LOGIC.
IT'S IN OUR DNA.



RITCHEY [2010]

RITCHEY. LOGIC.

DNA that is not subjected to environmental pressures will never evolve, putting it at risk of landing on Mother Nature's hit list. In the big picture our 35 years as a company is an insignificant length of time, but in the bike industry it represents many generations of evolution and refinement. We are not the same species as when we started, and we owe this advancement to our habit of overcoming challenges by applying the Logic that permeates down to the building blocks of our existence. Our successes, failures, adaptations and perseverance are all part of the quest to provide the best bicycle components available.

Evolving our designs, so you can evolve your cycling experience.

Logic. It's in our DNA.™



[WCS 4AXIS STEM WITH LOGIC II ROAD BAR]

SHOWN IN WET WHITE FINISH





RITCHEY WHEELS – FROM APEX TO ZETA

We introduced the first Ritchey wheels over a decade ago: one road and one mountain wheelset using straightforward materials and technology. As we refined the art of making sensible wheels at a good value, a class of super wheels emerged when carbon fiber became more than just an experimental material. Now we build wheels using monocoque carbon rim shaping and other emerging technologies, but we have never lost sight of the most important ingredient of all: Logic.

LCT™ (Logic Composite Technology) is the result of a process of selection and design that shapes each of our carbon wheelsets. We use carbon fiber in 4 road and 3 mountain wheelsets because it is the right material for providing strong, light wheels that withstand the rigors of riding at the highest level. However, blindly embracing carbon makes for expensive splinters, and we haven't abandoned the art of producing a beautiful alloy wheel. Carbon is not as comfy on rough roads as a low profile alloy rim, so we have also developed a new rim and wheelset called Zeta. Two years of testing on this wheel are best summed up by one pro rider's words: "these are the best training wheels I have owned, love the ride quality."

We spent three years developing our range of wheels for 2010. It is the most advanced line of wheels we have ever produced, but the story behind it is the same one that has been so successful throughout our 35 years: Ritchey Logic.





[WCS QR]

We love how these forged and machined skewers are hiding all the internal work we did to make sure the cam closes with the right amount of pressure every time. The rear skewer "educates" the rider to mount it correctly for pack riding courtesy. Stylish and functional: the new WCS QR is classic Ritchey.

- Forged alloy lever, titanium skewer, and a concealed mechanism
- Front/rear specific design, asymmetric shape optimizes chainstay clearance
- Weight: 82g / mtn. set

[SUPERLOGIC CARBON DISC]



SuperLogic is our top tier product category; no expense is spared in creating the lightest and most advanced component possible. The SuperLogic Disc XC mountain wheels have been tougher in testing than we expected due to the superior strength of their monocoque carbon rim shape. Whether weaving through rock gardens or carving lines through high speed, arcing singletrack, these wheels etched their place into the SuperLogic line the old-fashioned way: they earned it. Find out for yourself why they keep such exclusive company.

- High modulus UD carbon rims fit all clincher mtb tires up to 2.35 width
- 28 hole front / rear; DT Revolution spokes
- SuperLogic Swiss-made cold forged hubs, sealed bearings
- Centerlock disc mount with available adapter for 6-bolt disc rotors
- 9mm or 15mm front hub axle option
- Hand built to 0.02mm trueness/ roundness tolerance
- New WCS titanium axle skewers
- Crash replacement program
- Weight: 1,304g / set

[WCS CARBON DISC]



We took the design lessons learned while creating the SuperLogic Disc wheel and added some grit so the WCS Disc could handle a more diverse range of mountain missions. The 3K weave LCT carbon withstands dings and nicks better than unidirectional carbon, but don't be fooled: the WCS Disc is tough, but still light enough to tear up any xc or marathon race course.

