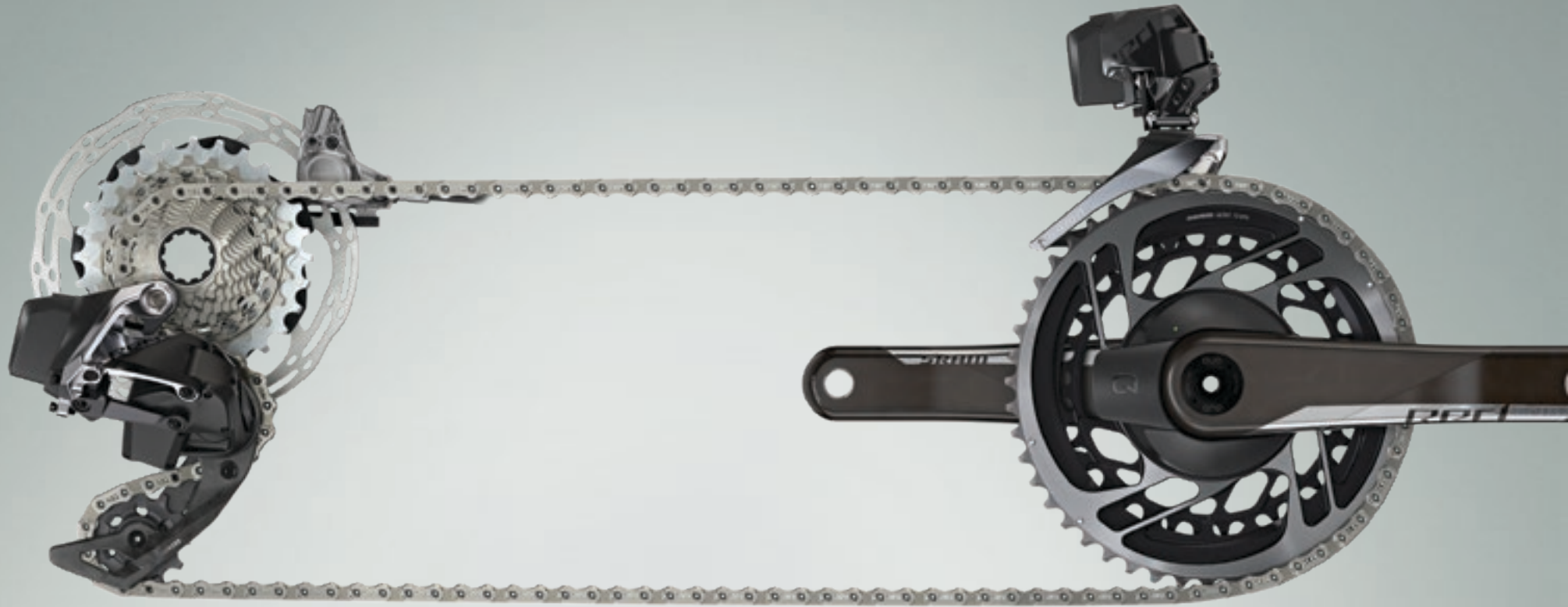


NEW ROAD PRODUCT

SRAM



SRAM eTap AXS™



eTap ™

SRAM RED eTap AXS™ EMBARGO

FEB 06, 2019

9:00AM CENTRAL STANDARD TIME

4:00PM CENTRAL EUROPEAN TIME

SIMPLY BEYOND Today's riders are more capable than ever. So we made a groupset that fit their needs. We focused on where road is going, not simply where it's been.

SRAM.

eTAP AXS™ OFFERS

Wider range and closer progression,
so you're always in the right gear.

A quiet, secure and smooth ride,
whatever the terrain.

A system that does exactly what you
want, when you want.

Exploring new limits has never
been easier. SRAM eTap AXS™ –
Simply Beyond.

MECHANICAL ADVANCEMENTS THAT WILL ELEVATE YOUR RIDE EXPERIENCE.



