







P U S H I N G T H E B O U N D A R I E S

SRAM has had some incredible moments on the road over the past six years. Our road component groups have become a favorite the world over, beginning with the initial launch of SRAM Force and SRAM Rival, continuing with SRAM RED and then SRAM Apex. In that same short span of time our athletes have won Grand Tours, including the Tour de France, the Giro, Classics, and World Championships on the Road, Cyclocross and Triathlon. It would be hard to expect more from our componentry, our staff, and our sponsored athletes, but we do and it is time to move forward.

From concept, to fabrication, to final presentation, the development of new componentry is a fascinating process. I get to see SRAM's passion for excellence through personal discussions with those involved as they work towards making a new gruppo reality. We have never pushed the boundaries of innovation as we have with new SRAM RED.

Our engineers began with a baseline of what was already the lightest, most ergonomic and efficient mechanical groupset in the world, and then they literally started over. At SRAM we are all avid cyclists who want to improve the cycling experience for everyone. New technologies, new features, and new thinking have been bred into every single component.

We look forward to helping you understand the innovation, the elegance of design, and the advantage of our systems. And we look forward to giving you, as well as our athletes and teams, the tools to achieve the same Performance Advantage on the road that you've come to expect of your equipment.

Sincerely, Stan Day
President, SRAM



THE PEOPLE BEHIND THE PRODUCT

“The new SRAM RED components have been designed with the twin goals of eliminating the superfluous while focusing on an overall synergy. The Yaw™ FD and the X Glide R™ rings were designed together to eliminate the need for trim while allowing full gear range selection.”

Charles Becker, Global SRAM Road & Tri Category Manager

“Who doesn’t want simpler, lighter and faster?”

Bill Keith, SRAM Road Product Manager

“New SRAM RED is not slight revisions of what we had, it is a new gruppo.
We took what we knew and then started over, a new approach to everything.”

Stan Day, President, SRAM

“This is the most refined, evolved,
and performance based road groupset
ever designed and built.”

Chris Raymo, Team Leader, Road Drivetrain Development

“We take complex systems and we simplify them, we make them better.”

Kevin Wesling, SRAM Advanced Development Engineer



NEW SRAM RED CHANGES EVERYTHING

NEW SRAM RED REPRESENTS THE PINNACLE OF ROAD RACING TECHNOLOGY AND DELIVERS COUNTLESS PERFORMANCE ADVANTAGES TO THE PROFESSIONAL AND ENTHUSIAST ALIKE.

For 2012, the new SRAM RED continues in the SRAM tradition as the leader in light weight, flawless shifting, and ergonomic advantage with gorgeous aesthetic styling. How did we improve on the world's best mechanical gruppo? We started with everything we knew, and then designed a brand new drivetrain from scratch. Each part was engineered with the twin goals of eliminating the superfluous while focusing on an overall synergy that translates into unmatched performance. Elegant and simple, SRAM RED perfects the riding experience through genuine innovation. SRAM RED changes everything.

THE PERFORMANCE ADVANTAGE

WE FEEL INCREDIBLY CONFIDENT ABOUT THE SUPERIORITY OF OUR PERFORMANCE ADVANTAGE WITH RESPECT TO THE FOLLOWING CRITICAL ASPECTS:

- Ergonomic advancement – New ErgoDynamics™ hoods fit the hand even better, while independent adjustment for shift paddle and brake lever reach offer an unprecedented level of comfort.
- Weight advantage – approximately one pound (half a kilo) lighter*.
- Practicality of Innovation – No unneeded glitz. No smoke and mirrors. Nothing was included in the new SRAM RED drive train unless it had a direct impact on the riding experience. That is real progress.

SRAM'S SUPERIOR ERGONOMICS AND FUNCTION:

- Customize your brake and shifter lever reach to fit to your hands with easy to access and adjust Independent Reach Adjust™.
- Proper fitment of a bike is not just a modern trend, it is a performance necessity. The shifter controls are the most critical contact point of the bike, and the new SRAM RED's independent shifter and lever reach are the absolute best way to achieve precise fit adjustments.
- Better ergonomics provide better control, a better ride experience, a better connection to the bike, and in the end, a happier rider.

