



Jessica Jacobs
Winner, 70.3 Racine



Kelly Williamson
Winner, US 70.3 Championship



Viktor Zyemtsev
Winner, Ironman Coeur d'Alene

START TO FINISH

From the moment Dan Empfield founded QR in 1987, everyone at QR has been dedicated to making the sport of triathlon a more innovative and competitive place. We are committed to triathlon like no other company in the sport. By constantly developing new products with input from our pros and age-groupers, we make sure that the gear we develop works not only for them, but for us, too. We train and race all year round. **Just. Like. You.**

We welcome the opportunity to set up shop at Ironman® race expos so we can make sure your bike is ready for the race. We've partnered with the Rev3 Triathlon Series because of the family atmosphere and the unique environment they bring to triathlon. It's been fun to meet QR bike owners at these events. Through social media outlets like Twitter and Facebook, we have come to know you better than we could have ever imagined and always love the chance to put a name to a face or Twitter handle. Triathlon is a community that we embrace. **Just. Like. You.**

Here's the truth: If there's a group of people who love and obsess over triathlon more than you, it's us. Our water cooler conversation is about the past weekend's different race results from around the world. And how our pros fared. And age-groupers. And us. And spouses. And kids. No kidding. We're into this 100%. Lunch isn't typically about eating alone. It's also about swimming, biking, and running. **Just. Like. You.**

Mondays are almost always a lunchtime swim. It's how we recover from either hard or long efforts on the weekend – usually races. We like Tuesdays the best. Tuesday night is the big Chattanooga group ride night. We're there, training hard. **Just. Like. You.**

Motorpacing. That's right, motorpacing. We do that on Wednesdays. Lead bike designer Brad DeVaney leads us on his motor scooter for some hard, steady efforts. Thursdays are the perfect day for speedwork as a group. Of course, everyone is a different pace, but we need to get faster. **Just. Like. You.**

Like the rest of QR, our CEO Peter Hurley is a little obsessed with triathlon. Unlike most employees at QR, though, he didn't pick up triathlon until his late 40s while recovering from a brush with a serious heart condition. He decided then and there he needed more than just a new hobby. He needed motivation toward a healthier existence. And that's where his triathlon obsession started: "Triathlon is a lifestyle. Any bike company can design bikes and claim they'll work for triathlon," notes Hurley, "but at QR each of us knows that the commitment has to go deeper. People know the difference. And we know the difference." **Just. Like. You.**

Back to our week. We don't really have anything specific planned for Fridays. The lunchtime workout just kind of comes together. But, there is one constant at the end of the day on Friday. We don't tell each other to have a good weekend. It's "have a great race." **Just. Like. You.**

Have a great race.

– Your friends at QR

2013 ILLICITO

When we introduced our SHIFT technology – the obvious 18mm offset on the CD0.1 downtube – a few years ago, it was considered radical and more than a little unusual by our competitors. Three years later, some were quietly beginning to adopt a variation of it on their bikes, others actively excluding our SHIFT bikes in their published wind tunnel results.

Our 2013 Illicito takes that same game-changing SHIFT Technology to a new level. How? We chose to eliminate the left-side seat stay. 86% of the bike's airflow is directed toward the non-drive side of the bike. This also allowed us to construct a Leading Edge Absent (LEA) surface on the non-drive chainstay, producing a sail effect. Simply put, at the

most drag-heavy yaw angles of the wind tunnel, the Illicito records the lowest drag coefficient of any modern design. Period.



ILLICITO

- + Shimano Ultegra Di2
- + Vision TriMax TT Carbon crankset
- + Profile T3+ aerobar
- + Reynolds Strike wheelset
- + ISM Adamo Road Ti saddle
- + Available as Frameset

QUINTANA ROO

SHIFT SERIES

DESIGN MATTERS

We'd call our design team rocket scientists but they're cyclists, swimmers, and runners first. That means our engineering team designs using real-world race feedback alongside wind tunnel data, so they can be certain that an innovation like SHIFT Technology will make a bigger difference to you on race day than to a test dummy. What matters to you, matters to us. That's part of the reason Triathlete Magazine called the CD0.1 design "the most innovative in the past decade from any brand." Strong words from a respected name in our industry, for sure, and backed up by both the data and countless wins on the race course.

LESS IS MORE

It's easy to over-engineer a \$10,000 Pro Tour TT bike. That's not who we are. We know that you travel with your bike. We know that your fit can change over time. We also know that bikes are expensive and need to be priced right. That's why we've gone to great lengths to make sure that you are getting the best possible bike for the best possible price with the best possible components. It's also why we use standard, readily available parts that can be tracked down at almost any bike shop in the world. We travel with our bikes too, and that's why we've built the CD0.1 the way we have. And with no compromises.