ELECTRONIC INNOVATIONS THAT TAKE ETAP[®] WIRELESS TO THE NEXT LEVEL.

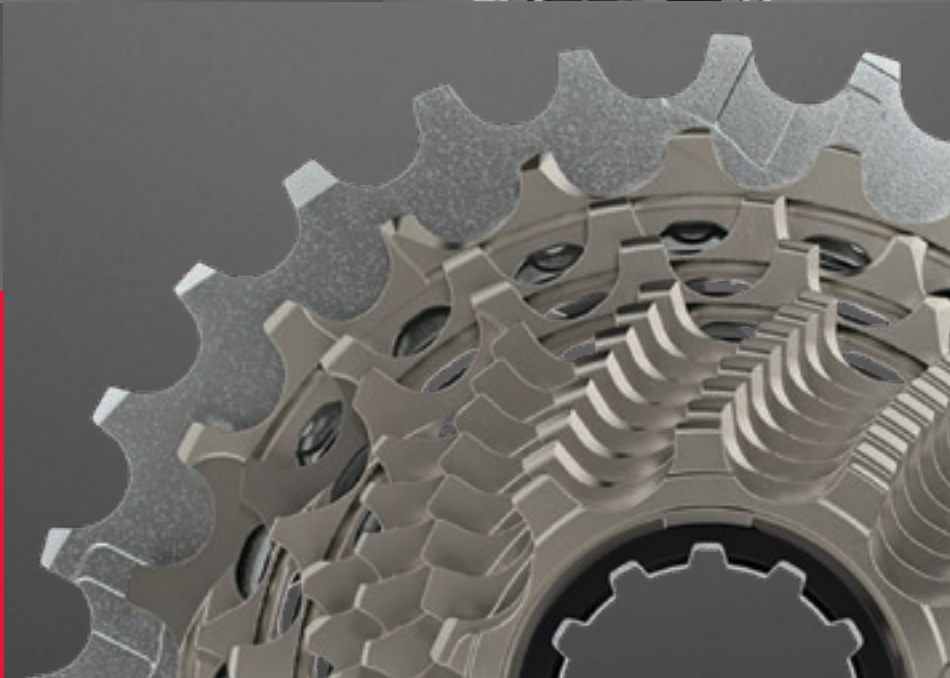
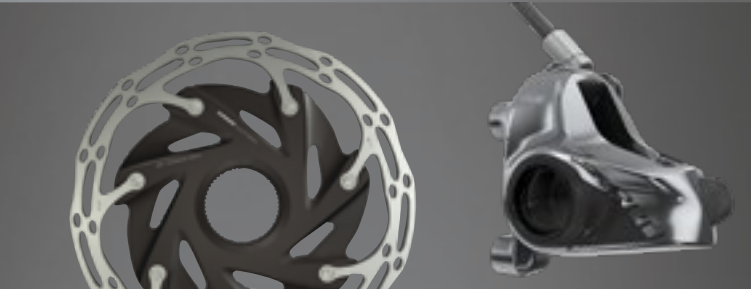
POWER MEASUREMENT THAT'S MORE INTEGRATED THAN EVER.



SRAM.

