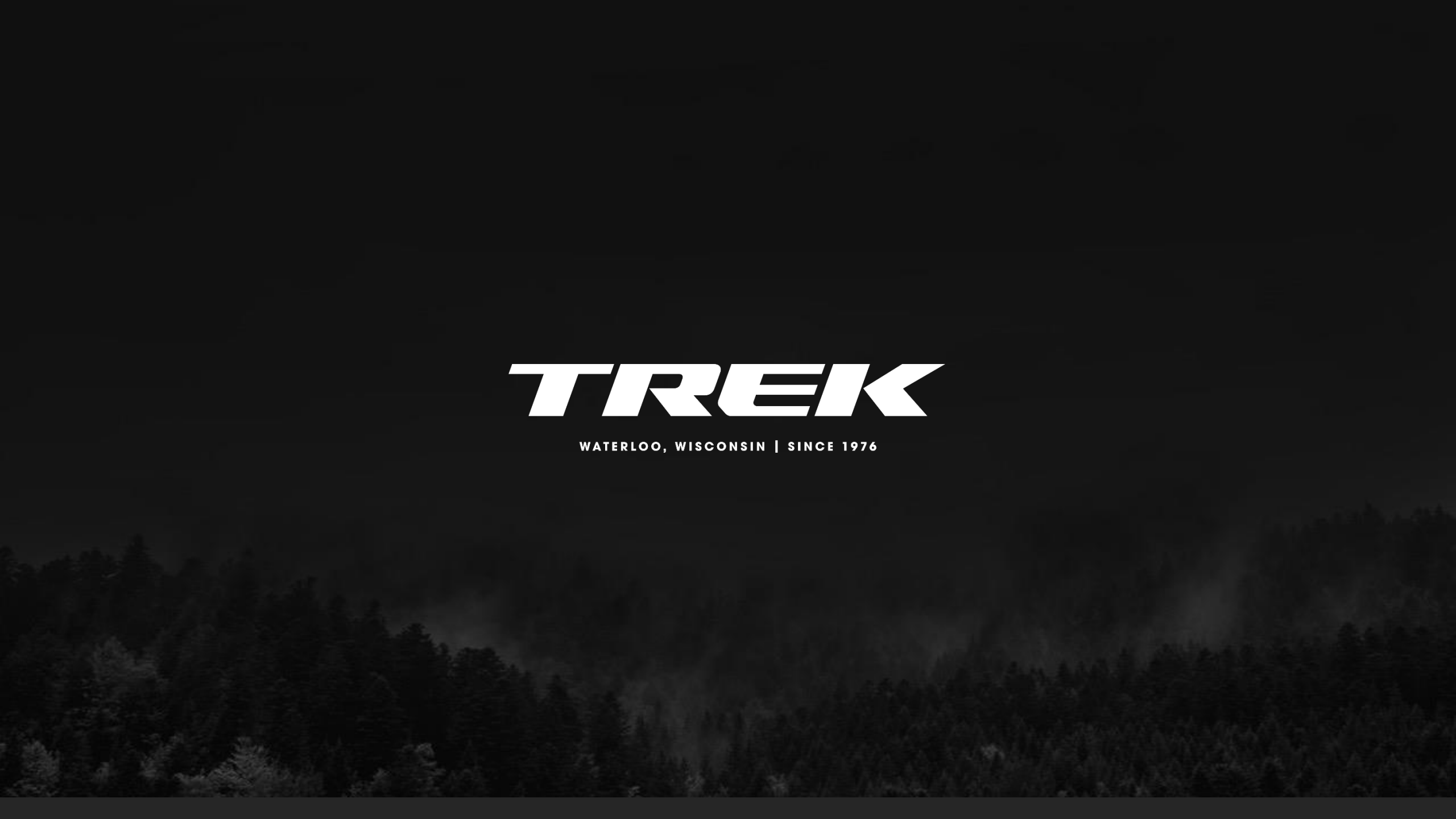

TREK
WATERLOO, WISCONSIN | SINCE 1976


Madone Gen 8
THERE'S ONLY ONE. THE ULTIMATE RACE BIKE.

Our fastest and lightest unite

The all-new Madone Gen 8 is an earth-shattering fusion of our lightest and fastest superbikes, it’s the only road race bike you’ll ever need. Whether you’re powering up climbs or sprinting across the finish line, Madone Gen 8 was designed with input from the world’s top racers to be the best wherever you ride it.

Insanely aero. Impossibly light. Wildly thrilling. Other road race bikes claim to be the fastest in the world. We aim to prove them wrong.

