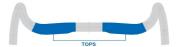
Ritchey Bar Shape Explained									
Bar	Тор	Curve Shape	Drop Flare	Backsweep	Flare Out	Target Experience	Target Rider	Special	XL
WCS CARBON VENTUREMAX HANDLEBAR	aero ergo	bio-bend	24°	4°	4°	gravel / bikepacking	endurance / comfort /adventure		
WCS CARBON STREEM HANDLEBAR	aero	compact	0°	4.7°	1°	Road / 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									
-1-									

- 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.











- 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.



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



- 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

- 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 continously 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.



# 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.