




CANE CREEK

# *INVERT*

The World's First *Gravel* Fork



Descending and cornering  
on gravel is scary, plus my  
hands hurt

# What's the *root* Problem?

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- Rough, loose, and shifting surfaces are cause for nearly all our problems as cyclists: Fatigue, discomfort, timid riding, and crashes.
- Big tires, plenty of modern gravel bikes, and even other Cane Creek products already provide fatigue-reducing compliance components...
- While these make gravel bikes more pleasant to ride, they do not fully solve the problem!
- Riders need additional control *and* smooth ride for best experience

# What's the Market's Problem?



We need something that's *just right* for Gravel



**Under Performing**

Doesn't provide enough Rider Benefit

**Overly Complicated**

*22 clicks of LSC, 10 clicks of rebound, volume reduction for 40mm, heavy, ugly, etc*

# ~~INVERT~~



Under Performing



Overly Complicated

Everything you need, Nothing you don't

Project Goal:

# The First *Gravel* Fork



*Not just a 'baby mountain bike fork'*

*Bring nothing but knowledge over from Helm*

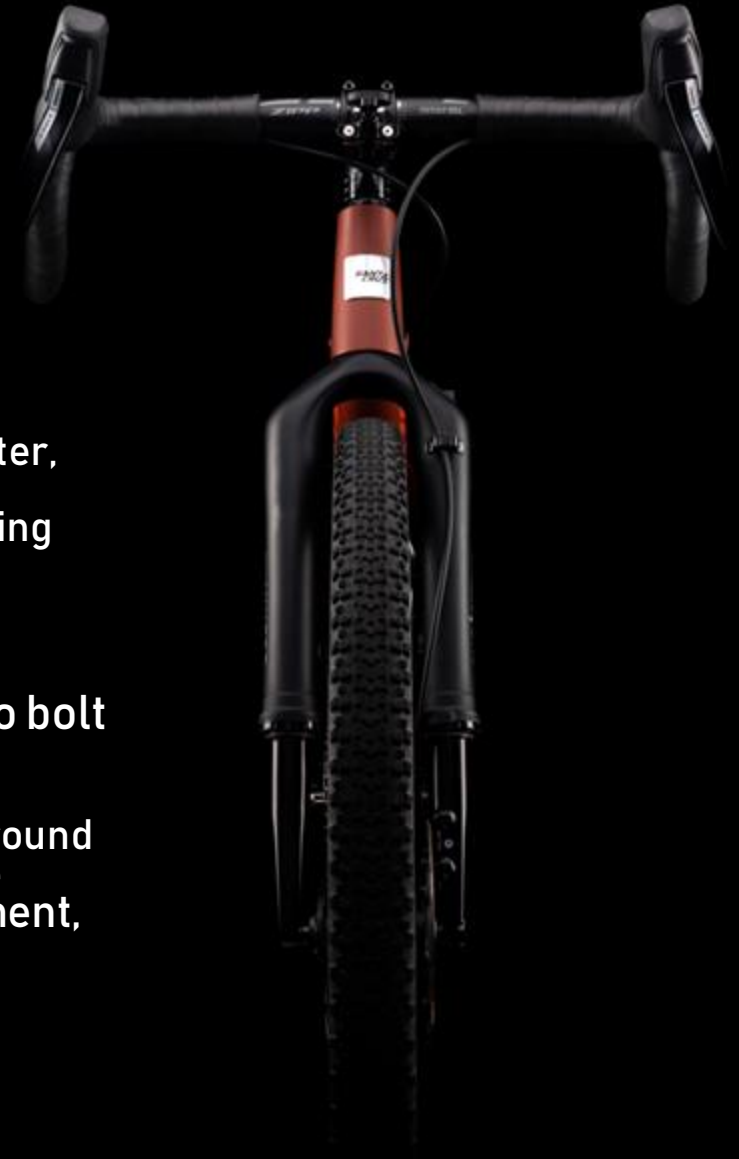
# Product 'Pillars'

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**INVERT**

No other fork on market, suspension **or** rigid offers these 4 qualities  
TOGETHER

- 1. Provides Rider Benefit:** Invert gives control, confidence, and better, smoother ride. It makes your gravel bike the best it can be, not turn it into something it isn't (mtb) or focus on features that don't add benefit. Everything you need, Nothing you don't.
- 2. Lightweight:** ¼ to ½ lb lighter than competition
- 3. Visually Integrated (Aesthetics matter!)** No one wants to bolt a mtb fork to their beautiful drop bar bike.
- 4. Simple/Easy to Use:** Most riders are coming from drop bar background with minimal care or knowledge for suspension tuning and complexity. We determined no compelling need for rebound and compression adjustment, spring tuning, ect. We wanted simple, immediate benefit for everyone.



# Technical Specifications

# INVERT

## Materials:

- Chassis: Carbon fiber crown & steerer bonded to aluminum upper tubes
- Lowers: 1 piece forged & machined 30mm aluminum stanchions

## Hub Configuration

- 12mm x 100mm Thru Axle

## Brake Compatibility

- Flat mount disc
- **160mm rotor (minimum)**
- 180mm rotor possible with adapter

**Tire Clearance:** 700 x 50mm

## Steerer Dimensions

- 1 1/8" to 1.5" tapered steerer integrated, 36\* crown race
- **Ancora included! (\$24.99)**
- **ZN40 bearing included! (\$17.99)**

## Brake Routing

- External, Single machined hose guide with hose guard at seal head

## Invert SL

- Most minimal & lightweight option
- Raw carbon to black fade upper
- 30mm Travel
- **990g estimated\***
- 425mm ATC
- 45mm offset
- **\$1099.99 Retail**

## Invert CS

- Firm mode w/ single-click *Climb Switch*
- All matte black upper
- 40mm Travel
- **1113g**
- 435mm ATC
- 45mm offset
- **\$1,199.99 Retail**



# Decision to go Inverted

## How to achieve all the Project Pillars?

Many of us are passionate motorcycle enthusiasts and know inverted forks on motorcycles are a must for premium performance. We believe inverted has "Unfinished business" in the bicycle world! What's been left on the table?