TIMING

Dealer launch: June 13
Teaser launch: June 13
Consumer launch: June 27@10AM CST



Confidential



+



MADONE GEN 7

Fast

EMONDA

Light



= MADONE GEN 8

Our fastest and lightest unite

MADONE GEN 8 CUSTOMER

PREVIOUS MADONE RIDERS

- Seeking fastest road race bike
- Live or ride in flatter areas, lots of sprinting or fast group rides
- *Looking for the best race bike on the market*

PREVIOUS EMONDA RIDERS

- Seeking lightest weight bike
- Live or ride in hilly areas with lots of climbing
- *Looking for the best race bike on the market*

ROAD RACE & FAST GROUP RIDERS

- Seeking both the lightest and fastest road race bike
- Don’t want to have to choose between two bikes to ride in flat or hillier areas
- *Looking for the best road race bike on the market*

KEY PRODUCT DETAILS

AS LIGHT AS EMONDA F/S, 320G LIGHTER THAN MADONE GEN 7 F/S



RADICAL NEW TUBE SHAPES

- Optimized for aero where it matters most, allowing optimization for lightweight where it matters most

NEW 900 OCLV CARBON (SLR)

- Up to 20% stronger material than 800 OCLV +
- New, more efficient molding processes =
- Use less material and save weight

NEW SINGLE PIECE FORK

AS FAST AS MADONE GEN 7, 77 SECONDS/HR FASTER THAN EMONDA*



ALL-NEW FULL SYSTEM FOIL AERO SHAPES

- Brand new shapes optimize air flow over the whole bike and rider system, vs making just one part of the bike aero
- New RSL Aero Water Bottle and Cages + new bar/stem designed with Full System Foil shapes to make rider system faster

SAME AERO RIDER POSITION AS MADONE GEN 7

- Rider is tucked 3cm narrow on hoods than drops

**measured @200W as rider system (bike, rider, and bottles/cages)*

FAST - NEW RSL AERO BOTTLES & CAGES



- Come on Madone SLR Gen 8
- Contribute to Madone rider systems’ aero gains
- Compatible with round bottles
- Available for aftermarket purchase for other models

IMPROVED ISOFLOW COMFORT TECH



- Up to 80% greater vertical compliance than Madone Gen 7
- 24% greater vertical compliance than Emonda
- More aero than Emonda
- Lighter than Gen 7 Madone IsoFlow

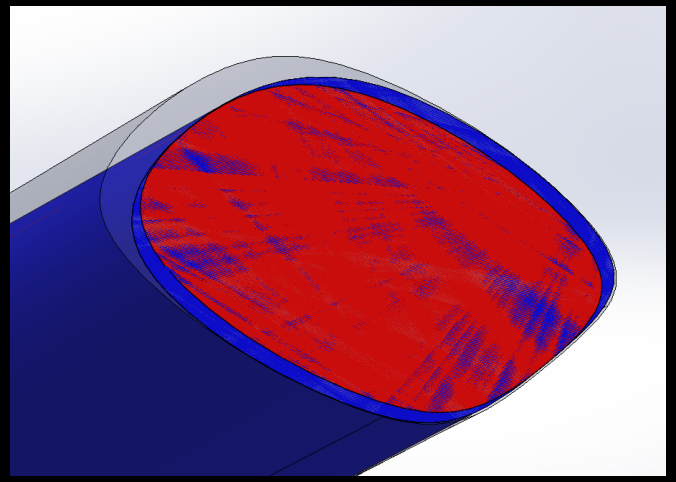
LIGHTER, MORE ERGONOMIC BARSTEM (SLR)

