SRAM Road

Welcome to the 2009 SRAM road collection. Featured within these pages are three complete component gruppos, each different in their materials, combinations, and details, but all sharing the same purpose: to bring precision, durability, and ease of actuation to you in a light, ergonomic, and aerodynamic package that has no match.

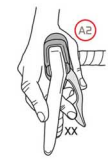



QUICK STEP













Shifting Positions

Upshifting from the:
A1 Hoods
B1 Drops
C In Sprint

Downshifting from the:
A2 Hoods
B2 Drops

DoubleTap® Technology

What It Is: DoubleTap® is the flagship technology leading SRAM's road gruppo revolution. It's a simple yet elegant and advanced system that addresses issues that serious cyclists have faced for decades - issues that have forced compromises in performance, comfort, and weight - with a truly revolutionary new shift/brake lever design.

What It Does: DoubleTap® makes changing gears easier and faster, eliminating the cumbersome and awkward engagement associated with two-lever systems. DoubleTap's single-lever design handles up- and downshifts in one short, sweeping motion. Positive, accurate, and fast shifting is accomplished with minimal effort and maximum comfort no matter where you are on the bars.

How It Works: DoubleTap® uses two pawls, one for holding the ratchet wheel, and one for transporting it up and down through the gear change. The pawls are arranged in a way so that they can leapfrog each other depending on how far, and with how much pressure, you push the shift lever. With short, rapid taps the transport pawl (04) moves the ratchet wheel (02) up through the shifting range. Downshifting comes via a longer sweep of the lever (in the same inward direction you upshift, but to an ergonomically maximized 15° angle) with the holding pawl (03) and the transport pawl leapfrogging each other quickly and smoothly.

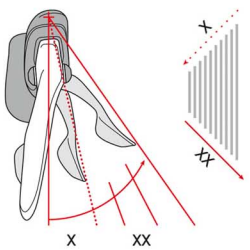
Location, Location, Location: DoubleTap's one-motion unidirectional levers (05) work flawlessly no matter what position you're shifting from. Its double-articulated design (01), which is completely separate from the brake pivot, is easily engaged from the hoods or the drops, but unlike all other forward controls, DoubleTap® also lets you pull the shift lever in against the bars so you can upshift while sprinting or attacking without giving up a firm grip or being forced into a power-robbing posture. This zero-compromise competitive advantage is worth its weight in gold whether you're racing for prizes, bragging rights, or championships.

Divide and Conquer: On DoubleTap® controls, the brake and shift levers are completely independent, each operating with their own pivot points. This not only allows for the aforementioned multiposition functionality of the shift lever, it also eliminates the risk of engaging either the brakes or shifters unintentionally - an unfortunate side effect of other shift/brake lever designs.

What It Means To You: The efficient and ergonomic design reduces weight and eliminates bulk while adding comfort. You can shift from any position on the bars, even while sprinting, giving you a critical advantage over your competition, and our new single-lever mechanism also lets you shift faster, easier, and with more accuracy, without risk of scrubbing speed or losing your grip. DoubleTap® is the cornerstone of SRAM's assault on road biking. It's a new way of shifting - and a new way of thinking - that will put you ahead of the competition, no matter where you find it.

01 Double-Articulated Design
02 Ratchet Wheel
03 Holding Pawl
04 Transport Pawl
05 Shift Lever

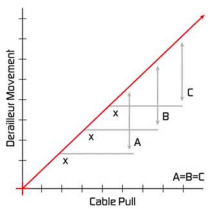
X: Short taps deliver rapid upshifting from the hoods, the drops, or in full sprint.
XX: A slightly longer sweep of the same inboard lever downshifts gears quickly, smoothly, and easily.



Technologies and Features

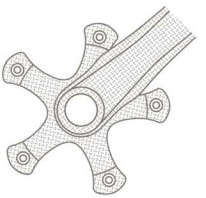
Exact Actuation™

It's a simple concept: precision equals consistency equals victory. We took a hard look at how we could improve upon an already outstanding rear derailleur design and came up with Exact Actuation, an innovation unique to SRAM Red, SRAM Force, and SRAM Rival gruppos. Exact Actuation replaces the slop and variation found in normal rear derailleurs with a system that features an identical 3mm adjustment between each gear in the 10 speed shifting range. This consistent, precise adjustment means smoother, faster, and better shifting with no variation in pull effort from gear to gear.



Integrated Carbon Spider

SRAM's new SRAM Force and SRAM PowerMeter Pro™ Cranksets are based on our new integrated carbon-spider design. The drive-side crank arm is formed with a 6K carbon-weave fabric, creating the type of strong, seamless, and flex-free structure that competitive cycling demands. As well as being exceptionally stiff, the integrated carbon spider means that the SRAM Force Crankset weighs less than cranks that utilize traditional construction techniques. Power transfer is enhanced, effort is reduced, and your riding is improved.



Materials



Carbon:

Thanks to our own dedicated carbon-manufacturing facility, we've mastered the fine art of making this exotic substance do exactly what we want it to. Its strategic use throughout the SRAM Red, SRAM Force, and PowerMeter components shaves weight, saves effort, and adds structural stiffness, adding up to quicker, better, and more precise response and power transfer.

- 6000 filaments per thread
- Light and stiff



Titanium:

Without a doubt, one of the strongest and lightest materials in use today, titanium sacrifices nothing when it comes to delivering performance and technological advantages unseen in other metals. Its resistance to corrosion and wear are second only to platinum and we're glad we could put it to good use here in the SRAM Red and SRAM Force lines.

- Aerospace-engineered, with an unmatched strength-to-weight ratio
- Corrosion-resistant

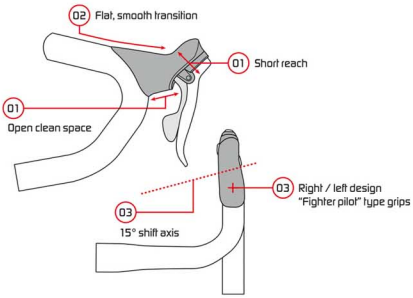
Ergonomics

From an industrial-design standpoint, we faced two challenges when developing the new forward controls for our road gruppos. First, we needed to condense all that technology into a small, light package, and second, we wanted to make it the most comfortable and user-friendly interface cycling has ever seen. Ergonomics became a primary concern that we attacked from three equally important directions.

01 Access:
A short reach to the levers, open clean space under the hoods, and smooth, spacious handles provide easy access.

02 Transition:
A flat, smooth transition from the hoods to the bars prevents cramping and fatigue while offering a greater range of riding positions.

03 Interface:
Inspired by fighter-pilot grips, the SRAM Force DoubleTap® Controls feature asymmetric handles with 15° shift axes and optimized hood-nose shapes for unmatched comfort.



13
Al
26.98

Aluminum:
Heavily utilized thanks to its light weight, durability, and strength, aluminum is a go-to material in both the SRAM Force and SRAM Rival gruppos. Check out SRAM's Open Core Technology on the new SRAM Rival Crankset for a window into where we're heading with this legendary metal.

- Lightweight
- Durable and strong

12
Mg
24.31

Magnesium:
Magnesium provides a significant strength-to-weight advantage over other metals and alloys. It has proved itself via widespread use in aerospace and exotic automotive applications and is a natural choice when high performance is your main concern.

- Superior strength and light weight
- 1/3 the weight and 2/3 the density of aluminum


willyoumaketheleap.com
Santini
ASTANA
TREK


GIRO

See Red. When the pursuit of victory becomes so focused and single-minded that nothing else matters.

Inspired by the search for competition-vanquishing advantages, SRAM has created a world where high-performance race-ready componentry is taken one step beyond. SRAM Red is a living lab focused on the design, development, and improvement of already-revolutionary technology.

SRAM Red components are crafted with three major ideas in mind:

- Light weight: Engineered materials with a balanced minimalist design. The first true sub-1900g* gruppo!
- Higher efficiency: Component interaction, customizability and adjustment, feel, geometry, ergonomics, and fine-tuned gear ranges mean you go faster, longer, with less energy.
- Advanced materials: From materials like carbon, titanium, and ceramic bearings all the way to standard-setting surface finishes.

SRAM Red's holistic approach delivers unmatched responsiveness and optimized gruppo performance with innovative design and feel. SRAM Red is produced in limited runs for riders who truly appreciate and demand every possible advantage.



* with BB30

SRAM RED




SRAM
Red
SRAM
Red

SRAM Red

DOUBLETAP® CONTROLS

Competition improves the breed: SRAM Red DoubleTap® controls break new ground in materials applications and design for even better performance and customized comfort.

Driven by the project's goals of light weight, higher efficiency, and advanced materials, for the second year in a row we've created the lightest, most advanced shifter in the world. Built around SRAM's revolutionary DoubleTap® technology, the new SRAM Red DoubleTap® controls are designed to exceed the needs of even the most serious racers. The SRAM Red Shifter uses a highly developed version of DoubleTap®, which is enhanced by new pawl geometry that results in zero-loss travel. Additionally, the SRAM Red front shifter mechanism gains a new trim feature to optimize chainring selection. With less effort, SRAM Red controls deliver faster shifts, more precisely.

The shifter's ergonomic design factors in comfort and light weight, with a ground-breaking brake and shift lever reach adjustment capability that allows you to achieve a more natural, aggressive, and comfortable riding position. Additional refinements in the lever's design further improve shifting efficiency and performance, as does an even lower weight than its already-light SRAM Force counterpart. These refinements include Dual Cable Routing, so no matter what type of bars you use, you don't have to compromise comfort for performance. SRAM Red DoubleTap® controls also take advantage of a redesigned trim feature that gives you precise adjustment and greater compatibility with the big ring. For riders who want it all, your next gruppo begins here.

SRAM Red controls get even more smooth with the addition of GORE® RideOn® cables. The cables are engineered for the most demanding applications to meet most rigorous performance requirements of all riders. The cables feature a patented coating technology that significantly lowers friction, producing quick, precise and predictable movements.



01 Proprietary DoubleTap® mechanism with ZeroLoss™ technology delivers smooth up- and downshifts in one motion

02 Revolutionary ergonomic design is comfortable, **with the added benefit of custom-tunable reach adjust**, while weighing only 280g

03 Ultra-strong carbon brake lever and shift lever are light, stiff, and comfortable

Technology	DoubleTap® with ZeroLoss Technology
Speeds	10 rear / Double FC front
Weight	280g
Material	Carbon Brake Lever / Carbon Shift Levers
Compatibility	SRAM Red, SRAM Force, and SRAM Rival Front and Rear Derailleurs SRAM and industry-standard 10 speed cassettes


SRAM
EXACT ACTUATION



SRAM Red

REAR DERAILLEUR

Material makes the difference: Exact Actuation™ combined with materials upgrades yields world-beating performance and weight savings.

Light weight, precision, and fluid performance put the new SRAM Red Rear Derailleur in a class of its own. Based on the already-superior design of the SRAM Force Rear Derailleur, the Red offering delivers even greater advantages thanks to a diet of structural carbon and titanium. Hybrid ceramic bearing pulleys and titanium parallelogram pivot bearing refinements further supercharge the overall component speed, accuracy, and durability. Amazingly, these design choices yield an astonishing 153g mechanism.



01 Exact Actuation means precise, even gear changes throughout the shifting range

02 Carbon-fiber cage and carbon-fiber inner link provide strength and light weight

Technology	Exact Actuation
Speeds	10
Weight	153g
Material	Aluminum B-Knuckle, Carbon-Fiber Inner Link, Titanium Parallelogram Spring, Ceramic Cartridge Bearing, Carbon-Fiber Cage, BlackBox™ Ceramic Bearing Pulleys
Compatibility	Max tooth 28T

FRONT DERAILLEUR

SRAM's Red Front Derailleur takes precision shifting to its limits, offering the smoothest up- and downshifting. Bolstered by a NEW hardened titanium cage, shifting and trimming are fast, easy, and smooth as silk across the entire range for both traditional and compact ring sets.



01 SRAM actuation maintains proper balance between upshifting and downshifting

Technology	SRAM actuation
Speeds	Double front chainring
Weight	58g braze-on, 72g clamp-band
Material	Aluminum / Hardened Titanium Cage
Compatibility	50/34, 50/36, 53/39, max 16T


SRAM
Red

SRAM Red

CRANKSET

Putting the power to the pavement: the stiff, smooth, and strong SRAM Red Crankset is poised to dominate.

Fatigue, flex, and friction, enemies all, and they'll rob you of speed and performance over both the short and long hauls. The SRAM Red Crankset does its part to keep them from affecting your ride. The integrated carbon spider's design is lightweight and extremely stiff, allowing for instant, efficient power transfer.

Speed-sapping friction? The Red Crankset virtually eliminates it with new hybrid ceramic bearings housed within the GXP™ BB's case. Ceramic bearings ride in a stainless steel race, are more efficient, use a lighter seal, and are lighter, stiffer, and longer-lasting than normal bearings.

Matched to the new crankset is an equally revolutionary pair of chainrings. Optimized exclusively for Red components, they're stiffer than anything ever before, for greater efficiency as well as incredible power-transfer ability.

The end result: a crank that's evolutionary in its design and revolutionary in its ability to put you at the front of the pack no matter which size you choose.

NEW: BB30 BOTTOM BRACKET

NEW larger diameter bottom bracket (BB) delivers weight saving stiffness.
The SRAM Red group is now the worlds first sub 1900g.

A new international standard option to the bottom bracket market is the BB30, which delivers several advantages over the current 24mm's. From improved stiffness to a narrower profile, numerous leading manufacturers have adopted this new option. SRAM will offer the BB30 in its 2009 product line as part of the RED gruppo, providing both crank and bottom bracket availability.







01 The integrated carbon-spider construction is light and stiff for greater power transfer with less effort

02 New Red PowerGlide™ chainrings are designed to professional-grade shift, stiffness, and durability standards

The facts of BB30:

- **Narrower profile (low Q)**
- **Lighter than standard 24's**
- **Improved stiffness**
- **Larger bearings**
- **Longer bearing life**

Arm Material	Carbon
Chainring Material	AL 7075-T6 Aluminum / Alloy Chainring Bolts
Weight	760g w/ BB
Available Arm Lengths	165, 170, 172.5, 175, 177.5mm
Available Ratios	53/39 and compact drives 52/36 and 50/34
Compatibility	GXP Team BB w/ BlackBox™ Ceramic Bearings


SRAM
Lock 40 Nm
10-10-12-15-17-19-21-24-28-33-39-45-52

SRAM Red

OG 1090 CASSETTE

We took the standard cassette and turned it inside out!