YOURS,
NOW



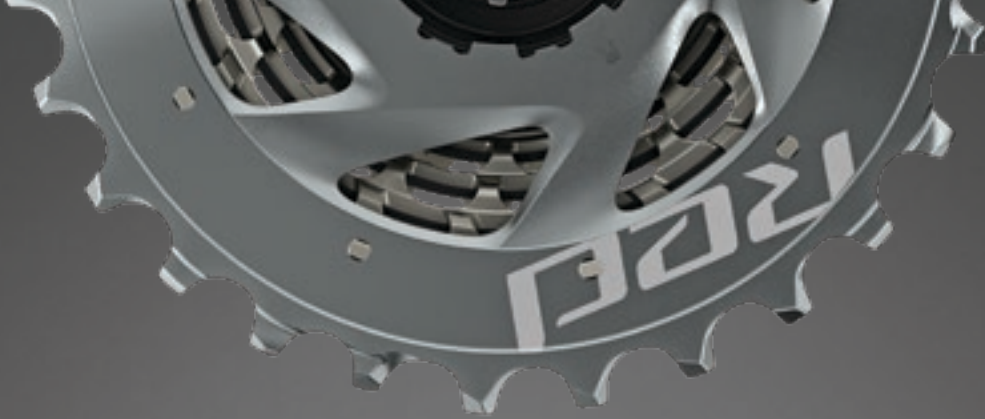


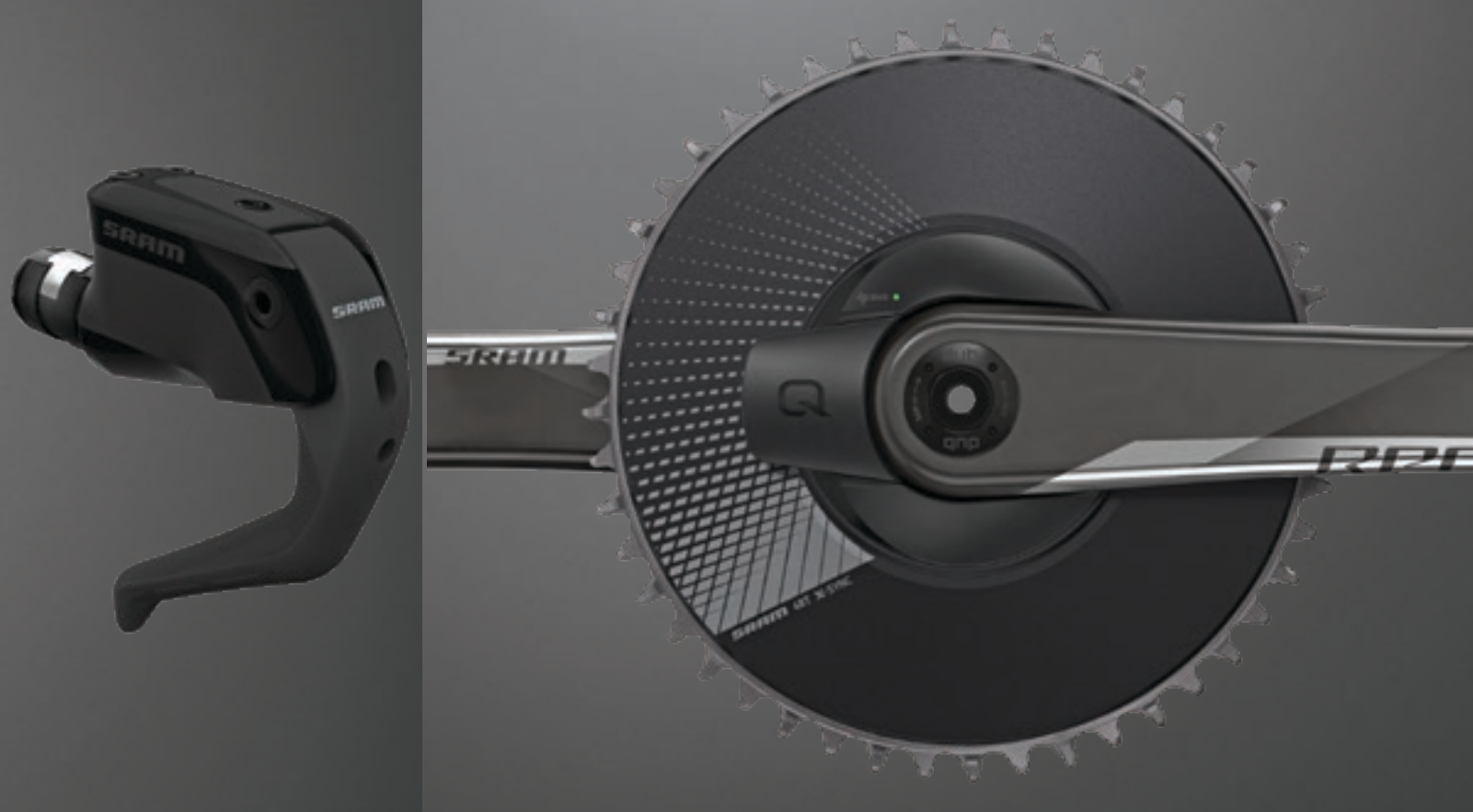
Red™

2x HRD

red 

1x HRD





Red 

1x TRI HRD



MECHANICAL ADVANCEMENTS

SYSTEM ENGINEERING

Completely new