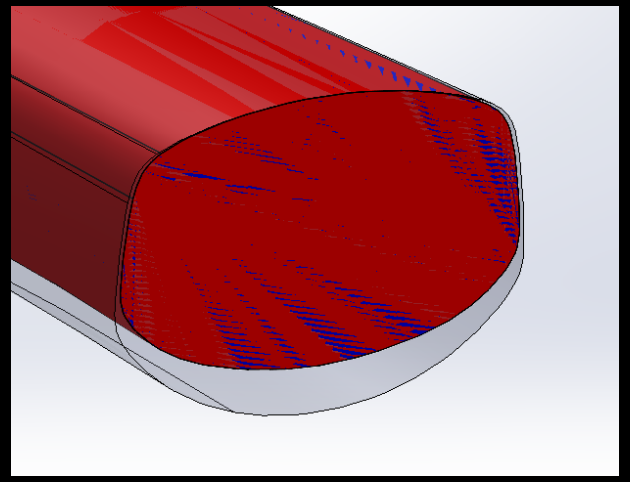


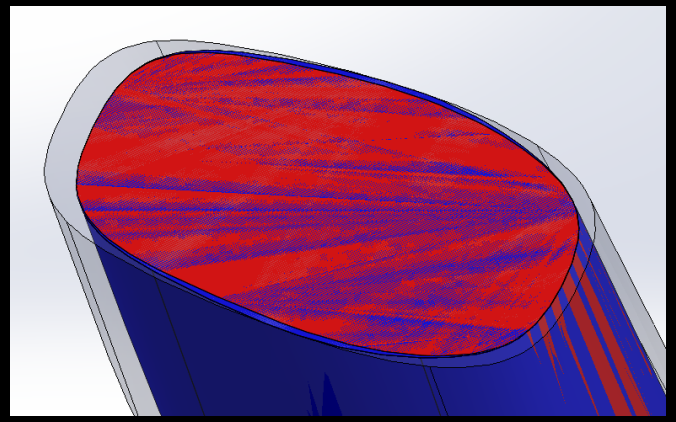
Same drop shape as Gen 7 Madone and still 3cm narrower on hoods than drops

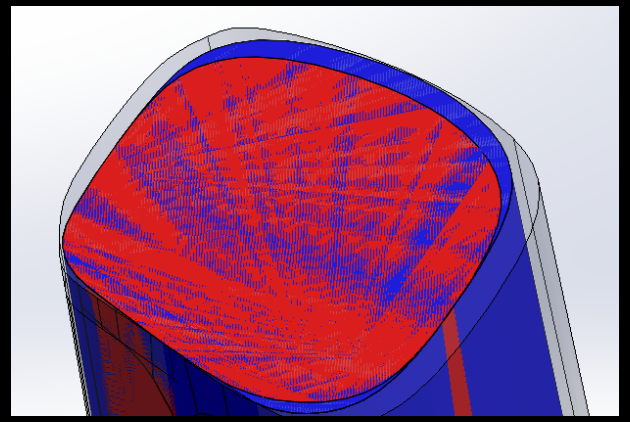
Designed with new Full System Foil aero shapes

NEW SIZE-SPECIFIC TUBE SHAPES









Tube shapes optimized for smaller and larger sizes

- Lighter XS. S sizes
- More balanced stiffness across sizes
- More proportional aesthetic across sizes
- Smaller and larger sizes tested in the wind tunnel