- 3K carbon monocoque rims fit all clincher mtb tires
- 28 hole front / rear, DT Comp spokes
- WCS cold forged hubs, sealed bearings & 6 pawl micro-clutch drive design
- Centerlock disc mount with available adapter for 6-bolt disc rotors
- New WCS titanium axle skewers
- Hand built to 0.02mm trueness/ roundness tolerance
- Weight: 1,421g / set

[WCS APEX 38/50 TUBULAR]

Old school roadies know you can not beat the feel of a tubular in a corner or a high speed descent. New school roadies know you cannot top the performance of a carbon rim due to its efficient lateral stiffness, and deep profile and reduced spoke count, which lessens drag. Why do the old and the young agree? Simple physics tell us that connecting two closed shapes (rim and tire) together eliminates slippage or any loss of energy in getting the power to the pavement. Want to add 5% to 10% more efficiency to your wheels? Glue up some tubulars and feel the difference.

- High strength 38 or 50mm carbon tubular rims
- 20 hole front / 24 hole rear; Sapim stainless steel spokes
- Cold forged WCS hubs, sealed bearings & 6 pawl micro-clutch drive design
- Hand built to 0.02mm trueness/ roundness tolerance
- New WCS titanium axle skewers
- Weight: 1,366g / set (38mm tubulars)





[PRO APEX 38]

An LCT carbon rim body matched to a traditional alloy brake track is the perfect blend of a wind cheating shape with the time proven stopping performance of an alloy braking surface. Designed to be budget friendly with eye-popping graphics, these Pro level wheels enforce Ritchey's respected price to value equation.

- High strength 38mm carbon clincher rims
- 20 hole front / 24 hole rear; Sapim stainless steel spokes
- Cold forged hubs, sealed bearings & 6 pawl micro-clutch drive design
- Hand built to 0.02mm trueness / roundness tolerance
- New Ritchey Pro forged alloy skewers
- Weight: 1,854g / set





[SUPERLOGIC]

Ritchey knows you want the best, so if we brand a product SuperLogic, we are promising you the best materials and technology have been used to achieve the product. The SuperLogic Road series starts with USA sourced, aerospace grade carbon rims hand tuned into a wheel with precision bearings, meticulously machined hubs and stainless spokes for the perfect compliment of aerodynamics and easy maintenance. Clincher tire thermal braking properties have been tested to a psi you will never approach to ensure your peace of mind while you are scaring your pals witless while screaming down your favorite hill.

- Ultra high strength 46mm carbon/boron rims avail. in tubular & clincher versions
- 20 hole front / 24 hole rear; Sapim stainless steel bladed spokes
- SuperLogic cold forged hubs, sealed bearings & 6 pawl micro-clutch drive design
- Hand built in USA to 0.02mm trueness/roundness tolerance
- New WCS titanium axle skewers
- Crash replacement program
- Weight: 1,171g / set (tubular)
- Available in the U.S. only



[WCS ZETA]

It's our favorite new wheel. We love carbon, like you, because the properties and performance can't be beat, but there are times when rough roads, high training miles and sloppy conditions dictate the need for a lively set of alloy "trainers" that feel like your race day set. The WCS Zeta is just that wheel, without compromise and without the price tag of carbon. We field tested these for 2 years with over 20 different riders and EVERY ONE said the same thing: "nicest alloy wheel I have ever ridden."

- High strength Vanadium alloy clincher rim w/ OCR asymmetrical shape
- 20 hole front/ 24 hole rear with Sapim stainless steel spokes
- Forged and machined WCS hubs, sealed bearings, 6 pawl micro-clutch drive design
- New WCS titanium axle skewers
- Hand built to 0.02mm trueness/ roundness tolerance
- Weight: 1,560g / set



SUPERLOGIC COMPONENTS

What is SuperLogic? Representing the bleeding edge of design and material technology, the SuperLogic tag is reserved for an extremely select group of components: wheels so slippery that decals will slow them down, or road bars too light for the pros to use (these days our sponsored pros need to add weight to their bikes to meet the UCI's guidelines). If your garage is a factory works lab and your bike is an F1 machine on two wheels, SuperLogic is aimed directly at you.