drivetrain system for
electronic shifting

One rear derailleur for all
gearing configurations

X-RANGE™ GEARING

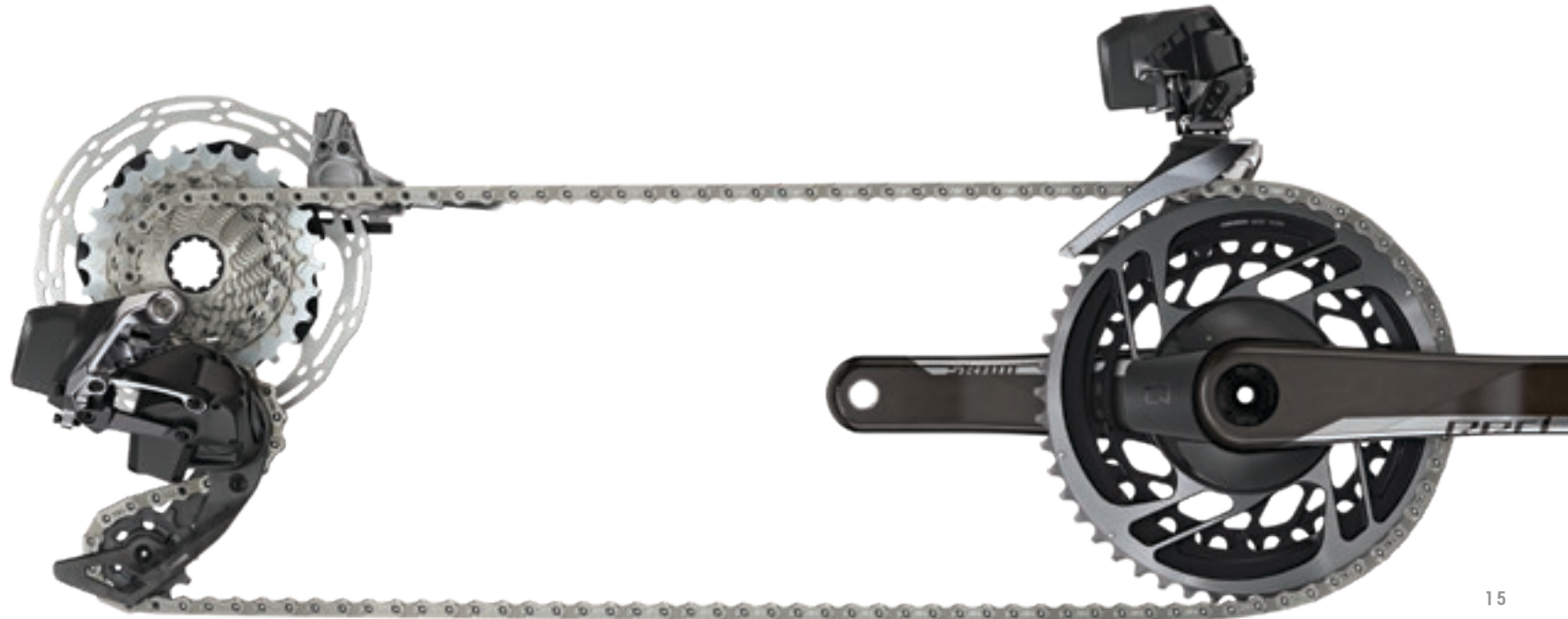
**Wider, more progressive
gear range to explore
new limits.**