NEW ALPHA ROAD BIKE SIZING SYSTEM

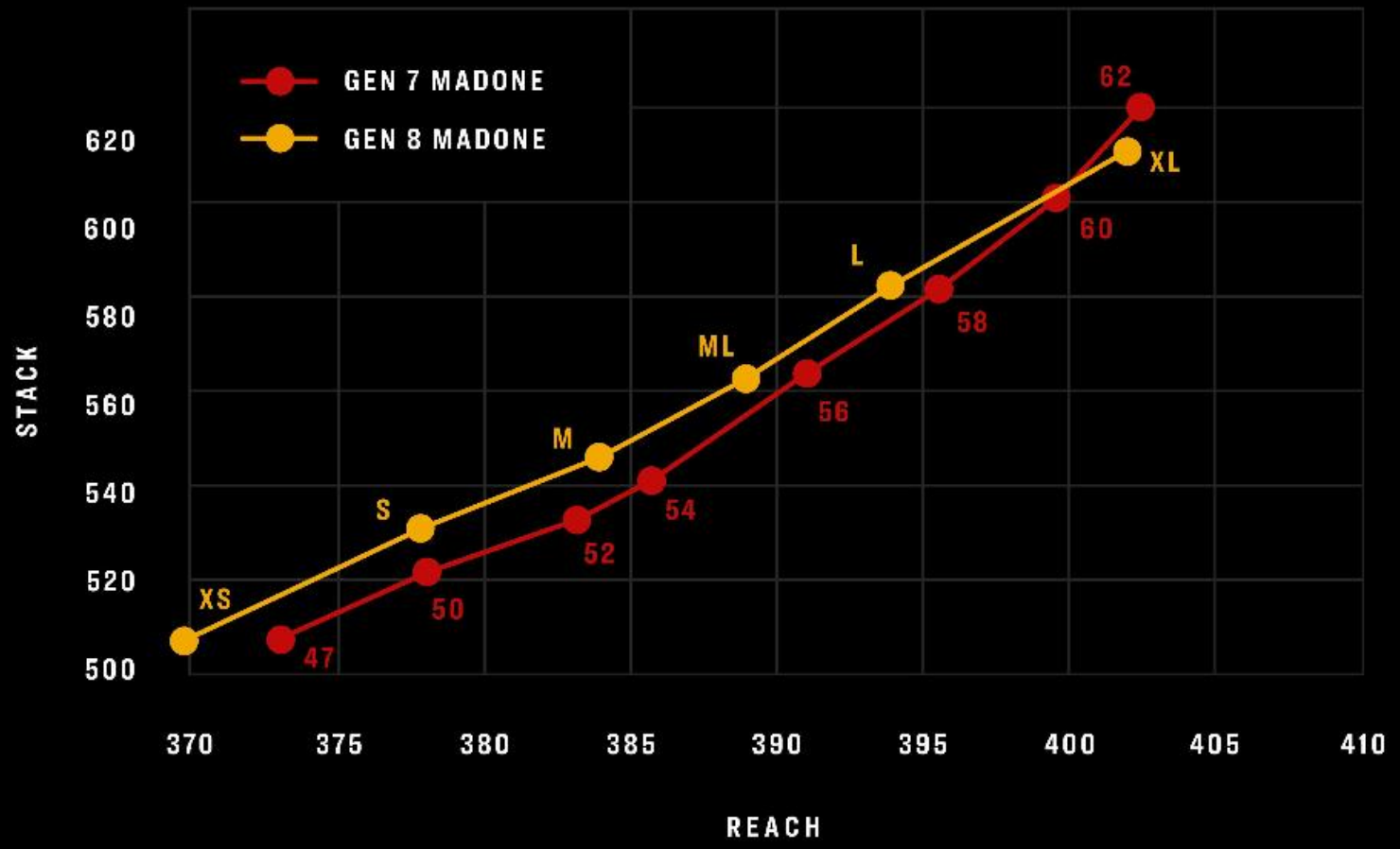


Less overlap between sizes = easily find the perfect size

Accommodates wider range of rider heights, while consolidating 8 bike sizes to 6

ROAD RACE GEO & FIT

Madone stack and reach to top of virtual head tube Gen 7 vs. Gen 8 sizing



Preserves racey feel of H1.5 geo, while renaming it to something meaningful (we don’t have H1 or H2 geos anymore…)

Conidential

SHARED PARTS – FUTURE LOOKING COMPATABILITY

- Through axles
- UDH
- RCS headset system

MODEL LINEUP

MADONE SLR GEN 8 MODELS

Madone SLR 9 AXS

Madone SLR 9

Madone SLR 7 AXS

Madone SLR 7

Madone SLR F/S

MADONE SL GEN 8 MODELS

Madone SL 7

Madone SL 6 AXS

Madone SL 6

Madone SL 5

Madone SL F/S

GEN STRATEGY



MADONE GEN 7

An ultra aero race bike made for fast sprints. Designed with Trek's Kammtail Virtual Foil aero shapes and lightweight 500 or 800 OCLV Carbon. Features race-focused IsoFlow comfort tech which also improves aerodynamics and shaves weight.



EMONDA SL/SLR

The original ultra lightweight race bike. With a minimalistic design, Emonda is built with lightweight 500 or 800 OCLV Carbon for climbing up hills and mountain passes.



MADONE GEN 8

A fusion of our lightest and fastest race bikes. Madone Gen 8 is the ultimate race bike and the only bike racers need for sprinting and climbing. Made with new Full System Foil aero shapes, and 500 OCLV Carbon or our lightest carbon ever, 900 OCLV. Features the newest IsoFlow comfort tech which now shaves even more weight with added compliance.

SL vs SLR

MADONE SLR v SL



SLR

900 Series OCLV Carbon

1-piece bar/stem now lighter, more ergonomic

Comes spec’d with RSL Aero Bottles & Cages

Available in Project One as best way to purchase + Prebuilt models

Electronic drivetrains only

SL

500 Series OCLV Carbon

2-piece handlebar + stem combos

Bottles and cages not included

Available as prebuilt models

Compatible with mechanical drivetrains

SUMMARY

SUMMARY

Light as Émonda. Fast as Madone. The all-new Madone 8 is the best of both worlds, and the only road race bike racers need.

- Light as Emonda f/s & 320g lighter than Gen 7 Madone f/s
- As fast as previous Madone + 77 seconds / hour faster than Emonda*
- Racers and road riders don’t have to choose between sprinting or climbing, lightweight or aero
- Even better ride feel with improved IsoFlow comfort tech (lighter and more compliant)

** measured @200W as whole rider system (bike, rider, and bottles/cages)*

Confidential


QUESTIONS?


PROJECTONE
PEDERSEN
TREK
SRAM
Red
AEOLUS RSL 51
P ZERO TRACK
PIRELLI

THANK YOU


TREK
WATERLOO, WISCONSIN | SINCE 1976