[SUPERLOGIC CARBON EVOLUTION BAR]

The evolved rider is not the kind of animal that likes to be restricted. Racing, training, epic rides to the horizon and beyond: it's all fair game, and the SuperLogic Evolution is our most versatile performance road bar. High performance dimensions encourage lightning fast transitions to the drops or split second brake access, and an ergonomic upper with back sweep and multiple positions keeps your upper body feeling strong all day.

- Unidirectional carbon monocoque construction with LCT (Logic Composite Technology)
- Ergonomic upper section with 3 degree back sweep
- Extended 31.8 center section is compatible with clip-on aero bars
- Textured stem and shifter clamp areas reduce risk of slippage and require less bolt torque
- 38cm width features shorter 75mm reach for smaller riders
- Finish: UD carbon
- 190g (42cm)







[SUPERLOGIC STARNUT]

No part of your bike is too small to benefit from a little SuperLogic. At just 18 grams, this Starnut will catch a weight weenie's eye, but more importantly it adds a subtle finishing touch to your ride. Alloy top cap and star nut. For use with 1 1/8" steerer tubes.





[SUPERLOGIC 1BOLT POST]

Fit and forget. At only 142 grams (27.2 x 300mm) our SuperLogic 1Bolt post is the ultimate expression of Ritchey Logic. SideBinder™ and LCT technologies make the SuperLogic 1Bolt post so light and easy to set up that you'll forget it's there, until you have a look at it and realize it is the epitome of form and function.





[SUPERLOGIC LOGIC II BAR]

Fit is everything in a road bar, so when we revamped the Logic (our most popular bar shape) we tailored the reach and drop dimensions to match the width – a world first. Unidirectional carbon monocoque construction with LCT makes the SL Carbon Logic II our lightest road bar (190g for the 42cm width) but it's also our most comfortable. Like the Evolution, it is also compatible with clip-on aero bars.



[SUPERLOGIC 10° BAR]

The ergonomics and performance benefits of riser bars made the good ol' flat bar seem a bit vanilla. Add a little chocolate sauce to your ride with our 10° bar: designed to offer the ergonomics of a riser without adding height to your cockpit. Unidirectional carbon monocoque construction with LCT, reinforced at the shifter/lever clamp area for durability, but still weighing in at only 178 grams, the 10D bar is another example of Ritchey Logic at its finest.



[SUPERLOGIC FLAT BAR]

For the traditionalist with a flair for super high tech, the SuperLogic Flat bar helps keep your cockpit setup light and low. Reinforced internally at the shifter/lever clamp area. UD carbon monocoque construction keeps the weight down to about the same as a deck of cards at only 125 grams.

WCS COMPONENTS

Using the latest technology and materials to create the world's most trusted, high performance components, Ritchey's WCS line has set the standard for many years. The rainbow stripes in the WCS logo are a tribute to the many world champions that have raced for Ritchey over the years – including reigning men's and women's road race champions Alessandro Ballan and Nicole Cooke.



WCS CARBON STREEM SADDLE

Boasting the same Vector wing design and carbon injected shell that give our Streem saddles a tuned flex pattern and stellar comfort, the WCS Carbon Streem sheds an incredible 55 grams over the already svelte Ti railed version, thanks to the use of carbon fiber rails.

- Patented Vector Wing design dissipates vibration
- Low profile design and narrow carbon fiber injected shell and superlight foam makes for a firm and light platform
- Carbon rails are strong and incredibly light
- Lorica cover with debossed detailing available in black or white versions
- 145g

WCS SEATPOST IN WET WHITE

Classic white doesn't just belong on the tennis court: riders have made it their own in recent years and we would never deny that we're suckers for flashy white components. We sprinkled some white stems on some of our pros' bikes at last year's Tour and the response was incredible: people from all over wanted to get their hands on one. Now's your chance, and there are bars and posts in white too, like this WCS alloy beauty with a one bolt SideBinder clamp, 3D forged construction and low profile head.