There are times when the simplest solution is the best one. In the case of the new OG 1090 Cassette, simplicity also means elegance, efficiency, and performance. We took up the challenge of re-engineering the cassette from a component made up of many parts down to stripped-down but exceptionally strong set of cogs that stick firmly to SRAM Red's core principles of light weight, higher efficiency, and maximized technologies.

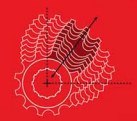
The main cogset of the OG 1090 cassette is machined out of a single forged form that is heat treated and then shaped in a complex series of CNC-guided operations never before seen in this type of application. This is truly a revolutionary design that will take you by surprise with its ingenious simplicity. The sprockets themselves (including two free cogs) have all been designed with SRAM's proprietary OpenGlide™ design for smooth-as-silk up- and downshifts. Weight, stiffness, and strength-wise, the radical OG 1090 Cassette delivers titanium's desireable weight, with solid steel's superior strength and stiffness.

PowerDome Technology



- lightweight: Innovative CNC'd chromoly steel construction.
- Durable: 35% harder than titanium! Capped with a premium electroless nickel finish.
- Stiff: 15% stronger that its nearest competitor due to the one piece construction.

OpenGlide Technology



- OpenGlide technology allows for the smoother transition between gears when up- and downshifting
- OG 1090 design merges stiffness, durability, and simplicity in a revolutionary new package

Speeds	10
Weight	155g / 11-23, 166g / 11-26
Recommended Chain	PC 1090R, PC 1090, PC 1070
Lock Ring Material	Aluminum Anodized
Sprocket Material	Heat-Treated Steel
Available In	11, 12, 13, 14, 15, 16, 17, 19, 21, 23 11, 12, 13, 14, 15, 17, 19, 21, 23, 25 11, 12, 13, 14, 15, 17, 19, 21, 23, 26 11, 12, 13, 14, 15, 17, 19, 22, 25, 28

PC 1090 POWERCHAIN™

Integration means domination: a chain designed for specific and seamless use with OpenGlide™ technology.

"A chain is only as strong as its weakest link" - SRAM took this to heart when we designed our innovative new 10 speed PowerChain featuring the PowerLock™ connecting link. The HollowPin™ construction provides smooth, precise shifting and weight savings without sacrificing strength. Plus, it's the only 5.9mm chain with a secure, tool-less attachment device that you'll find in cycling today.

PowerLock™ Technology



- PowerLock connecting link PC 1090
- HollowPin construction allows for uncompromised performance, strength, and light weight
- Compatibility extends to industry-standard 10 speed systems
- Easy-to-use tool-less connection is reliable and unique to SRAM

Compatible Gears	10
Model	PC 1090
Closing Link	PowerLock
Outer Plate	Nickel silver
Inner Plate	Nickel silver
Pin Treatment	Chrome-hardened pins
Recommended Group	SRAM Red / SRAM Force / SRAM Rival, HG, EXA-Drive compatible
Chain Weight	257g (114 links)

SRAM Red™



BRAKESET

Fine-tuned stopping power you can depend on: the SRAM Red Brakeset.

The perfect complement to the Red gruppo's ability to gather and maintain speed, the Red Brakeset offers superior stopping power and modulation in a light, wind-cheating package. Based on a new, upgraded version of SRAM's race-proven skeletonized Dual Pivot design, these brakes bring cold-forged aluminum arms, alloy pivot bolts, and an easy-to-adjust padset together for maximum effectiveness with minimum weight. Plus, modulation and power control are feather-light and extremely weather-proof, a benefit of their new high-precision bearings.



01 Dual Pivot design increases braking power and enhances progressive feel

Technology	Skeletonized Dual Pivot design w/ convex washers
Weight	265g
Material	Cold-Forged Arms / Alloy Pivot Bolt
Pad / Holder	SRAM compound w / adjustable cartridge holder (Carbon rim pad option available)
QR	Indexed


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SRAM FORCE™

Jump in with both feet. Swing for the fences. Shoot for the moon. All clichés aside, when we decided to create a road gruppo, there was only one way - the SRAM way - for us to do it. If you haven't already seen or heard of it, let us introduce you to the SRAM Force gruppo. SRAM Force is the pinnacle: a cost-be-damned collection of components, led by our revolutionary DoubleTap® controls, designed for professionals who value innovation and who seek out each and every competitive advantage they can get. If you live, ride, and thrive at the far end of the cycling spectrum, SRAM Force is for you.



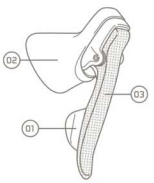

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SRAM



DoubleTap® Controls

SRAM Force DoubleTap® controls put the revolutionary competitive advantage of DoubleTap® technology right at your fingertips. SRAM Force maintains its carbon looks, super lightweight, and ProTour proven durability. Added this year is Zero Loss shifting, which engages front shifts immediately. And, like SRAM Red, SRAM Force moves the front trim position to the big ring. Added cable routing options allows for both brake and shifter cables to run along either side of the handlebar. **SRAM Force also incorporates the popular reach adjust feature**, which SRAM invented, and allows riders to customize their brake and shift levers. Now every rider has a choice on positioning their DoubleTap® levers. SRAM Force DoubleTap® controls utilize single levers that move in one direction for both up and downshifting, seamlessly and ergonomically combined with dedicated levers for braking; the shift lever is close to the bar with an optimized 15° sweep, providing the rider with superior drivetrain control even in the most demanding competitive situations.

01 Proprietary DoubleTap® technology delivers smooth up- and downshifts in one motion
02 Ergonomic design is comfortable, aerodynamic, and hides all cables, while weighing only 303g
03 Carbon Brake Lever and Magnesium Shift Lever are light, stiff, and comfortable



Technology	DoubleTap®
Speeds	10 rear / Double FC front
Weight	303g
Material	Carbon Brake Lever / Magnesium Shift Lever / Titanium
Compatibility	SRAM Red, SRAM Force and SRAM Rival Front and Rear Derailleurs SRAM and industry-standard 10 speed cassettes





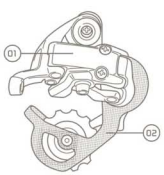
Rear Derailleur

Crisp, clean, correct shifting, always: the most precise gear change in cycling is here in the new SRAM Force Rear Derailleur.

The SRAM Force Rear Derailleur represents the same design philosophy that yielded our best-in-class products for the MTB market. The SRAM Force Rear Derailleur takes advantage of Exact Actuation™, an actuation ratio that delivers precise 3mm shifts in every gear along with the widest range of adjustment available, delivering the best 10 speed performance in the sport.

The SRAM Force Rear Derailleur is crafted with cutting-edge materials, including a carbon-fiber outer cage and a magnesium inner link, resulting in an impressively light 178g weight.

01 Exact Actuation means precise, even gear changes throughout the shifting range
02 Carbon-fiber outer cage and magnesium inner link provide strength and light weight



Technology	Exact Actuation
Speeds	10
Weight	178g
Material	Aluminum B-Knuckle, Magnesium Inner Link, Carbon / Aluminum Cage
Compatibility	Max tooth 28T

Front Derailleur

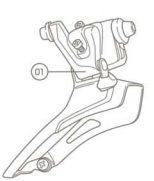
Light materials and light-effort shifting deliver a heavy advantage.

The SRAM Force Front Derailleur achieves the critical balance between positive downshifts and light-action upshifts. It features a unique SRAM actuation ratio, professionally engineered cage design, and intuitive adjusters, maximized for 10 speed drivetrains. Working in tandem with the SRAM Force DoubleTap® controls, the SRAM Force Front Derailleur also allows you to trim your shifting for seamless gear changes across multiple cogs.

One size fits all on the new SRAM Force Front Derailleur: utilizing a standardized design that shifts perfectly with both traditional-size chainrings as well as the new popular compact-size ring sets, the new SRAM Force Front Derailleur establishes itself as a legitimate high-performance product.

Available in both braze-on and clamp-band mounting.

01 SRAM actuation maintains proper balance between upshifting and downshifting



Technology	SRAM actuation
Speeds	Double front chainring
Weight	88g braze-on, 102g clamp-band
Material	Aluminum / Steel Cage
Compatibility	53/39, 50/36, 50/34, max 16T



Crankset

Competition-focused technology for serious riders: light weight, strength, and durability come together in the SRAM Force Crankset.

Thanks to its integrated carbon-spider design, the SRAM Force Crankset weighs in at only 791g with BB. A 6K carbon weave, developed and perfected in our own dedicated carbon-fiber manufacturing facility, allows for a one-piece design that's lighter and stiffer than traditional cranks. The arms are finished with a woven graphite sheet and clear coat for a deep, lustrous finish. The SRAM Force Crankset uses our exclusive hard-anodized PowerGlide™ chainrings for long-lasting performance.

01 The integrated carbon-spider construction is light and stiff for greater power transfer with less effort
02 PowerGlide chainrings are competition proven with long-lasting finishes

Arm Material	Carbon / 6K weave
Chainring Material	NEW / PG Chainrings w/ Hard-Anodized Coating / Alloy Chainring Bolts
Weight	791g full size / 780g compact (w/ BB)
Available Arm Lengths	170, 172.5, 175, 177.5mm
Available Ratios	53/39 and compact drives 50/36 and 50/34
Compatibility	GXP™ Team BB



SRAM FORCE



Brakeset

The only brakes strong enough to control the SRAM Force gruppo.

The new SRAM Force Brakeset was designed with light weight, performance, and streamlined aesthetics as our guiding principles. Featuring Dual Pivot performance and a proprietary pad compound, the SRAM Force Brakeset delivers high power with low weight. Intelligent engineering combines cold-forged arms, titanium main pivot bolts, and a powerful return spring for positive engagement and release.

01 Dual Pivot design increases braking power and enhances progressive feel



Technology	Skeletonized Dual Pivot design with convex washers
Weight	280g
Material	Cold-Forged Arms / Titanium Pivot Bolt
Pad / Holder	SRAM compound with adjustable cartridge holder
QR	Indexed





OG 1070 OpenGlide™ Cassette and PC 1070 PowerChain™

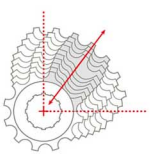
Integration means domination: a chain and cassette combination that could only come from SRAM.

To take full advantage of the power and promise of the SRAM Force gruppo, you need a cassette and chain that are up to the task. With the new OpenGlide 1070 Cassette's semi-spidered design, we've removed specific sections of material from the smaller cogs, creating a cogset that shifts efficiently and positively in all situations.

"A chain is only as strong as its weakest link" - SRAM took this to heart when we designed our innovative new 10 speed PowerChain featuring the PowerLock™ connecting link. The HollowPin™ construction provides smooth, precise shifting and weight savings without sacrificing strength. Plus, it's the only 5.9mm chain with a secure, tool-less attachment device that you'll find in cycling today.

OpenGlide Technology

The unique, simple, and efficient removal of material from each of the smaller cogs in the cassette allows the smoother transition between gears when up- and downshifting.

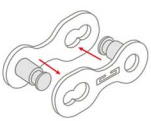


- OpenGlide technology allows for the smoother transition between gears when up- and downshifting
- Semi-spidered design is light, strong, and efficient

Speeds	10
Recommended Chain	PC-1090R, PC-1090, PC-1070, PC-1050, PC-1030
Sprockets on Spider	3
Lock Ring Material	Forged 7000 Series Alloy
Sprocket Material	Heat-Treated Steel
Cassette Weight	210g (11-23)
Available In	11, 12, 13, 14, 15, 16, 17, 19, 21, 23 11, 12, 13, 14, 15, 17, 19, 21, 23, 25 11, 12, 13, 14, 15, 17, 19, 21, 23, 26 11, 12, 13, 14, 15, 17, 19, 22, 25, 28 12, 13, 14, 15, 16, 17, 19, 21, 23, 25 12, 13, 14, 15, 16, 17, 19, 21, 23, 26 12, 13, 14, 15, 16, 17, 19, 21, 24, 27

PowerLock Technology

SRAM's unique, tool-free PowerLock connecting pin is light, quick, and easy to use.



- HollowPin construction allows for uncompromised performance, strength, and light weight
- Compatibility extends to industry-standard 10 speed systems
- Easy-to-use tool-less connection is reliable and unique to SRAM
- PowerLock connecting link

Compatible Gears	10
Model	PC 1070
Closing Link	PowerLock
Outer Plate	Nickel silver
Inner Plate	Gray
Pin Treatment	Chrome-hardened pins
Recommended Group	SRAM Force / Shimano® 10 speed compatible
Chain Weight	257g (1070 / 114 links)

willyoumaketheleap.com



SRAM RIVAL

SRAM launched SRAM Rival, along with SRAM Force, in 2006. For 2009 both will be re-launched with several added features and technology upgrades. Obviously the polished black anodized finish of the new SRAM Rival sets it apart, but that's only the beginning. Borrowing from SRAM's professional level RED group, SRAM Rival now features a sleek carbon brake lever, Zero Loss shifting, multiple cable routing options, and reach adjust for both the shift and brake levers.

The new carbon brake lever lightens the control by 40 grams, delivers better tactile feel, and just looks pro. Zero Loss front shifting engages shifts immediately and can be found on SRAM Rival front only. Additionally, SRAM Rival moves the front trim position to the big ring. Added cable routing options allows for both brake and shifter cables to run along the front or back of the handlebar.

SRAM's popular reach adjust feature, available only on SRAM's DoubleTap® shift levers, allows riders to customize their SRAM brake and shift levers for a perfect fit. Whether its smaller hands, Cross racing, or just customizing your lever spacing, every rider now has a choice on positioning their levers.