* than a battery assisted system





T H E P E R F O R M A N C E A D V A N T A G E

6 BRAND NEW COMPONENTS: SL, RD, FD, BR, CR, CS
NEW FRONT SHIFTING TECHNOLOGY: Fast / efficient / low noise
FULLY INTEGRATED POWERMETER: New Quarq Technology
AMAZING NEW FINISH: Two-tone Falcon Grey / Black look
SRAM RED TOTAL WEIGHT: 1739g (BB30)



S H I F T E R S

The new SRAM RED ErgoDynamics™ Shifters represent our most advanced thinking yet on perfecting the interface between rider and bike. We have scrutinized everything, including the transition between handlebar and hoods, the grip texture, finger wrap, and the separate interfaces with both the shifter and brake lever. The result is an extremely comfortable, highly individual fit that makes the shifters feel like a natural extension of the rider.

- ErgoFit textured body improves grip and finger wrap with reduced diameter, providing better control, and a better transition to the bar
- Individual Reach Adjust™ of brake and shift lever, now easier to access and uses a standard hex key, puts the controls exactly where you want them
- Larger carbon ErgoBlade lever improves shifting from the drops
- DoubleTap® technology delivers both shifts from the single lever
- ZeroLoss™ shifting, shifts engage immediately
- New clamp allows better fit and adjustment for modern carbon and ergo bars

KEY TECHNOLOGIES





TECHNOLOGY



HOOD SHAPE
REDUCED GRIP DIAMETER

HOOD SHAPE
TALLER BUMP PROFILE
PROVIDES ADDITIONAL
RIDER CONTROL

HOOD-BAR
TRANSITION
REFINED HOOD SHAPE AND CABLE
ROUTING TO IMPROVE THE TRANSITION
FROM THE HOOD TO THE BAR

IMPROVED FINGER WRAP

LONGER BRAKE LEVER
IMPROVED REACH FROM THE HOODS



- ERGOBLADE: LONGER BRAKE LEVER WITH IMPROVED REACH FROM THE DROPS
- EASY ACCESS REACH ADJUST FOR SHIFT AND BRAKE LEVERS
- ERGOFIT: REDUCED GRIP DIAMETER AND TALLER BUMP PROFILE

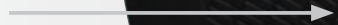


- ONE SHIFT LEVER FOR UP- AND DOWNSHIFTING: FASTER AND EASIER GEAR CHANGE
- LARGER SHIFT PADDLE FOR COMFORT AND EXCELLENT HANDLING

REACH ADJUST
SIMPLE TO ADJUST SHIFT REACH
WITH 2.5MM HEX.



HOOD TEXTURE
SPECIALLY DESIGNED TEXTURE
ZONES TO IMPROVE GRIP ON HOODS



R E A R D E R A I L L E U R

If you want the fastest, quietest shifting around, look no further. The new SRAM RED Rear Derailleur has been designed to deliver the performance advantage you have come to expect from SRAM. The derailleur is designed with our Exact Actuation™ technology for precise, efficient shifting. We have paid rapt attention to the finer details, like adding a hollow titanium anchor bolt and even refining tooth geometry of the jockey wheel. The result is that the chain runs through the new SRAM RED Rear Derailleur smoother and quieter than ever before.

- Exact Actuation™ shifting provides fast, accurate shifts
- More clearance with 28t cassettes thanks to a longer B-knuckle
- New silent shifting with optimized AeroGlide Pulleys™, ceramic bearings
- New spring-fixed barrel adjuster
- New chain pulley cage adds precise chain management
- Titanium pinch bolt keeps a low profile while minimizing weight

KEY TECHNOLOGIES





TECHNOLOGY

B-KNUCKLE
EXTENDED B-KNUCKLE FOR IMPROVED
CLEARANCE FOR 28T CASSETTES

B-BOLT
5MM B-BOLT HEX WITH IMPROVED
INSTALLATION CLEARANCE

Exact Actuation

- HELPS TO STABILIZE THE UNEASY ACT OF BALANCING REAR DERAILLEUR HANGER DESIGN, TIGHT COG SPACING AND EXACT CABLE TENSION
- EVEN AND PRECISE 3 MM SHIFT BETWEEN EVERY SINGLE GEAR PROVIDES THE MOST CONSTANT 10 SPEED ROAD SHIFTING SYSTEM