- One piece 3D-Net forged TR741 alloy
- 20mm offset
- SideBinder clamp technology requires a single 5mm allen key for easy installation and all adjustments
- Sleek low profile head optimizes saddle clearance
- Weight: 195g (27.2 x 350mm)
- Available in Wet White, BB Black, and Wet Black





[WCS ZERO OFFSET POST]

We take our Fit Logic concept seriously, and an important ingredient in proper bike fit is seatpost offset. For riders with certain proportions (and the majority of mountain bikers) a zero offset post is the right choice. Ours is loaded with features including a SideBinder one-bolt clamp and a low profile head that optimizes saddle clearance and adds a sleek look. We use a proprietary alloy – TR741 – and 3D forging to give it exceptional strength and, of course, light weight as well: the 27.2 x 350mm weighs just 195g.



[WCS 4-AXIS STEM]

Thanks to its 4-axis clamping technology and superb strength to weight ratio, this stem's iconic status is assured. Sure, we've added a Matrix **carbon**alloy version, the wide-mouthed 44, and a variety of finishes including Wet White, but the specs that mattered at the outset are still passing the test of time: 3D forged and designed specifically for carbon and lightweight alloy bars, with stainless steel bolts and classic good looks.



[WCS HEADSETS]

Popping a fresh headset into a new frame is usually the first and most satisfying step in a build. Although they are usually overshadowed later by components thought to be more vital, a high quality headset is essential to a bike that steers and performs well. Our WCS headsets feature titanium coated sealed cartridge ACBs (angular cartridge bearings) and precision machined alloy cups, for years of trouble-free performance on century rides or muddy singletrack. This year we added a new cyclocross specific design with an integrated cable hanger and tension adjuster. Now that's Logic.

PRO COMPONENTS

Race caliber performance without the works-level prices. We take the top design concepts and processes from our WCS technologies and combine them with extra durable alloys to create our PRO line: a solid choice for the serious rider. For 2010, Pro gets a branding facelift to add more distinction to your ride.



[PRO 4AXIS 44 CARBON STEM]

This is one tough, stiff stem. The newest stem in the PRO lineup uses the same Matrix **carbon**alloy technology that made our WCS 4-axis Carbon stem so popular – it's no wonder there are so many imitators out there.

- 3D-Net forged 6061 alloy body encased in carbon, significantly increasing strength and durability over pure carbon or alloy stem designs
- Angled steerer clamp helps prevent damage to lightweight aluminum and carbon steerer tubes.
- Stainless steel taper head bolts
- 3K carbon finish with Wet Black faceplate
- 145g (100mm)



[PRO 10º BAR]

Get a grip on one of our 10 degree bend flat bars, and you'll feel that you no longer have to choose between riser bar ergonomics and the race-oriented positioning of a flat bar. Designed to put your hands where a riser bar would but keep your front end low, the PRO 10º bar may make you rethink your cockpit setup.

- Drawn from 2014 T-6 double butted alloy
- Unique shape allows for hand positioning of a 5º bend, but the ergonomics of a riser bar, all without increasing stem length
- Intended for XC/moderate AM riding
- 278g (700mm width)









[PRO EVOLUTION BAR]

We don't toss around the word Evolution lightly, but with Logic coursing through our veins, we feel that this bar deserves the name. Featuring the same dimensions as the WCS and SuperLogic versions, the PRO Carbon Evolution bar makes pulls no punches: carbon monocoque shaping makes one of our greatest road bars available to a wider range of budgets. 260g.



[PRO PARADIGM PEDAL]

It takes a lot of work to take a pedal design from good to great but we've done it with our newest mountain pedal. It's a Ritchey Logic philosophy that CroMo axles are as light as Ti but much stronger. We also believe in putting the appropriate bearing to work so we use busings, needle bearings, and sealed cartridge bearings and the result is a smooth, long-lasting pedal that can be serviced yourself when the need arises. Only 255 grams, in black or red and a price that will convince you of one thing: the Paradigm has shifted again.



[PRO MOUNTAIN FORK]

While a rigid MTB fork is a bit of a throwback, a carbon one is not. Available in 26 and 29 inch wheel versions, our PRO forks all feature carbon blades and dropouts with alloy crowns and steerers. Designed to preserve the geometry of an 100mm fork, these beauties will put the zing back in your front end's steering and shed some weight from your sprung fork to boot.