SRAM introduced OCT (Open Core Technology) into MTB and then brought it to road. Now it's lighter, stiffer and sexier in the new SRAM Rival line-up. The hollow-forged aluminum cranks lose 40 grams from its predecessor, and comes in 110 and 130 BCD. Crank lengths range from 165 to 180cm.




willyoumaketheleap.com



DoubleTap® Controls

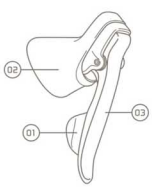
Durable, light, and lightning fast: the gear change that will change the way you ride.

Built around SRAM's DoubleTap® technology, SRAM Rival DoubleTap® controls offer a performance advantage that other competition-level shifters can't touch. Added this year is Zero Loss shifting, which engages front shifts immediately. And, like SRAM Red, SRAM Rival moves the front trim position to the big ring. Added cable routing options allows for both brake and shifter cables to run along either side of the handlebar. **SRAM Rival also incorporates the popular reach adjust feature**, which SRAM invented, and allows riders to customize their brake and shift levers.

Now every rider has a choice on positioning their DoubleTap® levers. SRAM Rival DoubleTap® controls utilize single levers that move in one direction for both up and downshifting, seamlessly and ergonomically combined with dedicated levers for braking; the shift lever is close to the bar with an optimized 15° sweep, providing the rider with superior drivetrain control, even in the most demanding competitive situations.

01 Proprietary DoubleTap® technology delivers smooth up- and downshifts in one motion
02 Ergonomic design is comfortable, aerodynamic, and hides all cables, while weighing only 320g
03 Aluminum brake and shift levers are light, strong, and comfortable

Technology	DoubleTap®
Speeds	10 rear / Double FC front
Weight	320g
Material	Carbon Brake Lever / Aluminum Shift Lever
Compatibility	SRAM Red, SRAM Force and SRAM Rival Front and Rear Derailleurs Industry-standard 10 speed cassettes





Crankset
OCT Crankset

Putting the power to the road.

The SRAM Rival OCT Crankset shows the way forward for any serious cyclist, putting power to the road while saving weight at the same time. Utilizing Open Core Technology, the OCT Crankset's crank arms are hollow-forged out of AL-6066 alloy for maximum strength and mount our new PowerGlide™ 10 speed chainrings. The package, weighing only 830g, is finished off with SRAM's GXP™ bottom bracket, which has been designed to increase power transfer and rigidity while reducing component wear. For riders who want the power transfer and performance but don't demand the weight savings, SRAM offers the SRAM Rival crankset in a solid-core version.



01 OCT construction is stronger and lighter than standard solid-core alloy cranks
02 PowerGlide chainrings are competition proven with long-lasting finishes

Arm Material	AL-6066/Polished
Chainring Material	PG Chainrings w/ Hard-Anodized Coating
Weight	830g w/ BB
Available Arm Lengths	165, 170, 172.5, 175, 177.5, 180mm
Available Ratios	53/39 and compact drives 50/36 and 50/34
Compatibility	GXP Team BB



Rear Derailleur

Supercharged shifting with bulletproof precision.

Sacrifice nothing...not durability, dependability, or performance - nothing. The SRAM Rival Rear Derailleur matches SRAM's Exact Actuation™ with tried-and-true competition-proven design and construction. Exact Actuation delivers even gear changes over the entire shifting range via a precise 3mm adjustment from gear to gear. Maximized for 10 speed systems, the SRAM Rival's design is descended from SRAM's legendary MTB rear derailleurs. It weighs only 188g but features an all-aluminum B-Knuckle inner link and cage that can stand up to any serious rider's demands.



01 Exact Actuation means precise, even gear changes throughout the shifting range
02 Aluminum cage and inner link allow for weight savings with added structural integrity

Technology	Exact Actuation
Speeds	10
Weight	188g
Material	Aluminum B-Knuckle, Inner Link, and Cage
Compatibility	Max tooth 28T



Front Derailleur

Crucial componentry.

The SRAM Rival gruppo is a whole that's truly greater than the sum of its parts. Key to its seamless and precise performance is the SRAM Rival Front Derailleur. Designed to work in perfect concert with the Rival Rear Derailleur's Exact Actuation, it utilizes a professionally engineered cage design with intuitive adjusters for truly unrivaled upshifts and downshifts. The SRAM Rival Front Derailleur is standardized for use with both traditional and compact ring sets and is available in braze-on or clamp-band mounting.



01 SRAM actuation maintains proper balance between upshifting and downshifting

Technology	SRAM actuation
Speeds	Double front chainring
Weight	88g braze-on, 102g clamp-band
Material	Aluminum / Steel Cage
Compatibility	53/39, 50/34, 50/36, max 16T



OG 1070 OpenGlide™ Cassette

OpenGlide, the key to smooth performance in competition and on the open road.

To take full advantage of the power and promise of the SRAM Rival gruppo, you need a cassette and chain that are up to the task. With the new OpenGlide 1070 Cassette's semi-spidered design, we've removed specific sections of material from the smaller cogs, creating a cogset that shifts efficiently and positively in all situations.

- OpenGlide technology allows for the smoother transition between gears when up- and downshifting
- Semi-spidered design is light, strong, and efficient



OpenGlide Technology
The unique, simple, and efficient removal of material from each of the smaller cogs in the cassette allows the smoother transition between gears when up- and downshifting.

Speeds	10
Recommended Chain	PC-1090R, PC-1090, PC-1070, PC-1050, PC-1030
Sprockets on Spider	3
Lock Ring Material	Forged 7000 Series Alloy
Sprocket Material	Heat-Treated Steel
Cassette Weight	210g (11-23)
Available In	11, 12, 13, 14, 15, 16, 17, 19, 21, 23. 11, 12, 13, 14, 15, 17, 19, 21, 23, 25. 11, 12, 13, 14, 15, 17, 19, 21, 23, 26. 11, 12, 13, 14, 15, 17, 19, 22, 25, 28. 12, 13, 14, 15, 16, 17, 19, 21, 23, 25. 12, 13, 14, 15, 16, 17, 19, 21, 23, 26. 12, 13, 14, 15, 16, 17, 19, 21, 24, 27.

PC 1030 PowerChain™

Integration means domination: a chain designed for specific and seamless use with OpenGlide technology.

"A chain is only as strong as its weakest link" - SRAM took this to heart when we designed our innovative new 10 speed PowerChain featuring the PowerLock™ connecting link. The HollowPin™ construction provides smooth, precise shifting and weight savings without sacrificing strength. Plus, it's cycling's only 5.9mm chain with a secure, tool-less attachment device.

- Compatibility extends to industry-standard 10 speed systems
- Reliable tool-less connection is unique to SRAM
- PowerLock connecting link



PowerLock Technology
SRAM's unique, tool-free PowerLock connecting pin is light, quick, and easy to use.

Compatible Gears	10
Model	PC 1030
Closing Link	PowerLock
Outer Plate	Nickel Silver
Inner Plate	Gray
Pin Treatment	Chrome-hardened pins
Recommended Group	SRAM Red / SRAM Force / SRAM Rival, Shimano® compatible
Chain Weight	277g (114 links)



Brakeset

Braking away.

With cold-forged arms, Dual Pivot design, and a proprietary pad compound providing the needed muscle, SRAM's Rival Brakeset gives you powerful stopping power and positive, progressive response. Lightweight materials, streamlined design, and a sleek finish all complement the performance, letting you scrub speed or stop on a dime whether you're racing, training, or warming up.



01 Dual Pivot design increases braking power and enhances progressive feel

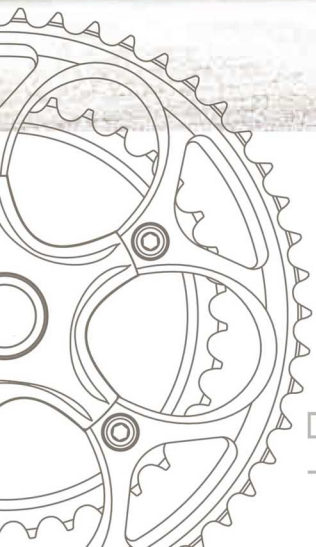
Technology	Skeletonized Dual Pivot design with convex washers
Weight	287g
Material	Cold-Forged Arms
Pad / Holder	SRAM compound w/adjustable cartridge holder
QR	Indexed

SRAM compact 50/34 compact 50/36

You are compact! If you are passionate about Cycling but do not make a living of it. If riding is your obsession, not your profession, and you do not have the time to train like a pro. Whoever you are, wherever you ride, compact* is the solution. When it gets down to winning in the mountains, even pros ride compact. Climb with a smile, without compromise.

*Def: The lightest double chainring system with the gear ratio of a triple crankset.





No mountain too steep

Every spare minute you have next to work, family and friends is all about cycling. Still this is not enough time to get in shape like a pro – but thanks to SRAM Compact no mountain will seem too steep. The 50/34 double chainring system gives you the racing look and the pro bike feel with the extra gear range to climb those nice 15 km passes in the Alps. SRAM Compact – the lightest chainring system with the benefits of a triple crankset.

50/34 11-28

Are you compact?

SRAM Compact - SRAM Red, SRAM Force and SRAM Rival Specifications

Groupset	Crank versions	Crank lengths	Cassettes
	50x34 52x36	165 170 172.5 175 177.5mm	11-23: 11-12-13-14-15-16-17-19-21-23 11-26: 11-12-13-14-15-17-19-21-23-26 **NEW for 2009** 11-25: 11-12-13-14-15-17-19-21-23-25 **11-28: 11-12-13-14-15-17-19-22-25-28**

Groupset	Crank versions	Crank lengths	Cassettes
	50x34 50x36	170 172.5 175 177.5mm	11-23: 11-12-13-14-15-16-17-19-21-23 11-25: 11-12-13-14-15-17-19-21-23-25 11-26: 11-12-13-14-15-17-19-21-23-26 **11-28: 11-12-13-14-15-17-19-22-25-28** 12-25: 12-13-14-15-16-17-19-21-23-25 12-26: 12-13-14-15-16-17-19-21-23-26 12-27: 12-13-14-15-16-17-19-21-24-27

Groupset	Crank versions	Crank lengths	Cassettes
	50x34 50x36	165 170 172.5 175 177.5 180mm	11-23: 11-12-13-14-15-16-17-19-21-23 11-25: 11-12-13-14-15-17-19-21-23-25 11-26: 11-12-13-14-15-17-19-21-23-26 **11-28: 11-12-13-14-15-17-19-22-25-28** 12-25: 12-13-14-15-16-17-19-21-23-25 12-26: 12-13-14-15-16-17-19-21-23-26 12-27: 12-13-14-15-16-17-19-21-24-27

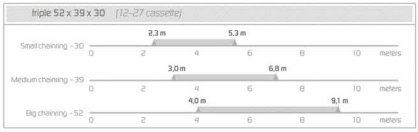


What does compact mean?

Just like standard cranksets, Compact uses 2 chainrings. But instead of having a 130mm bolt circle diameter (BCD), it has a 110mm BCD. This difference in bolt circle diameter enables you to mount smaller chainrings than on a standard crankset (compact chainrings are therefore not compatible with standard cranks). With a compact, 50x34 and 50x36 chainring combinations are now possible.

Road gear ratios *(based on common specifications)*:





Why choose compact?

- Compact offers simple and crisp shifting like a standard set up.
- You ride in a more comfortable position - Narrower Q-factor**.
- Climbing becomes painless – it is the lightest transmission combination on the market.
- Climbing is easy on the low gears and descending is fun on the harder gears – Thanks to the wide gear range.
- You take full advantage of your 20 gears - Fewer crossovers.

**Def: The Q-factor refers to the distance between the left and right pedals.

SRAM



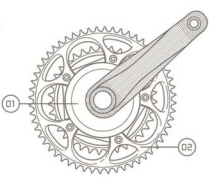


PowerMeter Pro™ (only available in North America)

The technology to train, the power to win.

For the first time ever, SRM, the leader in scientific cycling analysis, has partnered with a manufacturer to create a complete, integrated system focused on improving your ability to train for power. Introducing the new SRAM PowerMeter Pro. Power measurement is the most proven method for training with consistency and quality. The PowerMeter Pro utilizes SRM's own proven technology, which uses eight strain gauges for accuracy within +/- 2%. This enables athletes to scientifically manage the specifics of their personal program, avoid overtraining, and assess and interpret reactions to a variety of training and racing stimuli. The crankset itself was designed and developed for the PowerMeter; a high degree of stiffness and shifting accuracy are achieved in a clean, modular package.

01 The integrated carbon-spider construction is light and stiff for greater power transfer with less effort
02 PowerGlide™ chainrings are competition proven with long-lasting finishes



Arm Material	Carbon / 3K weave
Chainring Material	PG Chainrings w/ Hard-Anodized Coating / Alloy Chainring Bolts
Weight	865g w/ BB
Available Arm Lengths	170, 172.5, 175, 177.5mm
Available Ratios	53/39
Compatibility	GXP™ Team BB



S900 Crankset

Developed for precision, power, and performance.

The SRAM S900 offers a new option between the SRAM Rival OCT and the SRAM Force Crankset. The S900 utilizes SRAM's proven carbon-fiber construction along with a new forged alloy spider. This crank arm design was originally developed for the SRAM PowerMeter Pro and was used by the Saunier Duval team this season. The SRAM S900 includes our proven PowerGlide™ chainrings and GXP™ BB system. It comes in full-size and compact ratios and in multiple crank arm lengths.

Arm Material	Carbon / Forged Alloy Spider
Chainring Material	PG Chainrings w/ Hard-Anodized Coating
Weight	830g
Available Arm Lengths	165, 170, 172.5, 175, 177.5mm
Available Ratios	53/39, 50/36, 50/34
Compatibility	GXP



S300 Crankset

A lightweight crank that's simple, strong, and dependable.

The SRAM S300 puts the precision of PowerGlide shifting technology within easy reach. PowerGlide also gives you enhanced tooth profiles for quicker shifting and more precision. The crank arms are forged out of our AL-6061-T6 alloy material with a design that is beautiful, strong, and light. The addition of the Giga X Pipe™ offers a legendary and durable bearing design in a lightweight package. The SRAM S300 is available in both full-size and compact ratios and in multiple crank arm lengths.

Arm Material	AL 6061 T6 Alloy
Chainring Material	PG Chainrings w/ Hard-Anodized Coating / Alloy Chainring Bolts
Weight	900g
Available Arm Lengths	165, 170, 172.5, 175, 177.5, 180mm
Available Ratios	53/39, 50/34
Compatibility	GXP



Omnium Crankset

The purists' choice for street and track performance.

