

Ritchey Bar Shape Explained

Bar	Top	Curve Shape	Drop Flare	Backsweep	Flare Out	Target Experience	Target Rider	Special	XL
WCS CARBON VENTUREMAX HANDLEBAR	aero ergo	bio-bend	24°	4°	4°	gravel / bikepacking	endurance / comfort /adventure		
WCS CARBON STREAM HANDLEBAR	aero	compact	0°	4.7°	1°	Road / Cross	Performance		
WCS EVOCURVE HANDLEBAR	ergonomic	compact	0°	5°	2°	Road / Cross	Performance / comfort / adventure		
SUPERLOGIC NEOCLASSIC HANDLEBAR	round	traditional	0°	0°	0°	Road / Cross	Performance		
WCS BEACON HANDLEBAR	aero ergo	anatomical	36°	4.5°	6°	gravel / bikepacking	endurance / comfort /adventure		
etc...									
etc...									

Top

- **Aero** - Shape: wide, thin and flat - Pure aerodynamic shape for highest level performance.
- **Aero Ergo** - Shape: flattened round - Fills the hand while being a bit aerodynamic. Also offers a comfortable resting place for the hands.
- **Ergonomic** - Shape: round and wide - Its width is more comfortable and allows the rider to grab a lot of the bar to really dig deep.
- **Round** - Shape: round - A traditional and minimalist shape, size and weight.



FLAT



ERGO AERO



ERGONOMIC



ROUND

Drop Flare

- Indicates the angle of the drops away from the center of the bar.
- The wider the drop flare, the wider your hands are positioned for more control and confidence.
- A wide drop flare allows a bar to have a much shallower drop.
- With a shallower drop, the rider retains stability when moving hands from the tops to the drops. Thus, more confidence.
- Shallower drop also means a more upright riding position.



Backsweep

- Indicates the rearward angle of the bar top.
- Offers a more natural hand position when riding on the tops for more comfort.



Flare Out

- Indicates the angle of the lower part of the bar in perpendicular relation to the upper part.
- Offers a slightly more natural arm position when in the drops for additional comfort and confidence.
- Zero degrees of flare out keeps arm position closer to the body for better aerodynamic performance.



Curve Shape

- **Traditional** - Classic drop bar shape noted for consistent radiused curve that forces the hands closer to the front of the bar for a low, aggressive and aero position.
- **Compact** - The shape is a variable radius that changes continuously as it curves, which is slightly more ergonomic for the natural curve of the hand. Limitless hand positions.
- **Anatomical** - This shape offers two angles - an angled part and a straight part, fixing the hands in two optimized and more stable positions on the bar.
- **Bio-Bend** - A unique shape that delivers support for the cup/palm of the hand, ultimately offering three hand positions in the drops: up front, on the bump and the back of the drops.



Traditional



Compact



Anatomical



Bio-Bend

Target Rider

- **Performance** - Rider looking for the highest level of speed without compromise or sacrifice.
- **Endurance** - Rider who demands ergonomic comfort to avoid suffering fatigue when riding longer distances.
- **Comfort** - Rider who asks nothing more from a bar than to feel good and deliver confidence.
- **Adventure** - Rider who demands a combination of performance, control and endurance qualities for mixed terrain riding.