[PRO BIOMAX SADDLE]

A good saddle design really is an art as much as a science. There is no mathematical formula for 'feel', however science tells us that a relieved center section is beneficial to many riders. The PRO BioMax features an anatomical cutout, nylon and carbon shell, tubular CroMo rails and a Micro Fiber cover (in white or black) with understated good looks. Art. Science. Feel. Performance.

COMP COMPONENTS

It's no secret that 2009 ushered in an era in which the consumer demands even more value in order to stretch a tight budget. Luckily for Ritchey, the Comp line has already been meeting this strict budgetary requirement for years while providing the design sophistication and many of the features that categorize our WCS line. Ritchey COMP parts will get the job done, without compromise.



[COMP STREEM]

- Aerodynamic profile and more surface on top of the bar to hold onto when climbing
- Oversize 31.8mm center section increases strength and rigidity
- 6 degree swept-back tops, 2 degree flare on drops for a more comfortable riding position
- Deep groove hides cables
- 145mm drop
- 295g (42cm)



[ADJUSTABLE STEM]

The COMP adjustable stem is a standout in a category filled with clunky, awkward competitors. 3D Net forged 6061 alloy construction, precision-machined adjustable clamp, and stainless steel bolts. Featuring 90 degrees of adjustment range (45 degrees in either direction) and available in three lengths (80, 100, and 120mm).



[COMP MOUNTAIN PEDAL]

Our high-end components get most of the attention but the truth is that some of our best components are from the COMP line when you consider the amazing value they offer. A strong, low profile body cast from steel and adjustable spring tension (and 5 degrees of float) makes this pedal a high performer. True to form, we kept the weight low as well, at just 340 grams for the pair.



[GRIPS AND ACCESSORIES]

We offer a wide selection of grips, from dual compound performance to the super light weight and comfort of neoprene – many of them in locking versions as well. A good grip is one of the important finishing touches on a bike, and selecting one that offers the right combination of cushioning, grip, and vibration dampening for you will ease fatigue in your hands and forearms.

Ritchey tools and accessories have long been sought after and while we focus most of our attention on the development of high end components, we continue to offer a selection of useful products for the well-stocked home shop or to get you out of a pinch during a ride.

For a complete list and specs of our grips, tools, and accessories, head to ritcheylogic.com.



[WCS ERGO LOCKING TRUEGRIPS™]

- Our best-selling grip series now available in locking versions
- Tough high density foam is superlight, plush and grippy even in wet conditions
- Slim anatomical shape
- 133g /pr without end plugs



[WCS ERGO TRUEGRIPS]

- Superlight, tough high density foam for grip in wet conditions
- Ergo shape for palm-fitting comfort
- Inner “hand-stop” collar
- 34g /pr without end plugs



[WCS LOCKING TRUEGRIPS]

- Our best-selling grip series now available in locking versions
- Tough neoprene foam is superlight, plush and grippy even in wet conditions
- Slim anatomical shape
- 116g /pr without end plugs



[WCS TRUEGRIPS]

- Tough neoprene foam is superlight, plush and grippy even in wet conditions
- Slim anatomical shape
- Only 32g /pr without end plugs



[SPEEDMAX LOCKING GRIPS]

- Two-bolt, one-side locking design
- Grip pattern derived from speedmax tire tread
- Great for wet riding conditions
- 100g /pr without end plugs



[TRUEGRIP VI]

- Dual compound, no-slip Kraton rubber
- Ergonomically designed
- Available in black with grey trim, black with white trim, and white with black trim
- 88g /pr without end plugs



[TORQKEY]

- Properly install your Ritchey carbon bars and stem without fear of over-torquing. This Torque Key uses a M4 bit and is pre-set to 5Nm (maximum recommended torque for Ritchey carbon bars and WCS stems)
- 53 grams



[CHAIN LUBE]