The new Omnium track crankset is the first external bearing track crank in the world. Designed for world-class track racing, but also at home as the ultimate "fixie" crankset, the Omnium features our strongest and stiffest alloy, 7050-T6. The full 5mm thick 7075-T6 chainwheel was developed for use only with 1/2 x 1/8 chains. Reports from our test riders suggest that this is the stiffest crank they've ever ridden.

Arm Material	Forged 7050 Alloy
Chainring Material	AL 7075-T6
Weight	825g
Available Arm Lengths	165, 167.5, 170, 172.5, 175, 180mm
Available Ratios	48
Compatibility	GXP

SRAM

TT

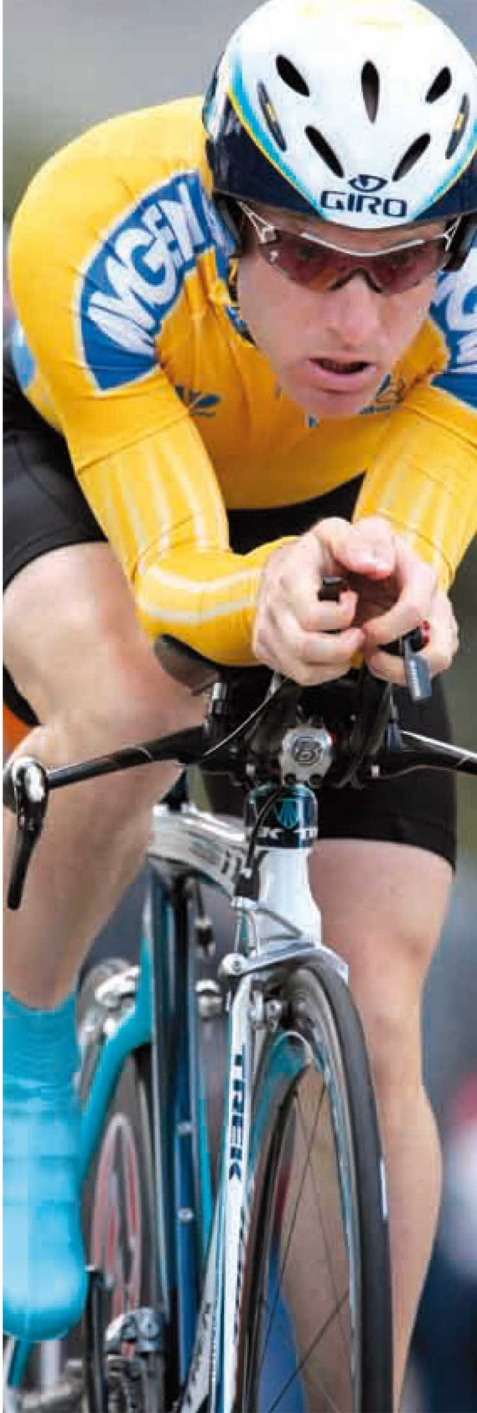
The same design philosophy that led to the revolutionary SRAM Red, SRAM Force, and SRAM Rival road gruppos has now been applied to time trials-specific controls. The SRAM TT Shifter and TT Brake Lever represent a real leap forward in performance, comfort and aerodynamics.



NEW SRAM TT Chainrings

NEW SRAM TT Chainrings – Late in 2008 SRAM will be releasing its 54 and 55 tooth TT chainrings. Already having won the time trial stage at this year's Amgen Tour of California, these PowerGlide™ rings have been aggressively adopted by all of our pro teams. All feature SRAM's hard anodized finish in tungsten grey. The 54 and 55 also add vertical material for strength and aerodynamics with bold 3X SRAM laser-etched graphics that look wicked fast.

Ratios	54 and 55 tooth
Weight	154g
Material	Aluminum
Compatibility	SRAM Red, SRAM Force and SRAM Rival Front and Rear Derailleurs





900 TT Shifter

More than just plug-and-play, it's the only carbon-fiber TT shifter you can buy.

Lightweight materials, easy attachment, and intuitive setup make them comfortable, but the real secret to the SRAM TT Shifter's performance is its unique ability to take advantage of SRAM's Exact Actuation™. An aggressively aerodynamic form that utilizes carbon fiber and aluminum sets the shifters apart in weight, wind resistance, and looks. When it comes to shifting in the tuck and on the fly, you can now have your cake and eat it too.

Speeds	10 rear / friction front
Weight	138g/pair
Material	Carbon-Fiber Pull Lever / Aluminum Top Cover
Compatibility	SRAM Red, SRAM Force and SRAM Rival Front and Rear Derailleurs



500 TT Shifter

NEW SRAM 500 TT shift levers – The SRAM 500 TT shift levers deliver all the features and performance of the original SRAM carbon TT shifter at a lower price. The 500's also include a three position stop - an internal adjustment 'coin' can be flipped and rotated for precise cable release tuning.

Speeds	10 rear / friction front
Weight	154g/pair
Material	Aluminum Pull Lever / Aluminum Top Cover
Compatibility	SRAM Red, SRAM Force and SRAM Rival Front and Rear Derailleurs



900 TT Brake Lever

Low profile and low weight mean low elapsed times.

Maximum aero-efficiency doesn't have to mean minimum comfort. The SRAM TT Brake Lever's ultra-thin, full-carbon-fiber form is shaped to slice through the air while also allowing for excellent hand fit. The addition of a return spring puts it in a class of its own.

Compatibility	SRAM Red, SRAM Force, and SRAM Rival Brakesets
Weight	99g/pair
Material	Carbon Fiber



500 TT Brake Lever

NEW SRAM 500 TT aero brake levers – SRAM's original TT brake levers delivered precise and real stopping power at a phenomenal 99 grams per pair and featured a positive action return spring. For the 500 TT levers, hot red anodized aluminum replaces carbon, adding minimal weight, but maintaining all the quality, stopping power and aerodynamics.

Compatibility	SRAM Red, SRAM Force, and SRAM Rival Brakesets
Weight	115g/pair
Material	Aluminum

SRAM



SRAM DoubleTap® 10 Flat-Bar Road Shifter

DoubleTap® technology makes the leap to performance flat-bar bikes with the new SRAM Flat-Bar Road Shifter. Smooth multi-gear upshifts and indexed single-gear downshifts are lightning-fast and a carbon-fiber clamp helps keep the lever's weight to a minimum. It features an adjustable lever for easy customization, as well as a dial gear indicator for quick reference.

Technology	DoubleTap®
Speeds	10 rear / 2 front
Material	Carbon Clamp / Aluminum Lever / Aluminum Housing
Compatibility	SRAM Red, SRAM Force and SRAM Rival Front and Rear Derailleurs



SRAM DoubleTap® 9 Flat-Bar Shifter

DoubleTap® technology makes the leap to performance 9 speed flat-bar bikes with the new SRAM Flat-Bar Shifter. Smooth multi-gear upshifts and indexed single-gear downshifts are lightning-fast. Only compatible with SRAM MTB 1:1 rear derailleurs, it features an adjustable lever for easy customization, as well as a dial gear indicator for quick reference.

Technology	DoubleTap®
Speeds	9 rear / 3 front
Material	Aluminum Clamp / Aluminum Lever / Aluminum Housing
Compatibility	SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs



SuperLight Bar Tape

Superlight bar tape blends durability, comfort, and breathability in a ultra-light package that maintains its performance no matter what you put it through.

Available In: Black, Grey, Blue, Yellow, Red

Supertech Bar Tape

For riders who want a smooth, stealthy alternative to traditional bar tapes, Supertech delivers: it looks good, lasts long, is easy to clean, and repels sweat and moisture.

Available In: Black, Silver, Carbon

Supercork Bar Tape

Cork: dependable, comfortable, and classic. Supercork is SRAM's take on a mainstay material for all-purpose bar tape.

Available In: Black, yellow, blue, white (w/ white hoods), and red (w/ red hoods)
NEW Pink Bar Tape
NEW Yellow (w/ Yellow hoods)
NEW Pink (w/ Pink hoods)



SRAM



Ceramic BB Bearings

SRAM's new hybrid Ceramic BB Bearings exceed the needs of even the most demanding riders. They offer a performance advantage over traditional bottom bracket bearings that's almost too great to believe. Besides being 10% lighter than standard bearings, ceramic bearings require an astonishing 78% less energy than the next most efficient BB on the market.

Ceramic bearings are more resistant to dirt and moisture and, when properly maintained, will outlast and outperform any other BB on the market. They utilize a lighter-than-normal seal along with stainless steel races and high-polish cups and have no equal when it comes to helping you reach terminal velocity more quickly and easily than ever before.

Weight	105g
Material	Ceramic Balls/Stainless Steel Races
Compatibility	SRAM and Truvativ®, GXP™ Cranksets
Availability	English or Italian threading

BLACKBOX technology



Ceramic Bearing Rear Derailleur Pulleys

The same hybrid ceramic cartridge bearings used in the new SRAM Red Rear Derailleur's upper and lower pulleys are also available as an upgradable accessory to "hop up" your current drivetrain. Make the leap to reduced friction, increased stiffness, lighter weight, and added durability with this secret weapon.

Weight	12g each
Material	Ceramic Balls/Stainless Steel Races
Compatibility	SRAM Red, SRAM Force, and SRAM Rival Rear Derailleurs
Availability	Sold as a pair (upper and lower pulley set)

BLACKBOX technology

Cassettes

No matter if your performance needs or riding style dictate that you run an 8, 9, or 10 speed drivetrain, the OG- and PG-series cassettes give you a full range of choices for light weight, strength, and precise shifting.

10 Speed Cassettes



SRAM Red

OG 1090
Available In
11-23, 11-25, 11-26, 11-28



SRAM Force
SRAM Rival

OG 1070
Available In
11-23, 11-25, 11-26, 11-28,
12-25, 12-26, 12-27

9 Speed Cassettes



PG 970
Available In
12-26, 12-23, 11-23, 11-21



PG 950
Available In
11-26, 12-26, 12-23

8 Speed Cassette



PG 850
Available In
11-26, 12-26, 12-23

Chains

Accurate shifting, excellent wear resistance, and superior durability with 8, 9, and 10 speed compatibility: the SRAM PowerChain™ II won't let you down.

10 Speed Chains

SRAM Red



PC 1090 R



PC 1090

SRAM Force



PC 1070

SRAM Rival



PC 1050



PC 1030



PowerLock™

9 Speed Chains



PC 991 HP



PC 991 XS



PC 991



PC 971



PC 951



PowerLink™ 9

8 Speed Chains



PC 890



PC 870



PC 850

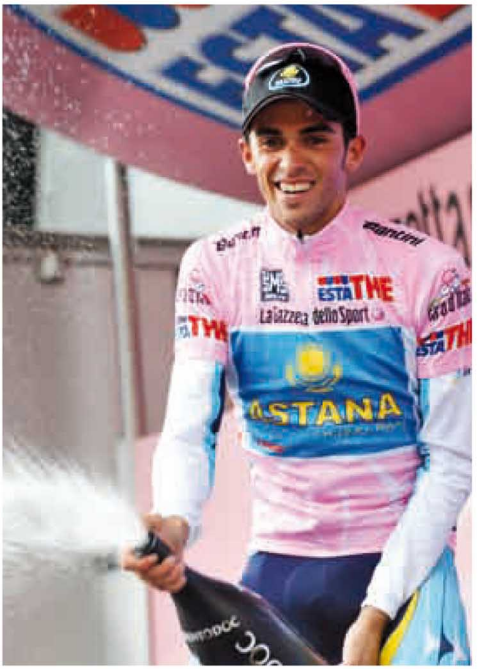


PC 830



PowerLink™ 8

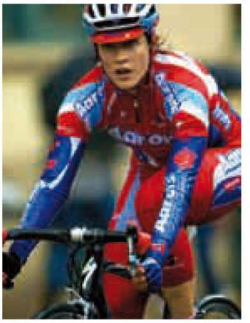



ESTATHE
La Gazzetta dello Sport
ASTANA






12
12















SRAM Racing
SRAM designers and engineers partner with an array of world class athletes and technicians in our ongoing effort to develop and construct competition-focused technologies that excel in the most demanding conditions. Below is a list of some of our key teams and athletes riding SRAM:

ROAD TEAMS
Astana (ProTour)
Saunier Duval-Scott (ProTour)
Agritubel (ProConti)

Team TIBCO (USA)
Specialized Designs for Women Team (SUI)
Aaron's (USA)
Atlas-Romer's Hausbäckerei (GER)
Auber 93 (FRA)
Bissel (USA)
Kelly Benefit/Medifast (USA)
Pralies (AUS)
Team Type 1 (USA)

JUNIOR AND UNDER 23 DEVELOPMENT PROGRAMS
Cycling Team Mastromarco (ITA)
Clif Bar Development Cyclocross Team (USA)
Fiordi Frutta Development Cyclocross Team (USA)
Heinz von Heiden – Saikls (GER)
Hot Tubes Junior Development Cycling Team (USA)
Johan Bruyneel Cycling Academy (USA/BEL)
Kazakhstan U23 Cycling Team (KAZ)
Saunier Duval-Scott U23 (ESP)
Team Rubicon-Livestrong (USA)

TRIATHLON IRONMAN
Andrea Brede (GER)
Kieran Doe (NZ)
Desiree Ficker (USA)
Michellie Jones (AUS)
Nicole Leder (GER)
Samantha McGlone (CAN)
Chris Lieto (USA)
Lothar Leder (GER)
Torbjørn Sindballe (DEN)
Normann Stadler (GER)

TRIATHLON OLYMPIC
Anja Dittmer (GER)
Tim Don (GBR)
Jan Frodeno (GER)
Brad Kahlefeldt (AUS)
Lagardère Paris Racing (FRA)
Triathlon (FRA)

CYCLOCROSS
Lyne Bessette (CAN)
Hanka Kupfernagel (GER)
Tim Johnson (USA)
Joachim Parbo (DEN)
Jeremy Powers (USA)
Malte Urban (GER)
Clif Bar Devo Team (USA)
Fidea Cycling Team (BEL)
ZZPR Cycling Team (NED)

Neutral Road Support (NRS)
SRAM's commitment to the many cycling & triathlon disciplines doesn't stop at the product level. At over 140 events around North America and Australia, Rain, snow or shine, athletes of every level are serviced by SRAM's Neutral Race Support program. Whether you're Down Under at the Herald Sun Tour, racing the B's at The USGP of Cross in Portland, or hitting out under the lights in Athens, GA, our guys will be at the ready to turn a wrench or lend a 404 and a push.