### An Inverted design:

- Allows for the lightest possible chassis
- Aesthetics are far better than a conventional fork layout
- Lower Unsprung weight – without having to push a lower metal casting with each bump, the fork is more sensitive
- Gravity keeps seals and bushing lubricated for smooth operation
- Bushing overlap is increased throughout travel





# Initial Rider/Industry Feedback



- "I was flying on the descents."
- "Aesthetically, the forks that exist today do NOT fit it in with the gravel look - this one does."
- "I feel SO relaxed going into corners."
- "It gives me so much confidence."
- "I barely noticed the weight. The benefits far outweighed any weight penalty."

# Maintenance – 50 & 100hr Service Don't be scared to service!

*People are intimidated to service suspension.  
Invert Riders may not even realize this fork requires service!  
We wanted to limit this with Invert.*

1. Any Race Face Cinch, SRAM DUB BSA open - ended 12 notch bottom bracket tool.
2. Unscrew the seal heads (don't even need to let air out)
3. Drain the oil, wipe clean
4. Add 5mL of 15wt oil per leg
5. Re-tighten the seal heads
6. Done!



# Setup & Adjustment

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It's so, so easy!

*We know that people are intimidated by complex suspension systems – and don't want mtb forks on their gravel bike.*

1. Install *included* lower headset bearing
2. Mount brake caliper and hose (external)
3. Using basic shock pump, pressurize fork to **95% of rider weight**.
4. **GO RIDE**
5. **No** compression, or Rebound tuning.
6. *Climb Switch*, on/off if you got it



# Compatibility

# INVERT

Any gravel frame that uses a fork with a tapered 1 1/8" to 1.5" steerer.

Will **not** impact geometry or handling of 'suspension corrected' frames with 420mm+ Axle to Crown

Can be used on non-suspension corrected frames with awareness that the fork will raise the front end, shorten the reach, and reduce headtube angle. Many riders will find this perfectly usable, perhaps preferred!

Suspension corrected bikes include:

- Salsa Stormchaser
- Santa Cruz Stigmata
- Otso Waheela/Warakin
- Kona Libre
- **ANY custom builder!!**
- State 4130 All-Road
- Moots Routt ESC
- Cannondale Topstone Carbon
- Lauf Seigla
- YT Szepter
- Pivot Vault

*\*Though the current list is small, we know many manufacturers are going to move more in this direction in near future. Large numbers of riders are willingly putting suspension forks on non-corrected bikes because they see the benefits!*



# Competitor Analysis



Fork	Travel	Weight	Price	Adjustments	Comments
Cane Creek Invert	30mm or 40mm	1000 - 1113g	\$1099 - \$1199	Air Pressure, Climb Switch	RB, Light, simple, beautiful
Rockshox Rudy	30mm or 40mm	1227g	\$843	Lockout, LSR, Air, volume	Little Mtb fork
Fox 32 Taper Cast	40mm or 50mm	1226g	\$950	3 pos HSC, 22 LSC, 10 LSR, air pressure, volume	Little Mtb fork, WAY too complex
KS GTC	40mm	1385g	\$599	Rebound and lockout	Low quality brand image
Cannondale Lefty Oliver	30mm	1340g	\$1575	LSR, lockout, air, volume	Heavy & Expensive
Lauf Grit SL	30mm	850g	\$990	NONE – not even for rider weight!	Enough said...



# Who's It For?

- Any discerning gravel rider who wants to add confidence, control, and enjoyment to their riding
- The gravel rider who might have traditional taste in bikes, who has non-traditional aspirations of what their riding can be.
- Gravel riders & racers
- Adventure seekers
- Ultra-endurance riders
- "Performance-minded" riders that historically have thought – *I don't need suspension on a gravel bike!*

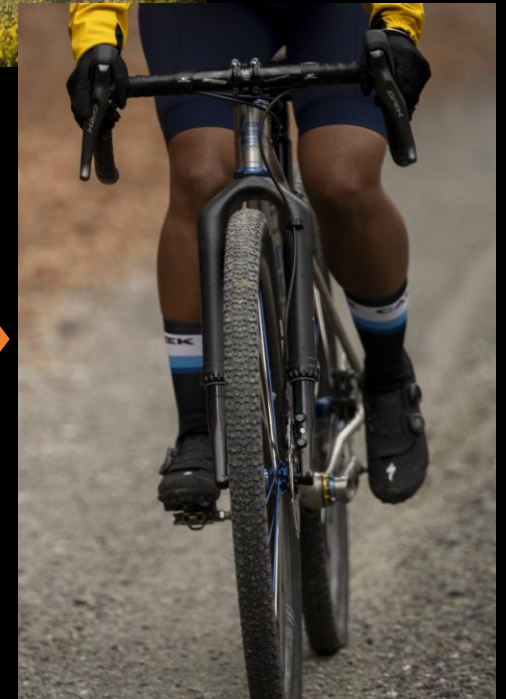
CANE CREEK



# Launch Video

*INVERT*

"Flying"





## Launch Date!

APRIL 15, 2024  
Announcement

Early June, 2024  
Open Retail orders &  
shipping

The word "INVERT" is written in a large, bold, grey, sans-serif font. A thick yellow horizontal line runs through the middle of the letters, crossing them.

The World's First *Gravel*Fork

Everything you need, Nothing you don't

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