- Cleans and lubricates in one step
- Creates a membrane around the moving parts of your chain which floats dirt to the surface where it can’t harm the chain
- Seals out contaminants
- 4oz and 16oz bottles
- Available only from Ritchey USA



[LIQUID TORQUE]

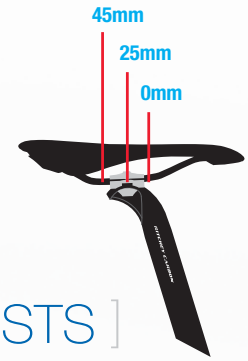
- Creates extra friction between two surfaces, allowing tightening torque to be reduced by up to 30%
- Useful when over-clamping can damage sensitive components such as carbon bars or steerer tubes
- Approved for use with carbon, steel, alloy and titanium.
- Use with Ritchey Torqkey to ensure safe installation of Ritchey bars and stems

RITCHEY FIT LOGIC

Fit Logic sums up Ritchey's commitment to provide an unsurpassed selection of products designed to put you into a comfortable position on your bike. If you are comfortable, you will ride more often without a concern about all the ergo science we labored over, just like when you were ruling your neighborhood as a 6 year old terror on two wheels.

Your first bike might have been a bit too big at first, but once you grew into it, the two of you became the best of friends. Fit Logic can help you feel the same way again. As we grow up, our reasons for riding may change but what never leaves us is the pursuit of freedom on two wheels: exactly what we all loved about riding as kids. Whether you race, ride to stay in shape, commute, or want to explore your neighborhood and the world around you, the most important thing you can do to enjoy your ride is to dial in the fit of your bike.

[SEATPOSTS]

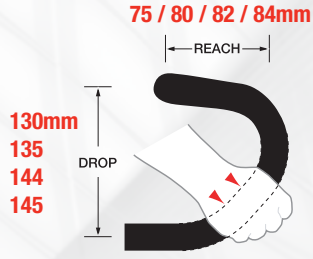


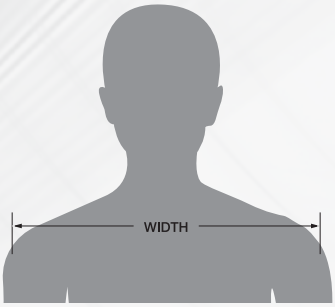
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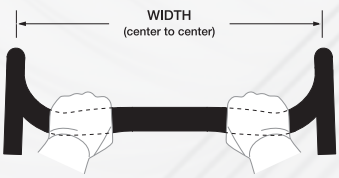




[HANDLEBARS]







36 / 38 / 40 / 42 / 44 / 46cm

FIT LOGIC™ BY RITCHEY

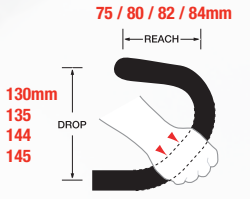
[STEM DESIGN]

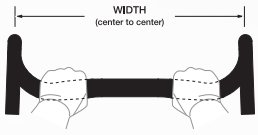
There are many technical reasons why Ritchey stems are the best in the industry. 3D Net shaped forging, bias cut steerer clamps, opposing bolt orientation, 4-axis clamp technology…we have pioneered many advances in stem technology over the years, always in pursuit of strong, light stems that provide a stiff and reliable interface between your bar and your fork. But it doesn't end there, because all that technology doesn't mean a thing if you can't use it, which is why we work so hard to offer our stem technologies across as many lengths, angles, and price points as possible. If you need to tweak the fit of the front end of your bike, there is a Ritchey stem that can help you do that, no matter what your budget is.



[HANDLEBAR DESIGN]

For some riders the bar is just a place to put your hands, which is just fine. However for those that notice the details, our handlebar shapes are as refined and well thought out as they come. From road bars with reach and drop measurements tailored for different widths (because limiting everyone to the same bar dimensions would be like making a shoe longer but not wider) to mountain bars with ergonomic variations designed to suit the rider's preferred style of terrain and bike setup, we understand the differences between riders, and we make a bar to satisfy them all.