Ideal gear ratios for today's more
capable bikes and riders

Smoother gear progression

Always in the right gear

Ride faster, farther, easier



THE RIGHT GEARING



	X-RANGE™	TRADITIONAL GEARING
CRANK	50/37	53/39
CASSETTE	10-26	11-25



	X-RANGE™	TRADITIONAL GEARING
	48/35	52/36
	10-28	11-28

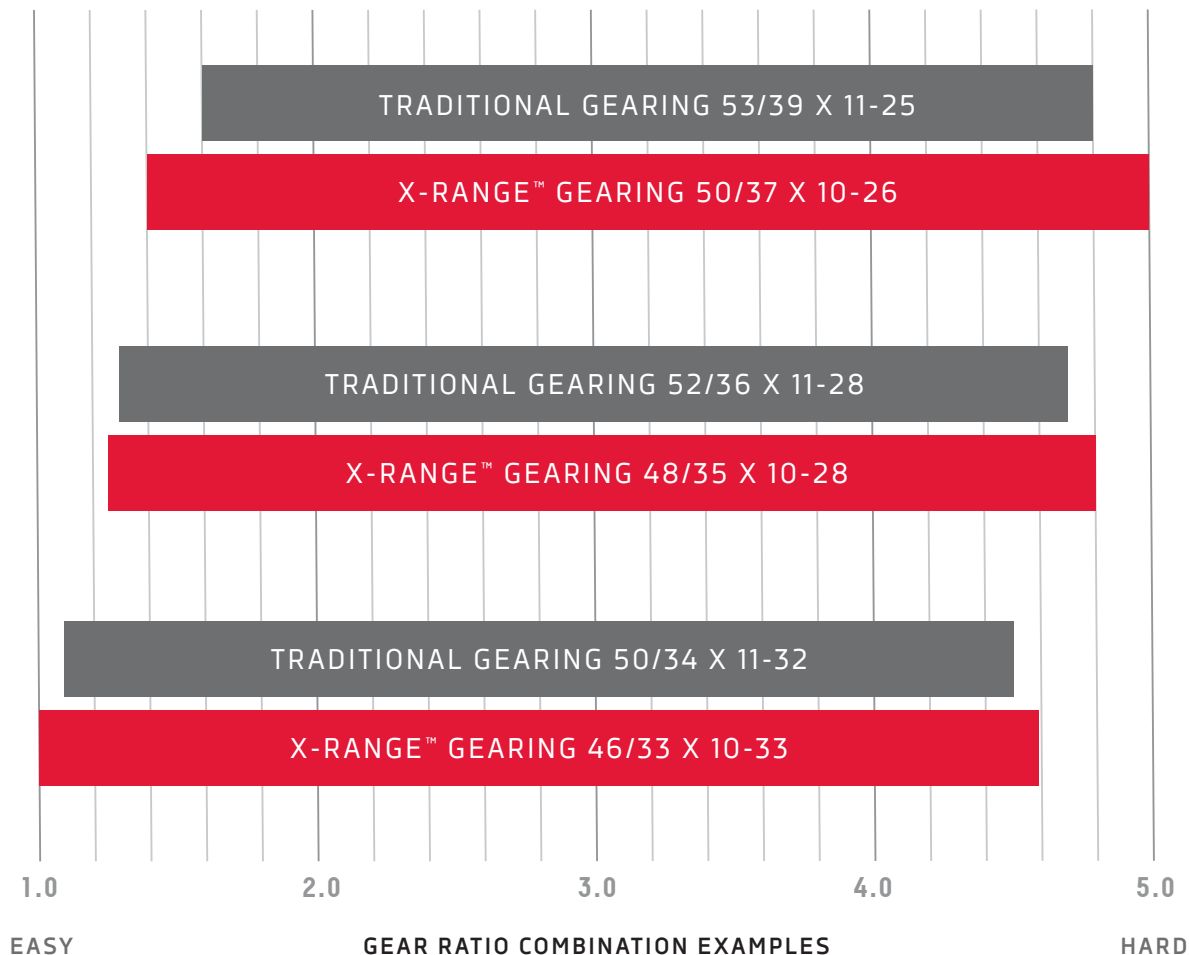


	X-RANGE™	TRADITIONAL GEARING
	46/33	50/34
	10-33	11-32

X-Range™ crankset and cassette combinations shown are only suggestions—all cranksets are compatible with all cassettes

X-RANGE™ GEARING

Offers more range than
traditional gearing.



X-RANGE™ GEARING

Offers a smoother
gearing progression,
with more one-tooth
jumps between cogs.

RANGE

SRAM eTAP AXS™ CASSETTES

1T JUMPS

260%

10-26101112131415161719212326

7

280%

10-28101112131415161719212428

7

330%

10-33101112131415171921242833

5

RANGE

COMPETITOR CASSETTES

1T JUMPS

227%

11-251112131415161719212325

6

255%

11-281112131415171921232528

4

278%

11-301112131415171921242730

4

291%

11-321112131416182022252832

3

309%

11-341113151719212325273034

0

FLATTOP™ CHAIN

Striking appearance

Remarkable performance

—

Straight-edge profile for a stronger, quieter chain

Greater shifting accuracy and less running noise. You will notice the difference.