CD0.1 i2

- + Shimano Ultegra Di2
- + Vision TriMax Pro crankset
- + Profile T3+ aerobar
- + Shimano R501 wheelset
- + Reynolds Strike wheelset available



CD0.1 ULTEGRA

- + Shimano Ultegra
- + Vision TriMax Pro crankset
- + Profile T3+ aerobar
- + Shimano R501 wheelset
- + Reynolds Strike wheelset available



CD0.1 RACE

- + Shimano Ultegra
- + Vision TriMax Pro crankset
- + Profile T3+ aerobar
- + Reynolds Strike wheelset



CD0.1 CAMO

- + Shimano Ultegra
- + Vision TriMax Pro crankset
- + Profile T3+ aerobar
- + Shimano R501 wheelset
- + Reynolds Strike wheelset available



CD0.1 TEAM FRAMESET

- + Official Bike of Team TIMEX
- + Available as frameset only



- 1 New, recessed aero seat post clamp
- 3 Aero seat post with 7 degrees of adjustability, and calculated forward position rise

Unlimited bar and stem compatibility improves the range of fit options

Hidden front brake records the same amount of drag as no brake in wind tunnel testing

- 2 18 millimeter SHIFT at bottom bracket diverts air efficiently to the clean side of the bike

FIT SERIES

All the aerodynamic technology we've pioneered in the sport of triathlon wouldn't mean a thing if your bike didn't fit and ride like a dream. That's why we actively work with our sponsored pros, elites, and age-groupers who compete at various distances to make sure we are providing the ultimate in comfort and best possible fit. **Your best run starts with a great ride.** But don't take our word for it, though. Talk to a friend or training partner who rides a QR, and they'll tell you the same thing: You won't find a better value, top to bottom, than found in the QR Fit Series line. Serious wind tunnel frame design ready to dominate in any real-world race condition.



LUCERO LITE

- + SRAM Red
- + Vision TriMax Pro crankset
- + Profile T3+ aerobar
- + Shimano R501 wheelset



SEDUZA

- + Shimano Ultegra
- + Profile T3+ aerobar
- + Shimano R501 wheelset
- + Vision TriMac Pro crankset

DULCE

- + Shimano 105
- + Profile T3+ aerobar
- + Shimano R501 wheelset
- + Shimano Compact crankset



KILO

- + SRAM Rival
- + Profile ZBS aerobar
- + Shimano R501 wheelset
- + FSA Omega crankset



QUINTANA ROO



Jessica Jacobs

THE NEXT GENERATION

Like so many of the athletes we encounter at races around the country, triathlon, for everyone who works at QR, is a family affair. With each triathlon – and so many of the half-marathons and weekend rides in between – comes another chance to walk away from the constant hum of work-a-day obligations and those pressing emails to reconnect for a few days with our spouses, kids, and support network.

Why does this matter? The answer is simple, really: We're not only here to build incredible bicycles, we're also here to be a true part of the sport, a part of

a wider family, and part of the creating the next generation of all-in, healthy lifestyle, triathlon fanatics. It matters to you; it matters to us.

So, this year, keep in touch. Follow us on Twitter; we'll follow you, too. Let us know when you're racing and when you replace an old PR with a new PR. Stop by and see us at one of the many Ironman or REV3 events to try out these new bikes – we'll be well stocked with QR temporary tattoos and stickers – and ready to share a story or celebrate your recent success.

MEET THE NEW QR

Want to catch up on all the action? Grab your smartphone and add 'em all:

Jessica Jacobs
@IronmanJessica

Kelly Williamson
@khwilliamson

Cait Snow
@Cait_Snow

Ali Vincent
@alivincent

Nicole Kelleher
@N_Kelleher

Team Timex
@TeamTimex

QR Main Feed
@QuintanaRooTri

GEOMETRY CHART

	seat tube c-t	top tube	head tube	head tube angle	seat tube angle	standover	wheel size	stack	reach
Shift Series **									
S	49	50	9	72	78.5	73.2	700	49.7	39.6
M	51	52	9	72	78.5	73.2	700	49.7	42
ML	53	54	11	72	78.5	75.1	700	51.7	43.8
L	56	56	14	72	78.5	79.3	700	54.5	45.2
Fit Series ***									
XS	50	49	10	72.5	78	69.8	650	45.3	39.3
S	54	49	10	72.5	78	72.8	700	50.2	38.3
M	58	52	12.5	72.5	78	76.2	700	52.7	40.3
L*	62	55	16.8	72.5	78	80	700	56.8	42.4

* not available for Dulce
** Illicito, all CD0.1 models
*** Lucero, Seduza, Dulce, Kilo



QR POWERS TEAM TIMEX

KEEPS ON TICKING

This year we're unbelievably excited to sponsor Team Timex and be involved so quickly with so many great athletes. From the get-go, seminal products from both QR and Timex helped to define the sport of triathlon and set the standard for an expectation of innovation: QR brought the first aero triathlon-specific bike to market and we invented the tri-specific wetsuit. Timex put an absolutely iconic timepiece on the wrist of every serious triathlete. Now, we're back together.

Throughout the 2013 season, over 50 athletes from Team Timex will put our bikes to the test in every possible race course condition, from coast to coast, and in some of the best races on the international stage. The partnership has already given us a chance to collect great input on design from an influential and in-tune group of Timex triathletes, providing us valuable insight to convert directly into bona fide performance-tuning. As the season progresses, and as fans of the sport, we can't wait to


be a part of the events that are certain to ensue: triumphs and team records, our acclaimed CD0.1 bikes on center stage with age-groupers and elite athletes alike. Our partnership with Team Timex is more than an exchange of logos. It's an exchange of ideas and a blatant excuse to continue our support of a sport that continues to give back to us in spades.




QUINTANA ROO

WINNING. BROUGHT TO YOU BY QUINTANA ROO.

In 2012, we had more pro, elite and age-group wins than ever. Social media has allowed us to track that better than before. Join the mix. Follow us and our pros on Twitter. You'll see that #QrwinsAgain is going to continue to trend in 2013, especially if you update us on your racing as well.

 @QuintanaRooTri

 QuintanaRooTri.blogspot.com

www.QuintanaRooTri.com



Cait Snow
Winner, 70.3 Rhode Island