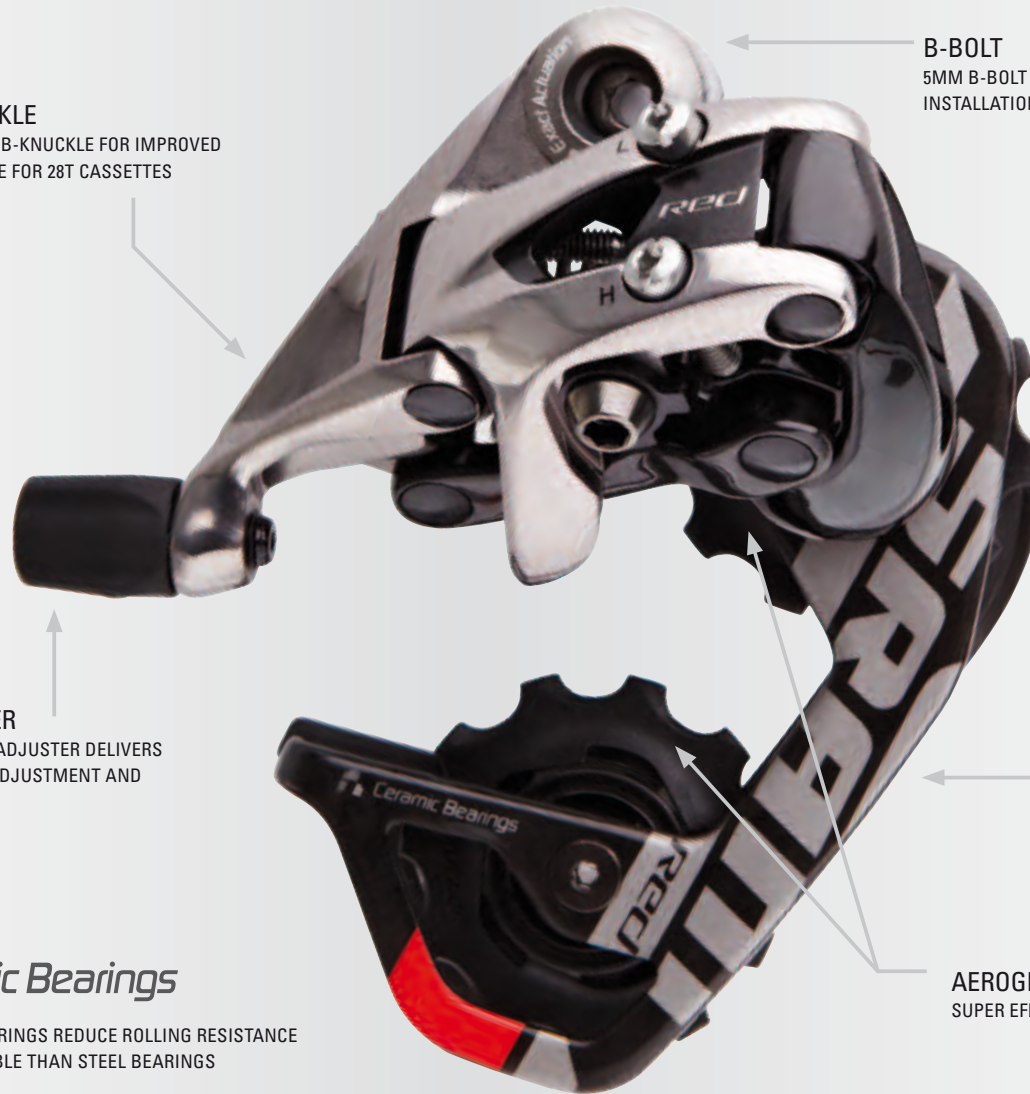
BARREL ADJUSTER
SPRING FIXED BARREL ADJUSTER DELIVERS
INCREMENTAL CABLE ADJUSTMENT AND
IMPACT DURABILITY

Ceramic Bearings

- CERAMIC HYBRID BEARINGS REDUCE ROLLING RESISTANCE AND ARE MORE DURABLE THAN STEEL BEARINGS

CARBON CAGE
NEW CARBON CAGE DESIGNED FOR
PRECISE CHAIN MANAGEMENT AND NEW
REDUCED PROFILE CARBON INNER CAGE

AEROGLIDE PULLEYS
SUPER EFFICIENT AND SILENT





SMOOTH
CABLE PATH

CABLE ANCHOR
INTEGRATED HOLLOW TI CABLE ANCHOR BOLT
AND WASHER FOR EASY CABLE INSTALLATION

 **AeroGlide Pulleys**

- NEW TOOTH PULLEY DESIGN WITH SOUND DAMPING EFFECT
- SUPER EFFICIENT AND SILENT





F R O N T D E R A I L L E U R

The new SRAM RED Front Derailleur changes everything. Instead of simply moving back and forth, the derailleur cage actually rotates to maintain a consistent angular relationship with the chain. We call it Yaw™ Technology, and it eliminates the need for shifter trim. As a result, shifts feel more direct, more precise, and combined with the new SRAM RED crankset and chainrings, delivers an unmatched performance advantage in front shifting.