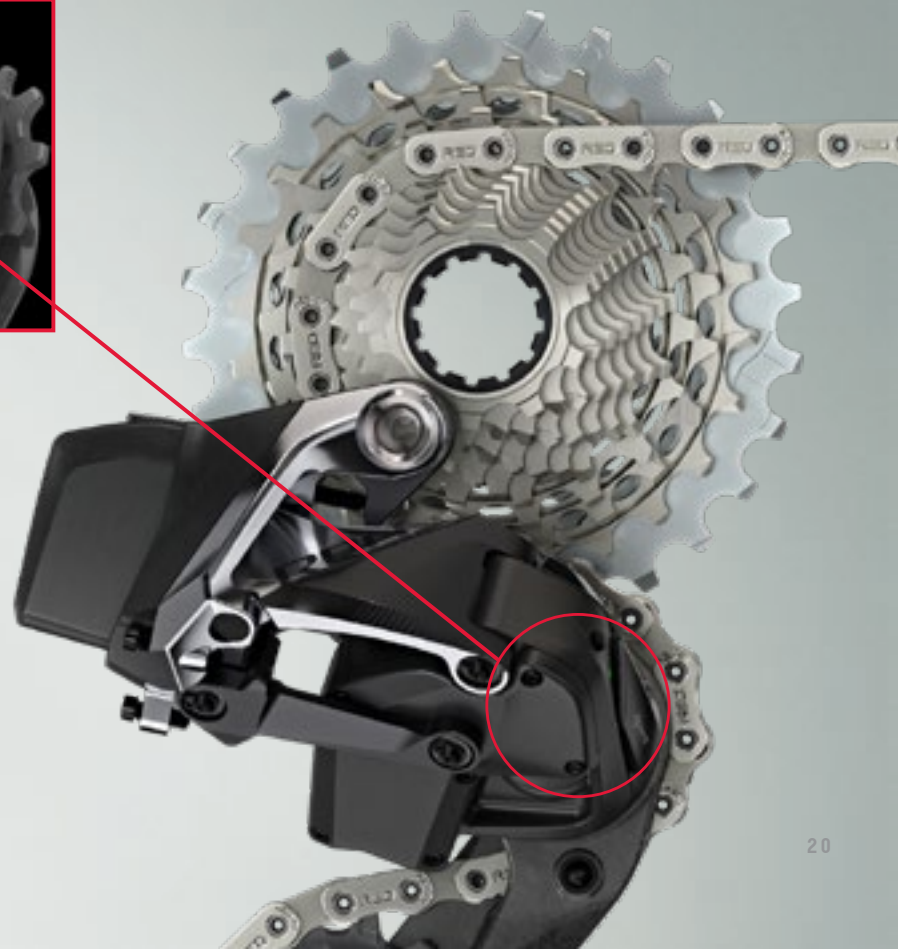
ORBIT™ CHAIN MANAGEMENT

Modern motion control

—
Elegant and ultra-lightweight
fluid damper system

Quieter, simpler, more
efficient chain management

Rock-solid reliability and
chain tension, for both 2x