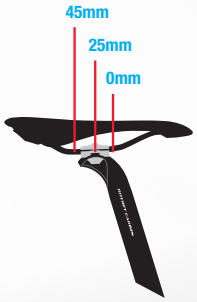




36 / 38 / 40 / 42 / 44 / 46cm

[SEATPOST DESIGN]

The common perception is that seatpost height is the only thing to worry about "back there" but the offset of your post is equally critical to optimizing your comfort on the saddle and the efficiency of your pedal stroke. From 0 to 45mm, we've got that covered. Even if you don't know exactly what offset you're after, we have a post that allows you to change it, offering a 30mm range of adjustment. And because we don't want to discourage you from making small changes to your saddle's position, the SideBinder clamp featured on many of our saddles makes it easy to adjust the angle and fore/aft position of your saddle by loosening a single bolt.



RACING AND SPONSORSHIP

There is something that happens to all of us when we line up for a race. Whether it causes us all to push harder, think smarter, and be better. Our attitude towards creating components for some of the world's best racers is just the same: we work as hard as we can, and then we dig even deeper.

Our goal with sponsorship is not to get our components onto podiums (but we love when it happens) but to put them into the most demanding test conditions we can find, then learn how to make them even better. When the best cyclists in the world use and trust our components, we know we've done our job, but their feedback makes us rethink, improve, and refine them to a whole new level. When they ride those components to the podium, we like to think we've helped them do their jobs a little as well.

lampre

Silence Lotto Cycling Team

OUCH pro cycling team presented by MAXXIS

Colavita Extra Virgin Olive Oil · Sutter Home · Cooking Light

MOUNTAINBIKE-TEAM SCOTT swisspower

TIBCO The Power of Now® Women's Cycling Team

VISION1



[ONLINE STORES]

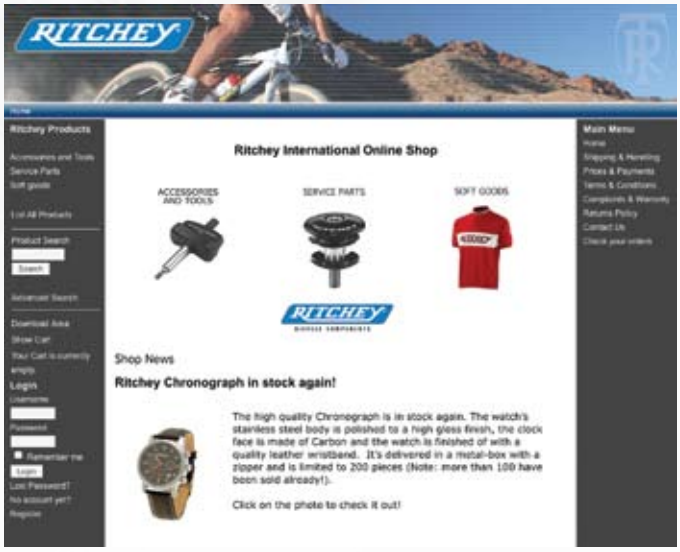
[U.S. & CANADA]

Ritchey Design USA has a highly functional e-commerce store within the US side of the website. Most of the entire Ritchey catalog of components is available for sale. Orders are transacted in a super secure, privacy controlled format and routed to US retailers for fulfillment. Should our retail partners find themselves unable to deliver, Ritchey USA will catch the order and fulfill within two business days of original order date. All sales enjoy the full Ritchey warranty.



[RITCHEY INTERNATIONAL]

Consumers can purchase Ritchey service parts, professional bicycle tools and original accessories directly from the Ritchey International web shop. Parts are shipped from Switzerland to destinations worldwide (excluding the USA and South America), with easy payment by credit card. Register now at www.ritchey.ch and buy your service parts and cool Ritchey gear.



[WCS CARBON INTERVAL TT BAR]

SHOWN WITH "SLIVER" CLIP-ON ADAPTOR AND CARBON S-BEND EXTENSIONS



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