Photographers:

Dirk Belling
Michael Darter
Graham Watson
Kurt Jambretz
Chris Milliman
Roger Bennett
Roberto Bettini
Hennes Roth
Morgan Nicol

SRAM RED


Shifter


Rear Derailleur


Crankset


Ceramic BB


Front Derailleur


Brakeset


OG 1090 Cassette/ PC 1090 Chain

SRAM FORCE


Shifter


Rear Derailleur


Crankset


Bottom Bracket


Front Derailleur


Brakeset


OG 1070 Cassette/PC 1070 Chain

SRAM RIVAL


Shifter


Rear Derailleur


Crankset


Bottom Bracket


Front Derailleur


Brakeset


OG 1070 Cassette/ PC 1030 Chain

SRAM non-series


PowerMeter Pro


S900 Crankset


S300 Crankset


Omnium Crankset


TT Shifters


TT Brake Levers


Flat-Bar Road Shifter


Bar Tape


Ceramic BB Bearings


Ceramic RQ Bearings


OG 1090 Cassette


OG 1070 Cassette


PG 970 Cassette


PG 950 Cassette


PG 850 Cassette


10 Speed Chains


9 Speed Chains


8 Speed Chains

Gruppo Specifications

SRAM Red	Shifter	Rear Derailleur	Crankset	Bottom Bracket	Front Derailleur	Brakeset	Cassette	Chain
Technology	DoubleTap	Exact Actuation	Integrated Carbon Spider	GXP	SRAM Actuation	Skeletonized Dual Pivot Design w/ Convex Washers	OpenGlide	PowerLock Chrome-Hardened Pins
Speeds	10	10	2	NA	2	NA	10	10
Weight	280g	153g	760g with BB	105g	58g Braze-On 72g Clamp	265g	155g	257g (114 links)
Material // Finish	Carbon Brake Lever / Carbon Shift Levers / Titanium	Aluminum / Titanium / Ceramic / Carbon	Carbon / Alloy	CNC Alloy Cups / Ceramic Bearings // Polished	Aluminum / Hardened Titanium Cage	Cold-Forged Arms / Titanium Pivot Bolt / SRAM Compound w/ Adjustable Cartridge Holder	Aluminum Anodized / Heat-Treated Steel / Titanium // Nickel / Chrome Plated	Nickel Silver
Compatibility	SRAM Red, SRAM Force, and SRAM Rival Front and Rear Derailleurs	Max Tooth 28T	GXP Team BB 53/39 52/36 50/34	SRAM Red / SRAM Force / SRAM Rival Cranksets	53/39 52/36 50/34 Max Tooth 16T	DoubleTap Controls	11-23, 11-25, 11-26, 11-28	PC 1090R PC 1090 PC 1070 Shimano® 10 spd 5.9mm

SRAM Force	Shifter	Rear Derailleur	Crankset	Bottom Bracket	Front Derailleur	Brakeset	Cassette	Chain
Technology	DoubleTap	Exact Actuation	Integrated Carbon Spider	GXP	SRAM Actuation	Dual Pivot	OpenGlide	PowerLock HollowPin
Speeds	10	10	2	NA	2	NA	10	10
Weight	303g	178g	791g Full Size 780g Compact (w/ BB)	115g	88g Braze-On 102g Clamp	280g	210g (11-23)	257g (1070 / 114 Links)
Material // Finish	Carbon / Magnesium / Titanium // Clear Coat / Paint	Aluminum / Carbon / Magnesium // Polished Tinted Clear Coat	Carbon / Alloy // Clear Coat	CNC Alloy Cups	Aluminum // Polished / Tinted Clear Coat	Cold Forged / Stainless / Titanium Pivot Bolts // Polished / Tinted Clear Coat	Forged Alloy Spider / Heat-Treated Steel // Chrome Plated	Heat-Treated Steel // Silver
Compatibility	SRAM Red, SRAM Force, and SRAM Rival Front and Rear Derailleurs	Max Tooth 28T	GXP Team BB 53/39 50/36 50/34	SRAM Red / SRAM Force / SRAM Rival Cranksets	53/39 50/36 50/34 Max Tooth 16T	DoubleTap Controls	11-23, 11-25, 11-26, 11-28, 12-25, 12-26, 12-27	PC 1090R PC 1090 PC 1070 Shimano® 10spd 5.9mm

SRAM Rival	Shifter	Rear Derailleur	Crankset	Bottom Bracket	Front Derailleur	Brakeset	Cassette	Chain
Technology	DoubleTap	Exact Actuation	OCT Open Core Technology	GXP	SRAM Actuation	Dual Pivot	OpenGlide	PowerLock
Speeds	10	10	2	NA	2	NA	10	10
Weight	320g	188g	SRAM Rival OCT 830g (w/ BB)	115g	88g Braze-On 102g Clamp	287g	210g (11-23)	277g (1030 / 114 Links)
Material // Finish	Aluminum Brake Lever / Aluminum Shift Lever // Polished	Aluminum // Polished	Aluminum // Polished	CNC Alloy Cups	Aluminum // Polished / Clear Coat	Cold Forged / Stainless // Polished / Clear Coat	Forged Alloy Spider / Heat-Treated Steel // Chrome Plated	Heat-Treated Steel // Gray
Compatibility	SRAM Red, SRAM Force, and SRAM Rival Front and Rear Derailleurs	Max Tooth 28T	GXP Team BB 53/39 50/36 50/34	SRAM Red / SRAM Force / SRAM Rival Cranksets	53/39 50/36 50/34 Max Tooth 16T	DoubleTap Controls	11-23, 11-25, 11-26, 11-28, 12-25, 12-26, 12-27	PC 1090R PC 1090 PC 1070 Shimano® 10spd 5.9mm

Tech Guide

With the new DoubleTap® technology of the SRAM ROAD groupsets shifting is easier, faster and more precise than ever. Mounting and tuning SRAM Red, SRAM Force and SRAM Rival differs in some important points from traditional road components.
Very important: adjustment of the correct distance between the upper pulley and the SRAM cassette. Possibility to adjust the reach of the brake and the shift lever individually.

Adjusting the upper und lower derailleur limit screws



Mount the rear derailleur in the correctly adjusted derailleur hanger with a 5-mm-hex key. Recommended torque is 8-10 Nm. Adjust the lower limit with the screw H (H = High speed) so that the chain can't fall off the smallest cog. With the screw L the upper limit (L = Low speed). The chain must not fall off into the spoke side. You can check the correct limitations while moving the derailleur by hand on to the largest cog.

Correct housing length

Choose a long housing length from the cable stop at the chainstay to the rear derailleur to avoid friction and guarantee precise shifting. You should take only 1.1-mm inner cables with a fitting nipple head. Already cut inner cables won't fit through the shifters (only new ones will work).

Fixing the inner cable

The inner cable is routed over the semi-circular guide and is fixed with 5-6 Nm under the plate.

VERY IMPORTANT: Correct distance between upper pulley and cogs!

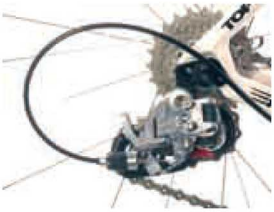
The following step is crucial for the shifting performance of the SRAM rear derailleur and is different to the known products of Shimano® and Campagnolo®.
Put the chain on the inner chainring and the inner cog. In this Configuration the distance between the top of the cog teeth and the upper pulley should be 6mm (picture on the right side). You can adjust the distance between the pulley and the cassette with the B-screw (circled in the picture below).
Attention: If you change the cassette this distance should be adjusted to the new largest cog.

Adjusting the shifting

With the tension screw, you tune the cable tension: The chain should climb up the cogs easily or drop down fast and easy without delay when you push the shift lever or tap it shortly.

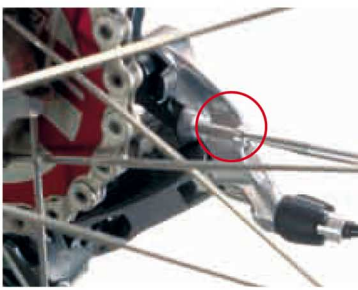
Trim position on the front derailleur

The front derailleur of the RED groupset has its trim position on the outer chainring. A light tap on the lever will allow you to trim the front derailleur – no more rub on the larger cogs. This is because we achieved a better chainline while the chain is running on the outer chainring and the smaller cogs. The



SRAM Force and SRAM Rival (MY 2008) have this trim position on the inner chainring. You can move the front derailleur 2mm to the outer side when the chain is running on the smaller chainring. The chainline is optimized for the smaller gears.





SRAM RED
SRAM FORCE
SRAM RIVAL







Reach adjustment of the SRAM shift lever

You can adjust the reach of the SRAM Double Tap shifters individually to your needs and your handsize.
ATTENTION: When adjusting the reach you should always tune the shift lever first, then the brake lever!
You can adjust the reach of the SRAM shift levers according to your hand size or your individual needs (arrows in the pictures). The excenter at the upper part of the carbon shift lever (arrow in the lower picture) can be moved with a needle or a pick in 6 different positions. TIP: Imagine a clock. Main positions are 12 o'clock = 10mm/minimum distance. 3 o'clock = 5mm, 6 o'clock is 2,5mm, 9 o'clock = 0mm/max reach.



Reach adjustment of the SRAM brake lever

To adjust the reach of the brake lever you roll back the hood covers. With a 3mm hex key (picture left) you can shorten the distance of the lever to the handlebar while turning the screw clockwise. Difference between max and min is 10mm.

Mounting the front derailleur

Picture on the right side: For compact cranks the front derailleur for the brazed on version is mounted in the upper thread (arrow). For standard cranksets with 53/39 you use the lower thread of the derailleur.

Tuning the front derailleur

The distance between the outer cage of the front derailleur to the teeth tops of the outer chainring should be 1 - 3mm. Take care that the cage is absolutely parallel to the chainring.



Shortening the chain

You find the correct chain length while positioning the chain over the bigger chainring and the largest cog – without going through the pulleys! To this length you add one inner link and the Powerlock. After you have closed the Powerlock you should check the smooth and easy running of the chain. **ATTENTION:** After having locked the Powerlock you can't open it again. You have to use a standard chain tool and a new Powerlock. To close the Powerlock correctly you need a minimum of force which is most easily achieved by putting power on to the pedal.



SRAM

The ideal wheel

Welcome to the new SRAM S-Series of road wheels. With carbon construction, aero-efficient design, and competition-proven details in an affordable package you'll be sure to find the wheel that's ideal for you.

Features / Specs

- Structural woven carbon rim ensures strength and durability
- Aluminum braking surface enables strong, smooth stopping
- Carbon performance with clincher convenience
- SAPIM spokes with alloy nipples 18F/20R

- Vibration damping comfort
- Same toroidal aerodynamic rim shape used by the most aerodynamic wheels
- Anodized hubs with quick-release levers, compatible with SRAM and Shimano®
- Japanese bearings
- Hand-built



S40 LIGHTWEIGHT & LIGHTNING QUICK PERFOMANCE

Climb, accelerate, and sprint with the best of them. Whether using S40s for a local group ride, criterium, or circuit race, you'll have an easier time smashing personal best over and over again.





Wheel	S40 Front	S40 Rear
Max Width	20mm	20mm
Depth	38mm	38mm
Weight	725g	890g
Max. Brake Track Width Variation		.127mm
Recommended Max. Rider Weight		90kg

S60 ONE WHEEL THAT PACKS A WORLD-BEATING PUNCH

This versatile "do it all" wheelset is fast, comfortable, and aerodynamic. Based on the same technology used in theworld's most aerodynamic wheels, the S60's balance of performance and precision allows you to cut through the wind with ease.





Wheel	S60 Front	S60 Rear
Max Width	22mm	22mm
Depth	60mm	60mm
Weight	828g	922g
Max. Brake Track Width Variation		.127mm
Recommended Max. Rider Weight		100kg

S80 SUPERIOR SPEED RESULTS FROM SUPERIOR STRENGTH

When it comes to riding faster, why should you have to do all of the work? The S80's patented rim shape was developed, tested, and refined in the wind tunnel for maximum efficiency. Throw a pair on your bike and experience what happens when your wheels work as hard as you do.





Wheel	S80 Front	S80 Rear
Max Width	25mm	25mm
Depth	82mm	82mm
Weight	951g	1126g
Max. Brake Track Width Variation		.127mm
Recommended Max. Rider Weight		100kg

* All models are available with black or grey anodized hubs and spokes

ACROSS THE ALPS WITH i-MOTION 9




OF CYCLING

Looking for more - more sunshine, more nature, more hours on your bike? Simply follow the path across any mountain, from North to South, along quiet paths next to rivers and small country roads. Improved quality of life on the bike.

More time, more fun, more fresh air. The Reschenpass is all that lies between us and the Dolce Vita in Italy, and our first real Cappuccino. The reflection of the morning sun on Reschen lake, the first fast descent into the warm Vinschgau - let's go!

6 DAYS, 350 KM, 3800M OF ALTITUDE DIFFERENCE







READY TO GO?
SRAM i-MOTION 9 CAN HANDLE ANY PASS!









The bike seems to pedal itself along the Vinschger cycle path. Rolling through the orchards of South Tyrol, stopping for a spontaneous picnic and indulging in a piece of cake with Latte Macciato after you've enjoyed your pasta. Then pedal on into the evening because it's so much fun and almost effortless.
Stroll through the city of Meran and stop for a relaxed swim in the Kalterer lake. Explore the Italian vineyards on your bike. Find a shady spot for a little siesta. Perhaps tomorrow we'll ride to Lake Garda?