and 1x systems



ELECTRONIC INNOVATIONS



eTap[®]

Intuitive.

Simple, yet advanced.

Completely
wireless drivetrain

Simple and
intuitive shifting

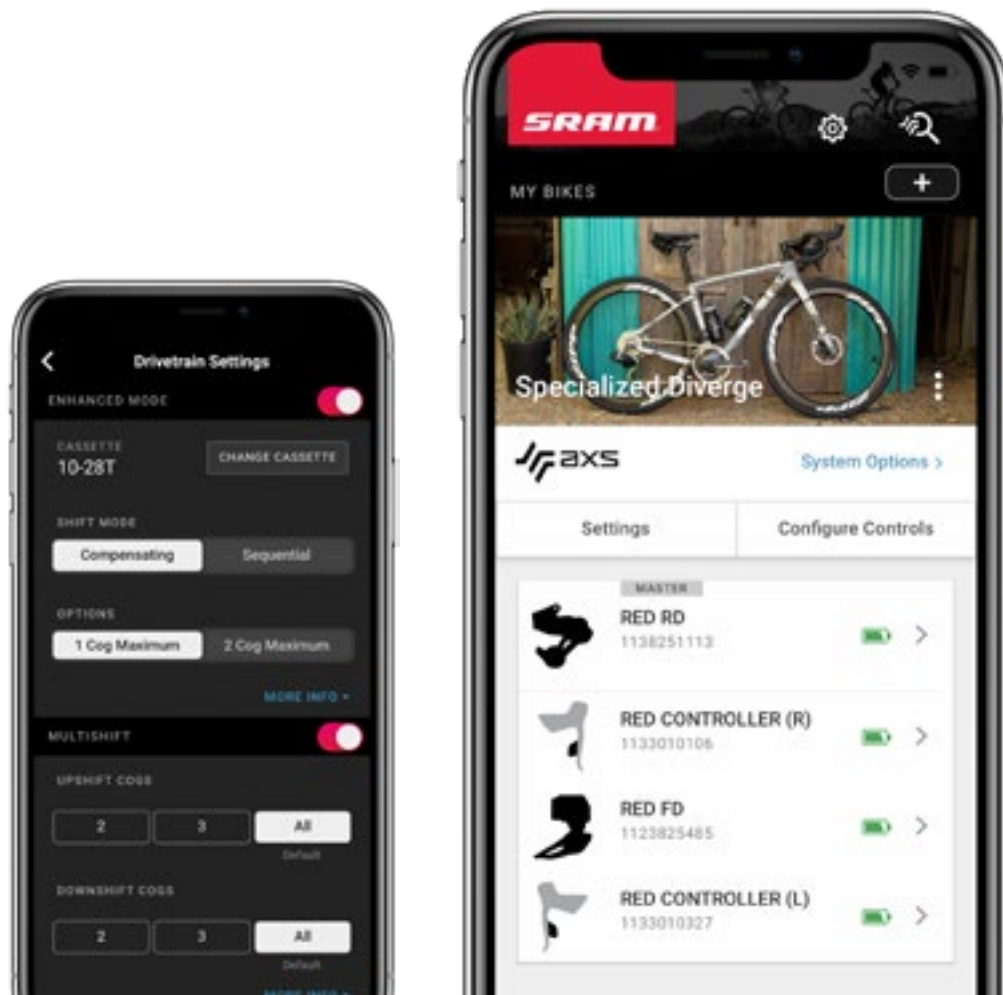
Faster shift speed

CONTROL. PERSONALIZE MONITOR.