TRANSALP TREKKING

1st Day
From Mittenwald to Imst: a beautiful ride along the green Inn, 60 km, 860 m of altitude difference.
2nd Day
You pedal via Landeck up to Nauders, just before the Reschenpass, the gateway to Vinschgau.
65 km, 1000 m of altitude difference.
3rd Day
Along the Reschen lake and Haider lake while gazing at the snow covered Ortler. Cappuccino stop in medieval Glurns, and then on to Naturns.
70 km, 400 m of altitude difference.
4th Day
Continue along the Etsch, stroll through Meran, dine in Girlan. 50 km, 700 m of altitude difference.
5th Day
Out from the warm Vinschgau, we touch on Kalterer lake and roll on to Trento.
65km, 200 m of altitude difference.
6th Day
Grand finale to Lake Garda. Through Sarcatal to Riva to the lake. 40 km, 600 m of altitude difference.



SAFELY ON YOUR WAY. DEPENDABLE SRAM DISC BRAKES CAN HANDLE ANY ROAD.



IN THE SADDLE FOR DAYS. ENJOYING THE BREAKS.





MERAN – ART NOUVEAU IN THE ALPS

With 300 days of sun each year the Vinschgau, with its art nouveau city of Meran, is marked by warmth and light because the 3000m high mountains of the Texel range, which shield you from clouds and cold winds. Follow the Empress Sissi's tracks, who came for treatment in Meran for several years. Stroll through the historic 13th century Laubengasse, enjoy a cappuccino on the terrace of the most famous art nouveau building in the alps, the Kurhaus. The average temperature reaches 19 C° as early as April and as late as October. 150 kilometres of cycle paths run down the valley along the Etsch following the path of the famous Via Claudia Augusta. And if your legs are tired in spite of the perfect gearing of the SRAM i-MOTION 9, you can simply board the Vinschger train. In midsummer, you can enjoy the fresh air and view from the quaint castle restaurant Thurnerhof in Schenna high above the rooftops of Meran.



JUST THE THING FOR ANY BIKE

The joy of cycling. Easy, comfortable and safe. SRAM makes cycling fun, regardless of whether you just want to stay fit, go out for the day, or are a city commuter. SRAM components guarantee fun and easy control anywhere and at any time thanks to their simple and intuitive operation. Have fun cycling!

S SPORT



i-MOTION 9 DISC BRAKE

T TREKKING

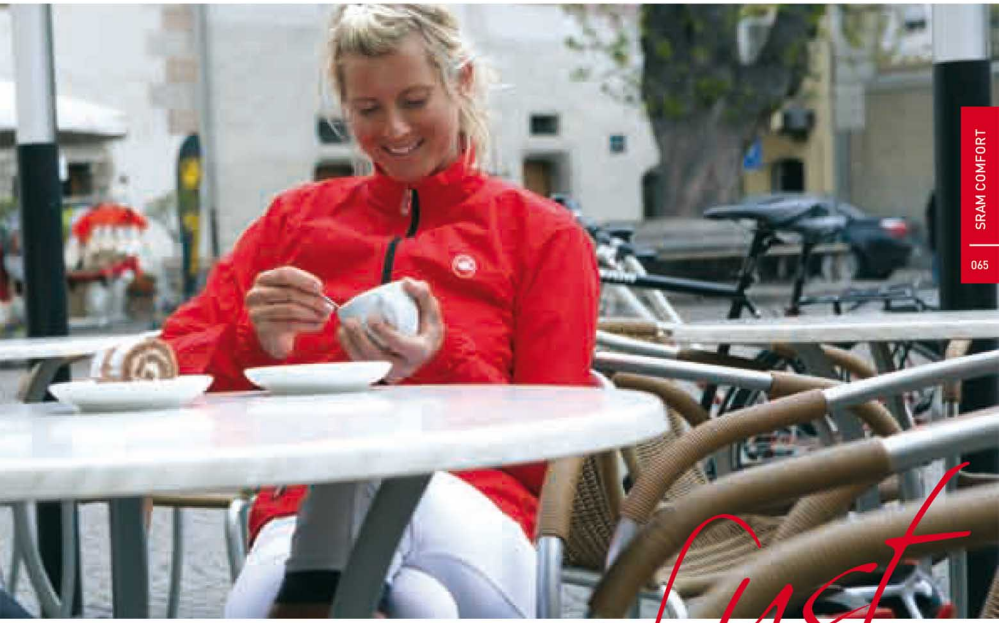


i-MOTION 9 FREEWHEEL

C CITY



BANDIX



Lust
OF CYCLING



i-LIGHT D7

Your bike is for both leisure and fitness. You want to put in the miles on the open road effortlessly and without worrying about technology. The i-MOTION 9 disc brake or freewheel version and the SRAM sports line are your ideal partners.





DUAL DRIVE II

You enjoy long rides in the countryside at the weekend or even longer trips over several days living out of your satchels. Your bike must be strong, durable and able to handle whatever gets thrown at it. Trekking line components are your perfect companions.





i-MOTION 3

You prefer to take care of your daily shopping by bike. In the evening, you meet friends in the city or cycle to the movies. The SRAM City line with proven coaster brake hub shifters and hub dynamos are your maintenance-free city-optimised components.



S SPORTSLINE

Don't think in kilometers per hour but in heartbeats per minute!

The quickest and safest combination we ever built: SRAM i-MOTION 9 freewheel gear hub with hydraulic disc brake. Step on the pedals and speed it up! Can you still feel the road? With a quick twist of the wrist, the next gear engages and everything becomes easier and lighter. Perfect gear shifts and uncompromising braking under all conditions are just what's needed to make sports cycling pure pleasure.



Twist Shifter

SRAM i-MOTION 9®

DISC BRAKE

Getting fit on your bike has never been so easy. The new freewheel and disc brake version of i-MOTION 9 offer almost the same transmission range as a racing bike, but in a nearly maintenance-free unit with intuitive operation. Disc brake performance is optimum under all conditions. You will almost want to cry because you didn't have it before.

TECHNICAL FACTS	
GEARS	9
RATIO	340%
GEAR STEPS	14-17%
WEIGHT	1.960g



i-LIGHT™



D7 SERIES

SPEED OF LIGHT

Even the most beautiful summer must end. SRAM extends the cycling season and provides permanent safety even for the fitness bike. The light running i-LIGHT D7 hub dynamo looks good during the day and provides bright light at night.



QUICKLY EN ROUTE.
SRAM DISC BRAKES STOP YOU IN ALL WEATHER CONDITIONS.

T TREKKINGLINE

Ready for anything

City or country, no matter the destination, SRAM components make any tour a pleasure. Heavily packed, headwind, uphill – no problem! You're perfectly equipped with i-MOTION 9 and DualDrive II, simply enjoy the ride without worrying about your gearing. Perhaps in the future you'll find your tours are just too short.







Bremsschaltgriff

SRAM i-MOTION 9®

COASTER BRAKE

SAFETY AND COMFORT

i-MOTION 9 is not only innovative but also intuitive. Its 9-speed gears deliver a wide transmission range combined with the intuitive function of the coaster brake. Universal and useful anywhere.

SRAM i-MOTION 9®

FREEWHEEL

HARMONY TO THE 9TH POWER

The SRAM i-MOTION 9 freewheel opens up new possibilities where trekking is concerned. You're always in the right gear, whether you're cycling uphill or downhill. With perfect, almost continuous gear ratios between 14% and 17%, the 9 speed-gear hub from Schweinfurt is not only a step ahead of other conventional 8 speed-gear hubs, the i-MOTION 9 is also much more harmoniously adjusted.

TECHNICAL FACTS

GEARS	9
RATIO	340%
GEAR STEPS	14-17%
WEIGHT	Coaster Brake 2.400g Freewheel 1.960g

SRAM DUALDRIVE II

24/27

THE HYBRID DRIVE FOR YOUR BIKE

Never miss a gear again! Dual Drive II is the innovative gear shifting system that makes shifting and cycling fun. Effortless one-handed gear-shifts for all gears! The thumb is used to simply select one of the three gear hub shifting levels: uphill, level or downhill – any time, even when stopped.
The twist grip is used to operate the rear derailleur. You can shift any time, even when you're pedalling hard. Never miss a gear again: maximum riding comfort - from beginner through to experienced tourer. There is also a trigger shifter for sport riders.



one-hand twist shifter



trigger shifter



Safely through the night

Bikers must see everything in the dark, while being seen! The key to such lighting is called SRAM i-LIGHT. The hub dynamo converts the bike into a mobile power plant. No other dynamo solution offers more comfort and safety. It is an extremely dependable, weather independent and low-friction source of power. Fit once, then happily forget about it - something you can only do with a hub dynamo.

i-LIGHT™

D3 SERIES

THE DEPENDABLE

The perfect dynamo solution for evening trips. Forget about tiresome maintenance, the reliable SRAM i-LIGHT D3 hub dynamo consistently provides strong light in all weather conditions without complaint.

i-LIGHT:

- Dependable lighting at all times
- Weather independent
- High efficiency
- Quiet
- Easy-to-use switch - no dirty fingers

SAFETY THROUGH THE NIGHT

C CITYLINE

Worry-free city riding!

The new generation of gear hubs from SRAM combines dependability with intuitive and reliable operation: SRAM i-MOTION 3

SRAM i-MOTION 3®

COASTER BRAKE

PROTECTED GEAR MECHANISM EASY SHIFTING - RELIABLE COASTER BRAKE SYSTEM

Shifting with SRAM i-MOTION 3 is literally child's play because SRAM has developed a customized twist grip just for children's hands. The proven coaster brake safely brings the bike to a stop in all weather conditions. SRAM i-MOTION 3 is built in Schweinfurt just like its predecessor, the legendary Torpedo 3.





Bandix

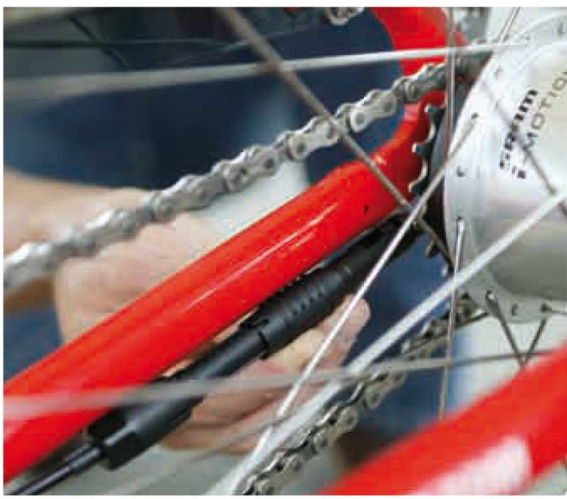


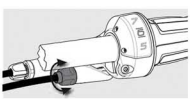
Twist Shifter

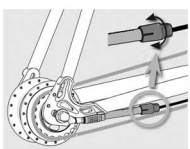


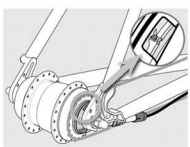
TECH INFO











SRAM i-MOTION 9: Removing and fitting the back wheel is a matter of seconds, thanks to the newly developed Easy Click connector.

Adjusting the shifter

1. Turn the twist grip from the 7th to the 6th gear.
2. Make the adjustment using the barrel adjuster on the shifter or the barrel adjuster on the connecting tube.
3. Turn the barrel adjuster until the yellow / red marks in the window of the gear hub are aligned.

Important: The shifter can only be adjusted in the 6th gear.

The complete instructions are available in a PDF format at **www.sram-imotion.com**

SRAM i-MOTION 9



SRAM - MADE IN GERMANY

FROM TORPEDO TO i-MOTION

Made in Germany – a true sign of quality. SRAM continues the tradition of Fichtel & Sachs. Following the legendary SRAM T3 and SRAM S7 gear hubs, SRAM is developing and building the latest gear hub generation, the i-MOTION 3 and the first nine-gear gear hub, i-MOTION 9 in Schweinfurt.

Since 1903, the bike began to play a mass transportation role throughout Europe thanks to the Torpedo freewheel hub of Fichtel & Sachs. Technically revolutionary, the Torpedo hub combined three functions for the first time: drive, freewheel and coaster braking. The Torpedo three-speed hub which followed became the embodiment of cycle hub shifters. Even today, the unmistakable red shifter on the handlebar is a sign of quality.

When SRAM acquired Sachs cycle components in 1997, they set up the existing high-tech production site and modernized production processes. Thus, SRAM has more than a 100 years of hub technology, knowledge, and history.

In the newly constructed building of Romstrasse in the Schweinfurt industrial area, specialized teams of engineers cooperate with colleagues worldwide in the design, development and construction of hubs. SRAM industrial designers converse globally

1940 - Jubilee of the 50 millionth Torpedo gear hub.

1962 - Modell 415/515



1987 - Foundation of SRAM Corp. in Chicago, USA.

Sachs presents its Pentasport 5-speed gear hub.

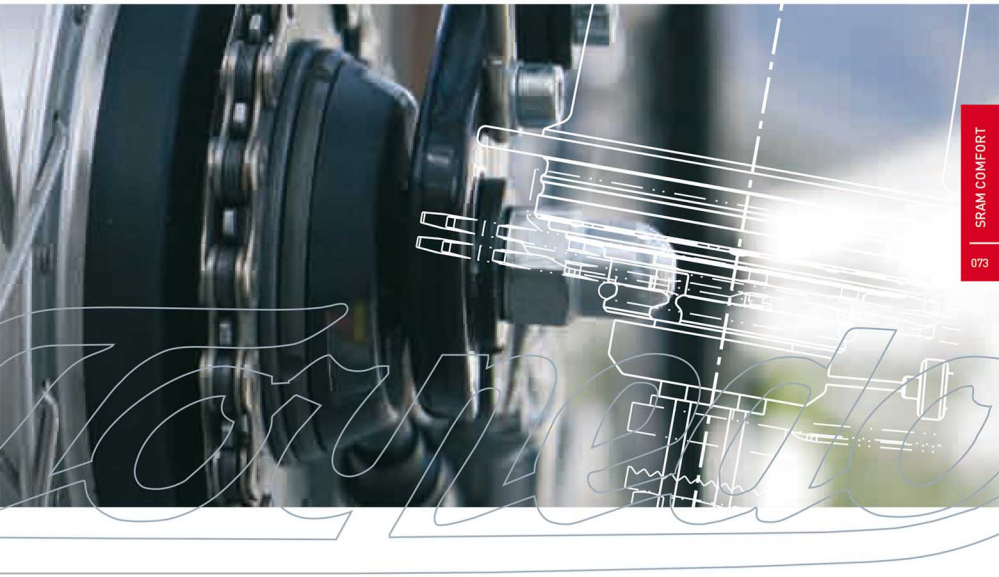
1992 - Sachs presents the 7 speed gear hub Super 7.



1997 - SRAM acquires Sachs bicycle components and becomes the second biggest bicycle component manufacturer in the world.



1940 1987 1992 1997



to endow all SRAM parts with an unmistakable look, a special feel and perfect ergonomics. The successful SRAM RED component group, which the Astana professional team rode to victory in the 2008 Giro d'Italia, was co-developed in Schweinfurt.

Design engineers use state of the art PLM systems (product lifecycle management) in cooperation with product managers to develop and improve existing and new SRAM products. The work of the employees in the prototype department is unique. All 150 parts of a gear hub are manually produced and assembled, piece by piece. Thus a completely new gear hub can be built from scratch without any serial production.

An in-house team of test engineers provide quality assurance, ensuring that SRAM components perform under "real life" conditions as you would expect for products that are "Made in Germany".

SRAM, made in Germany, a success story which continues to build on over a hundred years of history.

Detailed information about all SRAM comfort products is provided on our website: Manuals, technical information and videos are available for easy download, free of charge.

WWW.SRAM-IMOTION.COM

SRAM DUALDRIVE



2001 - SRAM's bicycle hybrid drivetrain is the perfect combination of internal and external drivetrains.

SRAM i-MOTION 3

2006 - SRAM presents the successor of the legendary Torpedo 3 hub: SRAM i-MOTION 3 and the world's first ever 9-speed gear hub SRAM i-MOTION 9.

SRAM i-MOTION 9



Torpedo Single Speed

Torpedo SRAM

2001 2006 2009

i-SERIES PRODUCT OVERVIEW

SRAM i-MOTION 9®







DISC BRAKE [S]

DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY	CONTROL UNITS
9 speed gear hub, disc brake	9	1.960g	340%	shifting servo, Easy-Click Connector, shiftable under load, shifting while standing, smooth transition	

FREEWHEEL [S] [T]

DETAILS	GÄNGE	GEWICHT	ÜBERSETZUNG	TECHNOLOGIE	
9 speed gear hub, freewheel	9	1.960g	340%	shifting servo, Easy-Click Connector, shiftable under load, shifting while standing, smooth transition	

COASTER BRAKE [T] [C]

DETAILS	GÄNGE	GEWICHT	ÜBERSETZUNG	TECHNOLOGIE	
9 speed gear hub, coaster brake	9	2.400g	340%	shifting servo, Easy-Click Connector, shiftable under load, shifting while standing, smooth transition	



twist shifter



integrated brake shifter



brake lever

SRAM i-MOTION 3®







DISC BRAKE [S] [C]

DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY	CONTROL UNITS
3 speed gear hub, disc brake	3	1.210g	186%	shiftable under load, shifting while standing, low shifting forces	

FREEWHEEL [S] [C]

DETAILS	GÄNGE	GEWICHT	ÜBERSETZUNG	TECHNOLOGIE	
3 speed gear hub, freewheel	3	1.120g	186%	shiftable under load, shifting while standing, low shifting forces	

COASTER BRAKE [C]

DETAILS	GÄNGE	GEWICHT	ÜBERSETZUNG	TECHNOLOGIE	
3 speed gear hub, coaster brake	3	1.390g	186%	shiftable under load, shifting while standing, low shifting forces	



twist shifter



Bandix

SRAM DUALDRIVE II

27 / 24 [S] [T]





DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY	CONTROL UNITS
27-speed hybrid drivetrain, shiftable under load, shifting while standing	27	freewheel: 970g disc: 985g	578%	27-speed hybrid drivetrain - internal gear hub (3) - external drive train (9)	
24-speed hybrid drivetrain, shiftable under load, shifting while standing	24	freewheel: 970g disc: 985g	541%	24-speed hybrid drivetrain - internal gear hub (3) - external drive train (8)	



one-hand twist shifter



trigger shifter

SRAM S7™ P5™ T3™

S7 [T] [C]

DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY	OPTIONS	CONTROL UNITS
twist shifter	7	C: 1.714g F: 1.556g	303%	7 speed internal gear hub, clickbox	coaster brake, freewheel	NEW S7 shift lever

P5 [C]

DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY	OPTIONS	CONTROL UNITS
twist shifter	5	C: 1.495g F: 1.330g	251%	5 speed internal gear hub, clickbox	coaster brake, freewheel, Cargo version	P5 shift lever

T3 [C]

DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY	OPTIONS	CONTROL UNITS
twist shifter, click shifter	3	C: 1.182g F: 911g	186%	3 speed internal gear hub, return pulley	coaster brake, freewheel	T3 shift lever

C = coaster brake - F = freewheel

i-LIGHT™

D7 SERIES [S] [T]

DETAILS	WEIGHT	TECHNOLOGY	OPTIONS
hub dynamo	hollow axle - rim brake: 565g hollow axle disc brake: 594g	2,4 Watt / 3,0 Watt; 6 Volt 36 CP technology high performance at low speed	disc brake, quick release

D3 SERIES [T] [C]

DETAILS	WEIGHT	TECHNOLOGY	OPTIONS
hub dynamo	solid axle - rim brake: 602g hollow axle - rim brake: 565g solid axle - N74 - rim brake: 592g hollow axle - N74 - rim brake: 558g	2,4 Watt / 3,0 Watt; 6 Volt 36 CP technology	quick release, 74 mm O.L.D for small size wheels

SRAM SPARC™

ELECTRIC DRIVE SYSTEM [C]

DETAILS	GEARS	WEIGHT	TRANSITION	TECHNOLOGY
electric drive system	5	5.200g (system)	251%	16 Volt, NiMH battery, two cycling modes, up to 35 km range

SRAM KOMFY

DISC BRAKE [S] [T] [C]

DETAILS	WEIGHT	TECHNOLOGY
4-Finger-Lever Hydraulic Disc Brake	419g (160 mm rotor, front)	4-Finger Lever Comfort Specific Piston Ratio Split Clamp Tri-Align caliper positioning system

NEW

SRAM i-RIDE™ ROCKSHOX

FORK [S] [T] [C]

DETAILS	WEIGHT	TECHNOLOGY
pavement fork	1.447g	25 mm or 50 mm travel

[S] Sportsline
[T] Trekkingline
[C] Cityline


SRAM
MTB


Steve Peat
Claire Buchar
Julien Absalon

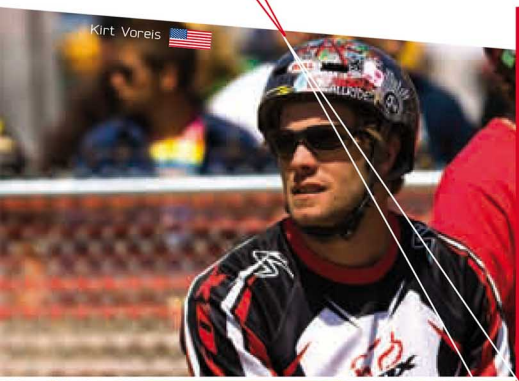



Smith



SRAM

THE RHYTHM OF CYCLING







Whether it's World Cup race support, customer service or SRAM Technical University training, our hearts are beating to the rhythm of cycling.
The SRAM community lives the mountain bike culture at work and at play. Our single focus is to make your ride better by creating high performing, easy to service, easy to use technologies and componants. We are RED.
We are SRAM!

www.youtube.com/studio186





SRAM TECHNOLOGIES

1:1 Actuation™ is simply superior. The very nature of its design makes it this way. For every 1 unit of cable pulled or released, the derailleur moves the same amount. Simple? Yes. Dependable and tolerant? The best. Ease of set-up and adjustment? The easiest. This is why the top athletes in the MTB world prefer SRAM. From the mud infested Cross Country of the Sea Otter Classic, to the rocks and roots of a Fort William World Cup Downhill the 1:1 Actuation stays precise and fluid. From cross-country flyers to full gravity bombers, 1:1 Actuation sets the shifting standard!

Zero Loss Travel™ defines the degrees of "lost" travel before the cable engages the shifting pawl. The shifting pawl is always engaged with Zero Loss Travel so the moment you push is the moment the shift starts. It is one important characteristic that makes our X.0 and X.9 triggers so impressive. With zero degrees of "lost travel", 1:1 Actuation and SRAM's constant distance geometry, the distinction in our shift is like no other. Quick and calculated. Fast and precise.

Direct Route Technology™ cuts out the middleman. Go direct and speak to the actuation mechanism itself. Direct route technology is light, responsive, precise and impervious to cable housing damage. We have simply reduced the friction by routing the cable directly to the actuation mechanism. Push your ride, not your shifting.

Matchmaker
COMPATIBLE

Avid Matchmaker compatibility takes your cockpit to a new level of personal customization while losing grams and clutter. Simply mount your triggers and brake levers using one shared clamp with matchmaker hardware. Using a Rockshox pushloc? You can mount that too.



SRAM

X.0

Tough just got tougher!

From Extreme Freeriding to the rigors of World Cup XC, the X.0 system performs with distinction. Our superior 1:1 Actuation ratio paired with a super-tough carbon and aluminum cage design of rear derailleurs, results in durable performance.



X.0 Rear Derailleur Long Cage
- 203 grams

X.0 Rear Derailleurs

- CNC'd 100% Carbon Outer Cage
- 6061 Forged Aluminum Inner Cage
- 7075 Aluminum B-bolt
- Titanium Main Spring
- Outside Facing Limit Screws for Intuitive Adjustment
- Sealed Bearings
- Di.R.T: Direct Route Technology
- 1:1 Superior Shift Quality

Matchmaker COMPATIBLE 1:1 ZERO DIRT



X.0 Rear Derailleur Medium Cage
- 197 grams



X.0 Rear Derailleur Short Cage
- 192 grams



X.0 Trigger

The most advanced trigger shifter ever developed! The 1st Zero Loss trigger shifter to offer an adjustable pull lever and clamp position.

- Zero Loss Travel
- 2-step Front Shifting - uses cable to cradle to equalize overall effort
- Carbon and Brushed CNC'd Aluminum Chassis
- Superior 1:1 Actuation Ratio
- Adjustable Lever and Clamp positions
- Avid Matchmaker™ Compatible
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9
- Weight: 225 grams

X.0 Twister

The lightest and fastest shifting available with incredible race pedigree. If you are looking for weight reduction and shifting distinction this is the only choice.

- Superior 1:1 Actuation Ratio and SRS Technology
- Lightest Shifter available
- Multiple Shift Capability
- Integrated Quick View Gear Indication
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9
- Lightweight Grilon® body and Krayton® grip
- Weight: 195 grams per pair

The Perfect Match



Truvativ
NOIR XC 3.3 TM

True Best in class performance. The NOIR XC crank is the lightest that Truvativ has ever produced. With a class leading average weight of 800 grams, the NOIR takes the lead in both weight and style.



Holzfeller OCT 1.1

Open Core Technology provides a decrease in weight without sacrificing strength or stiffness. OCT combined with Holzfeller's proven gravity prowess make this crankset a true performance leader, proven on the world cup race circuit.

SRAM X-9

X.0 lineage

The X.9 line-up features the same robust qualities and technologies as the X.0 system. If you are looking for greatness in a refined high-performance package then look no further, choose X.9!



X.9 Rear Derailleur Medium Cage
- 227grams - Lightest in Class



X.9 Front Derailleur Low Mount
- 154 grams

X.9 Rear Derailleurs

- Forged 6061 Aluminum B-Knuckle
- World Cup proven Composite Cage
- Outside Facing Limit Screws - Intuitive Adjustment
- Sealed Bearing Upper Pulley
- Di.R.T: Direct Route Technology
- 1:1 Superior Shift Quality

X.9 Front Derailleurs

Race quality performance and weight

- High strength and superior stiffness
- Polished Finish
- Wide Pivot design
- 34.9 or 31.8 Mount
- Dedicated Top or Bottom Pull
- Max Tooth: 44/48t
- Speeds: 9

Matchmaker COMPATIBLE 1:1 ZERO DIRT



X.9 Rear Derailleur Short Cage
- 212 grams - Lightest in Class



X.9 Rear Derailleur Long Cage
- 230 grams - Lightest in Class



X.9 Front Derailleur High Mount
- 165 grams



X.9 Trigger

- Zero Loss Travel
- 2-step Front Shifting - uses cable to cradle to equalize overall effort
- Superior 1:1 Actuation Ratio
- Adjustable Clamp positions
- Avid Matchmaker™ Compatible
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9
- Weight: 240 grams - Lightest in Class

X.9 Twister

Featuring a less aggressive grip than X.0 with the same performance and qualities.

- Superior 1:1 Actuation Ratio and SRS Technology
- Lightest Shifter available in class
- Multiple Shift Capability
- Integrated Quick View Gear Indication
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9
- Lightweight Grilon® body and Amy® grip for smaller hands
- Weight: 195 grams per pair

The Perfect Match



Truvativ
NEW Stylo OCT 3.3

OCT technology is now available in Truvativ's all-around workhorse. The new outer chainrings employ AL-7075 alloy for superior strength and durability. The result is a GXP crankset with the perfect combination of form and function.



Holzfeller OCT 2.2 RG

The Holzfeller OCT is a lightweight and gravity performance leader. Combine these qualities with the bombproof Howitzer Team Bottom Bracket and the strongest All Mountain offering Truvativ has ever produced emerges.

SRAM X-7

Great value without compromise.

X.7 promises performance and durability with the distinctive SRAM shifting prowess.