AXS™ is SRAM's new bike component integration system

Connect your components to see battery status, change component behavior, customize controls, get maintenance reminders, and update firmware.





SHIFT SETTINGS

Enhanced modes

Sequential – Activates the next available gear using the assigned upshift and downshift buttons. Automatic actuation of the front derailleur keeps your gear ratio and pedaling cadence steady. You can still manually command a front shift.

Compensating – Smooths gear transitions. When a front gear change is performed, the rear derailleur compensates for the large change in gear ratio by shifting 1 or 2 cogs, keeping your pedaling cadence steady.



CONTROL ASSIGNMENT

—

Within the AXS™ app, shifting actions can be reassigned to new buttons on the shifters using the Configure Controls environment. This mode allows riders to have the most control over how and when they shift.

BEYOND ROAD

—
AXS™ allows you to mix and match Road and MTB components and control a wireless RockShox Reverb seatpost from eTap AXS™ drop bar controls.



SRAM.

POWER

INTEGRATED POWER

A new power paradigm.

—
All the benefits of
Quarq power meters
integrated into the crank

Less expensive and lighter
weight upgrade path for
non-power cranksets



POWER FOR SRAM RED®





AERO WIRELESS INTEGRATION

Integrated BlipBox™ mount

Improved adjustability; wide adjustment ranges with small steps in adjustment

New extension angle adjustment

Independent armrest angle adjustment

Works with any 31.8mm clamp stem



VUKA AERO
Handlebar



PRODUCT CONFIGURATIONS

—
BAR
DROP
OR
TRI/TT

—
BRAKES
DISC
OR
RIM

—
DRIVETRAIN
1x
OR
2x

—
POWER
INTEGRATED
OR
UPGRADE

DUB™ ROAD

Smooth, strong, and simplified.

The relationship between bottom bracket spindle and bearing is the core of DUB™ technology. It's where stiffness meets durability. We took it a step beyond conventional thinking and made everything simpler—and better integrating the relationship between chainring, crank, spindle and bottom bracket.

It's this clear system approach to developing a complete system that equals better drivetrain performance.

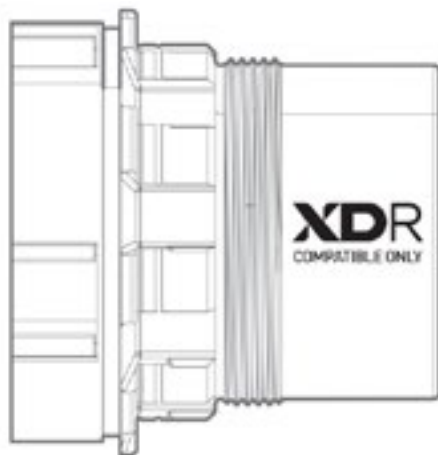


BSA
BB30
PF30
BBRIGHT
PF30A
386
PF86.5

XDR™

The XDR™ driver body is a universal mounting system for cassettes that incorporate cogs with fewer than 11 teeth. It allows for lighter and more versatile drivetrains, without requiring new rear axle standards, hub redesigns, or even new cassette tools.

All Zipp wheels are available with, or convertible to, XDR.





CENTERLINE XR ROTOR™

Optimized for road use

Round edges

Quiet and elegant

eTap ™

Wider range and closer progression,
so you're always in the right gear

A reassuringly quiet, secure and
smooth ride, whatever the terrain

Unparalleled control,
personalization and insight into
your bicycle's performance

And it's still wireless.

SRAM RED eTap AXS™ EMBARGO

FEB 06, 2019

9:00AM CENTRAL STANDARD TIME

4:00PM CENTRAL EUROPEAN TIME

SRAM®

THANK YOU