X.7 Rear Derailleur Medium Cage
- 263 grams



X.7 Front Derailleur High Mount
- 180 grams

X.7 Rear Derailleurs

- 6061 Aluminum and Steel Cage
- Outside Facing Limit Screws - Intuitive Adjustment
- Serviceable Sealed Pulleys
- Di.R.T: Direct Route Technology
- 1:1 Superior Shift Quality

X.7 Front Derailleurs

- Black or Silver Finish
- Wide Pivot design
- 34.9 or 31.8 Mount
- Dual Pull - Top or Bottom
- Max Tooth: 44/48t
- Speeds: 9

1:1 DIRT



X.7 Rear Derailleur Long Cage
- 270 grams



X.7 Front Derailleur Low Mount
- 178 grams



X.7 Trigger

- Integrated Quick View Gear Indication
- Superior 1:1 Actuation Ratio
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9
- Weight: 262 grams

X.7 Twister

- Superior 1:1 Actuation Ratio and SRS Technology
- Multiple Shift Capability
- Integrated Quick View Gear Indication
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 8/9
- Lightweight Grilon® body and Amy® grip for smaller hands
- Weight: 195 grams per pair

The Perfect Match



Truvativ Stylo 3.3 TM

This is the workhorse amongst Truvativ's offerings. The Stylo is extremely versatile as it excels from cross-country to extreme all-mountain.



Holzfeller 1.1

The time tested benchmark for gravity cranksets. Features a tough AL-7050-TV Alloy combined with the super-strong Howitzer Team bottom bracket. From the World Cup Downhill Circuit to the North Shore, Truvativ Holzfeller is the standard by which all other crank arms are judged. Strong, durable, stiff.

SRAM X-5

A pure simplified performer from the trails to the street.



X.5 Rear Derailleur Long Cage
- 299 grams



X.5 Rear Derailleurs

- 1:1 Superior Shift Quality
- Outside Facing Limit Screws - Intuitive Adjustment
- Serviceable Precision Pulleys
- Di.R.T: Direct Route Technology
- Steel Cage

X.5 Front Derailleur Low Mount

- Stiff Wide Pivot design
- 34.9 or 31.8 Mount
- Dual Pull - Top or Bottom
- Max Tooth: 44/48t
- Speeds: 9
- Weight: 179 grams

1:1 DIRT



X.5 Rear Derailleur Medium Cage
- 290 grams



Compatible with:
X9 X-9 X-7 X-5

New! SRAM DoubleTap® 9 Flat-Bar Shifter
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs



X.5 Trigger

- Integrated Quick View Gear Indication
- Superior 1:1 Actuation Ratio
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9
- Weight: 260 grams - Lightest in Class

X.5 Twister

- Superior 1:1 Actuation Ratio and SRS Technology
- In-Line Quick View Gear Indication
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- Speeds: 9 or 8 Indexed
- 58mm Comfort Grip w/lightweight Grilon®
- Weight: 207 grams

The Perfect Match



Truvativ®
Firex 3.3 TM

High performance value. Using our lightweight GXP Bottom Bracket, and hard anodized chainrings for durability, the Firex is a true performer. The Firex crank arms are forged from strong AL-66 alloy



Hussefelt 1.1

A long-standing industry standard when it comes to quality and value in a durable and aggressive gravity crankset. AL-66 alloy and chromoly pedal inserts provide Hussefelt's high strength attributes.

SRAM X-4

ALL NEW!

The X-4 line-up sets the standard for recreational level shifting.
An intellingent blend of performance and value for MTB or pavement.



X.4 Rear Derailleur Long Cage
- 280 grams



New! X.4 Rear Derailleurs

- Silver or black
- 1:1 Actuation Ratio
- Di.R.T: Direct Route Technology
- Lightweight materials selection
- 6061 Alloy B-knuckle
- Steel/Composite cage with replaceable pulleys
- Speeds: 8

New! X.4 Trigger

- NEW ergonmics design platform
- 1:1 Actuation ratio
- Compatibility: SRAM 1:1® rear derailleurs, SRAM or Shimano® front derailleurs
- New two-lever design modeled after SRAM's highest performance trigger shifters
- New easy to read gear indication
- Speeds: 8
- Weight: 265 grams

1:1 DIRT

The Perfect Match



X.4 Rear Derailleur Medium Cage
- 270 grams



Truvativ
FiveD 3.1 PS

A best seller for a reason. Forged from strong and durable 6061-T6 aluminum rather than the industry standard diecast. Also features cold formed anti-chainsuck rings for long lasting shift performance.


PASSERSTEG
WALDWEG

POWERCHAIN II

9 SPEED POWERCHAIN II™ CHAINS		PUSH PIN POWER	WEIGHT
	PC-991 HollowPin	200 kgf, Chrome Hardened Pins	279g / 114 Links
	PC-991 CrossStep	250 kgf, Chrome Hardened Pins	300g / 114 Links
	PC-991	200 kgf, Chrome Hardened Pins	300g / 114 Links
	PC-971	200 kgf, Chrome Hardened Pins	298g / 114 Links
	PC-951	200 kgf, Chrome Hardened Pins	297g / 114 Links

POWERGLIDE II

9 SPEED POWERGLIDE II™ CASSETTES		GEAR RATIOS	WEIGHT	MATERIAL
	PG-990	11-34, 11-32	275g (11-32)	Steel with Red Anodized Alloy Spider
	PG-980	11-34, 11-32	280g (11-32)	Steel with Black Anodized Alloy Spider
	PG-970 DH	12-26	325g (12-26)	Steel with Red Anodized Alloy Spacers
	PG-970	11-34, 11-32, 12-26, 12-23, 11-23, 11-21	170g (11-21)	Steel
	PG-950	11-34, 11-32, 11-26, 12-26, 12-23	230g (11-26)	Steel

PC-991 CrossStep



PG-990

PG-970 DH

PowerGlide II™

SRAM's reliable and durable cassette technology. Our cassettes performance is optimized through tooth profile and shift ramp design for quick and positive index shifting.

Powerchain II™

SRAM's extremely strong and precise chain technology. The PowerChain II is optimized for increased front and load shifting performance while retaining excellent rear shifting precision. The Step2™ riveting process increases the Push Pin Power to provide increased strength and durability.

PowerLink™ Gold

The ultimate tool-free chain connecting link. The Powerlink can be opened and closed as many times as needed for a quick and easy fix on the trail. The gold link is just as strong and durable as any other link in the chain.



The entire 2009 SRAM MTB Line-up

CATEGORY	PRODUCT	TECHNOLOGY	UPGRADE	SPEEDS	WEIGHT: LONG/MED./SHORT
REAR DERAILLEURS	X.0	1:1 actuation, DiR.T.	Carbon Cage; Precision ground bushings; Titanium spring; Hand polished	9/8	203g / 197g / 192g
	X.9	1:1 actuation, DiR.T.	Aluminum cages; Forged B Knuckle, Aluminum hardware; Machine polished	9/8	230g / 227g / 212g
	X.7	1:1 actuation, DiR.T.	Aluminum cage; Lighter weight	9/8	270g / 263g
	X.5	1:1 actuation, DiR.T.	Lighter materials	9/8	299g / 290g
	X.4 NEW!	1:1 actuation, DiR.T.	N/A	8	280g / 270g
	3.0	1:1 actuation, DiR.T.	N/A	8/7	N/A
FRONT DERAILLEURS	X.9 Low Mount	Dedicated Top or Bottom pull	Lighter weight body and cage; Dedicated design	9	154g
	X.9 High Mount	Dedicated Top or Bottom pull	Lighter weight; Forged link	9	165g
	X.7 Low Mount	Dual Pull - Top or bottom	Upgraded finish	9	178g
	X.7 High Mount	Dual Pull - Top or bottom	High mount option	9	180g
	X.5 Low Mount	Dual Pull - Top or bottom	N/A	9	179g
	3.0	Dual Pull - Top or bottom	N/A	8/7 & 7/8	N/A
TRIGGER SHIFTERS	X.0	1:1, Zero Loss Travel	Adjustable lever; 4 precision bearings in mechanism; Carbon cover	9	225g per pair
	X.9	1:1, Zero Loss Travel	Matchmaker upgradeable; Zero Loss Travel technology; Adjustable clamp	9	240g per pair
	X.7	1:1 actuation	Aluminum pull lever	9/8	262g per pair
	X.5	1:1 actuation	In line gear indication; Aluminum housing	9/8	260g per pair
	X.4 NEW!	1:1 actuation	N/A	8	265g per pair
	Attack	2:1 Shimano®	N/A	9/8	260g per pair
DOUBLETAP TRIGGER	NEW!	1:1, DoubleTap	Compatible with X.0, X.9, X.7, X.5, X.4, 3.0	9	
TWIST SHIFTERS	X.0	1:1 actuation, SRS™	World Cup-winning grip cover; Teflon covered cable	9 index	195g per pair
	X.9	1:1 actuation, SRS™	Aggressive grip cover	9/8 index	195g per pair
	X.7	1:1 actuation, SRS™	AMY high performance small fit grip cover	9/8 index	195g per pair
	X.5	1:1 actuation, SRS™	Upgraded finish	9/8 index	207g per pair
	X.4	1:1 actuation, SRS™	In line gear indication	8/7 index	208g
	3.0 Comp	1:1 actuation, SRS™	SRS™	8/7	
	3.0	1:1 actuation, SRS™	N/A	8/7 index	162g
	Attack	2:1 Shimano®, SRS™	N/A	9/8 index	N/A
	Centera	2:1 Shimano®, SRS™	N/A	9/8 index	N/A
	MRX Comp	2:1 Shimano®, SRS™	N/A	8/7/6 index	N/A
	MRX	2:1 Shimano®, SRS™	N/A	8/7/6/5 index	N/A

CATEGORY	PRODUCT	VARIABLES	TECHNOLOGY
CASSETTES	PG 990	11-32, 11-34T	PowerGlide II
	PG 980	11-32, 11-34T	PowerGlide II
	PG 970	11-34, 11-32, 12-26, 12-23, 11-23, 11-21T	PowerGlide II
	PG 970 DH	12-26T	PowerGlide II
	PG 950	11-34, 11-32, 11-26, 12-26, 12-23, 11-28T	PowerGlide II
	PG 850	11-34, 11-30, 11-28, 12-26, 12-23T	PowerGlide II
	PG 830	11-32, 11-30, 11-28T	PowerGlide II
	PG 820 NEW!	11-32, 11-30T	PowerGlide II
	PG 730	12-32T	PowerGlide II
CHAINS	PC 991 HP	9 speed	PowerChain II, PowerLink Gold
	PC 991 CS	9 speed	PowerChain II, PowerLink Gold
	PC 991	9 speed	PowerChain II, PowerLink Gold
	PC 971	9 speed	PowerChain II, PowerLink Gold
	PC 951	9 speed	PowerChain II, PowerLink Gold
	PC 890	8 speed	PowerChain II, PowerLink Silver
	PC 870	8 speed	PowerChain II, PowerLink Silver
	PC 850	8 speed	PowerChain II, PowerLink Silver
	PC 830	8 speed	PowerChain II, PowerLink Silver
	PC 10	7/6/5/1 speeds	PowerChain, PowerLink option
	PC 10 Salt Shaker	7/6/5/1 speeds	PowerChain, PowerLink option
	PC 1	Single Speed	PowerChain, 2 Piece connector link
	PC 1 Salt Shaker	Single Speed	PowerChain, 2 Piece connector link
	PC 7X	Single Speed	PowerChain, 2 Piece connector link
	PowerLink	Gold / Silver	PowerLink







PROFILE

Name: John Dawson (39)

Nickname: JD

Job before SRAM: World Cup Mechanic for 3 years, working with great riders like Myles Rockwell, Jürgen Beneke, Rob Warner and others

Jobs at SRAM:
Race Technician and North American Sponsorship Manager

Favorite type of riding: All Mountain

Favorite places to ride:
Everything in Fruita, Colorado. Also the Porcupine Rim in Moab

Favorite part of job: Seeing the world

Least Favorite part of job:
Seeing the world means I am away from home a lot

SRAM MTB PROVEN IN THE WILD.

How many riders/teams does SRAM sponsor each year?
Globally we sponsor around 100 teams with almost 500 athletes in about 10 different disciplines. Our sponsorships range from professional World Cup champions to Development (junior) programs to the coaches and guides that work with our riders. We also sponsor mountain bike parks such as Whistler in Canada or Winterberg in Germany.

What services are available to our athletes?
We provide product and tech support, such as soft tunings, custom tunings (for our top elite athletes), rebuilds, and product education. But we also give our riders a chair, a cold drink, and some good conversation. In a big race like a World Cup, we have six full time mechanics on staff and we service normally over a hundred racers. We are considered home base for our athletes.

What SRAM technology is most important to you as you work on athlete bikes? Why?
I'd have to say it's the 1:1 Actuation ratio of our drivetrain products. The 1:1 ratio allows for more reliable shifting when conditions are poor and the cables aren't perfect. This means less cable changes for me and my team, as well as more victories for our athletes.

What does 1:1 Actuation mean to our athletes?
Fast, crisp, light, reliable shifting....basically an advantage.

Your best tip for tuning the drivetrain?
Make sure the cables and housings are good. Nothing messes up an adjustment like dirty, sticky cables. Check your chain length, take the spring off the shock and fully compress the bike to see if the derailleur can handle the chain growth. If it can't you are risking tearing the derailleur off the bike.

What do you see in the future for mountain biking?
With the help of organizations like IMBA, I'm hoping the future holds greater access to land for mountain bikers.

What do you see in the future for mtb product?
In regards to future product, it's always the same: lighter, tricker, and even more reliable.

"Speaking of SRAM, Canadian SRAMbassador and super-fast pro athlete Tyler Morland was in the hunt at the Open. Tyler rocked up his bike with a plush RockShox Vivid shock. I rode the Vivid before and loved it, but what a difference it makes when someone with Tyler's suspension expertise sets it up--butter. Not enough good could be said at what a kick-ass job the SRAM tech support guys do. They had their support truck at the Open in full effect. Very few companies provide the support that SRAM does. **John Dawson** and his crew of techs work their tails off from sun-up to sundown bleeding brakes, rebuilding suspension and adjusting drivetrains."

– Chris Cassidy / Bicycling.com / May 27 post after the 2008 US Open New Jersey

SRAM MTB – PROVEN – INTUITIVE – RIDER-FOCUSED.

YET WE WON'T STAND STILL.

THE NEXT GENERATION. 2010



WWW.SRAM.COM

Design: Deepred
Product Photography: James Caulfield
Lifestyle Photography: Victor Lucas