- Yaw™ cage rotates in line with chain, improving the shifting speed and precision while eliminating the need for shifter trim
- Slim spring design eliminates frame interference
- Optimized for shifting with X Glide R™ Chainrings
- Best combination of aluminum and steel for the strongest and most durable cage we have ever made
- Precision install markings
- Integrated chain spotter protects your frame without adding any extra clunk, and adjusts independently of the derailleur itself

KEY TECHNOLOGY





TECHNOLOGY



SET-UP
LASER ETCHED MARKINGS ON THE CAGE PROVIDE
PRECISE SETUP WITH THE CHAINRING

 **Yaw**

- NON-PARALLEL SHIFT MOVEMENT
- FD MAINTAINS ANGULAR RELATIONSHIP WITH THE CHAIN
- TRIM REMOVED FROM SHIFTER
- SHIFTING FEELS MORE DIRECT AND PRECISE

HYBRID CAGE
ALUMINUM/STEEL CAGE WITH
COMPOSITE SHIFT TAIL IS LIGHTWEIGHT
AND STIFF WHILE OPTIMIZING SHIFTS

A 3D BODY CAN BE ROTATED THREE ORTHOGONAL AXES. BORROWING AVIATION TERMINOLOGY, THESE ROTATIONS WILL BE REFERRED TO AS **YAW**, **PITCH**, AND **ROLL**:

YAW: IF AN AIRCRAFT OR SHIP YAWS, IT MOVES SLIGHTLY TO THE SIDE OF ITS INTENDED DIRECTION.

ROLL: IF AN AIRCRAFT OR A SHIP ROLLS, IT LEANS TO ONE SIDE AND THEN TO THE OTHER BECAUSE OF THE WIND OR WAVES.

PITCH: IF AN AIRCRAFT OR A SHIP PITCHES, IT MOVES UP AND DOWN. PITCH CHANGES THE VERTICAL DIRECTION THE AIRCRAFT'S NOSE IS POINTING UP AND DOWN.

HARDWARE
MINIMIZED 4MM CABLE ANCHOR BOLT
WITH A 5MM THREAD



REFINED MOUNTING
YAW FD'S SLIM SPRING AND FRAME MOUNT
DESIGN ELIMINATE FRAME INTERFERENCE



INTEGRATED CHAIN SPOTTER
- 2.5MM MOUNTING AND ADJUSTING HEX BOLTS
- FULLY ADJUSTABLE TO FIT MOST SRAM CHAINRING SETS
- SIMPLE TO INSTALL OR REMOVE WITHOUT LOSS
OF THE FD POSITION OR TUNING
- SUPERIOR CHAIN MANAGEMENT



C R A N K S E T

Innovation often comes from places you would least expect. In order to make a lighter crankset, we made it bigger. To add stiffness, we used less material. The new SRAM RED Exogram™ Crankset is completely hollow all the way to the spider. Its hidden bolt pattern makes better use of carbon fiber to further improve stiffness and shed weight. The stunning X Glide R™ chainrings are optimized for use with the Yaw™ Technology in the front derailleur, delivering seamless, flawless performance.

- Exogram™ technology uses a large, hollow cross section all the way to the spider, minimizing weight while maximizing stiffness. Our stiffest crank ever
- Hidden bolt pattern leverages the characteristics of carbon fiber while presenting a sleek appearance
- Stiffer X Glide R™ chainrings feature thicker construction, advanced shift timing pins and ramps, which are optimized for shifting with the Yaw™ Front Derailleur
- Stunning two-tone finish
- GXP, PressFit, BB30, PressFit 30 availability

KEY TECHNOLOGIES




SRAM *red*™



B R A K E S E T

Your brakes should not slow you down until you squeeze the levers. That is why the new SRAM RED Brakeset has been created with a host of wind-cheating features to make the brake body more aerodynamic, helping you keep your speed until the moment you are ready. The new patented AeroLink™ arm reduces frontal area while improving braking performance and modulation. The brake body has been sculpted to provide a sleek aerodynamic profile to the wind. Even the smallest details, like the barrel adjuster, point away from the wind. And to finish off the package, SwissStop® Flash Pro pads come standard with the brake. It is a better brake in every way.

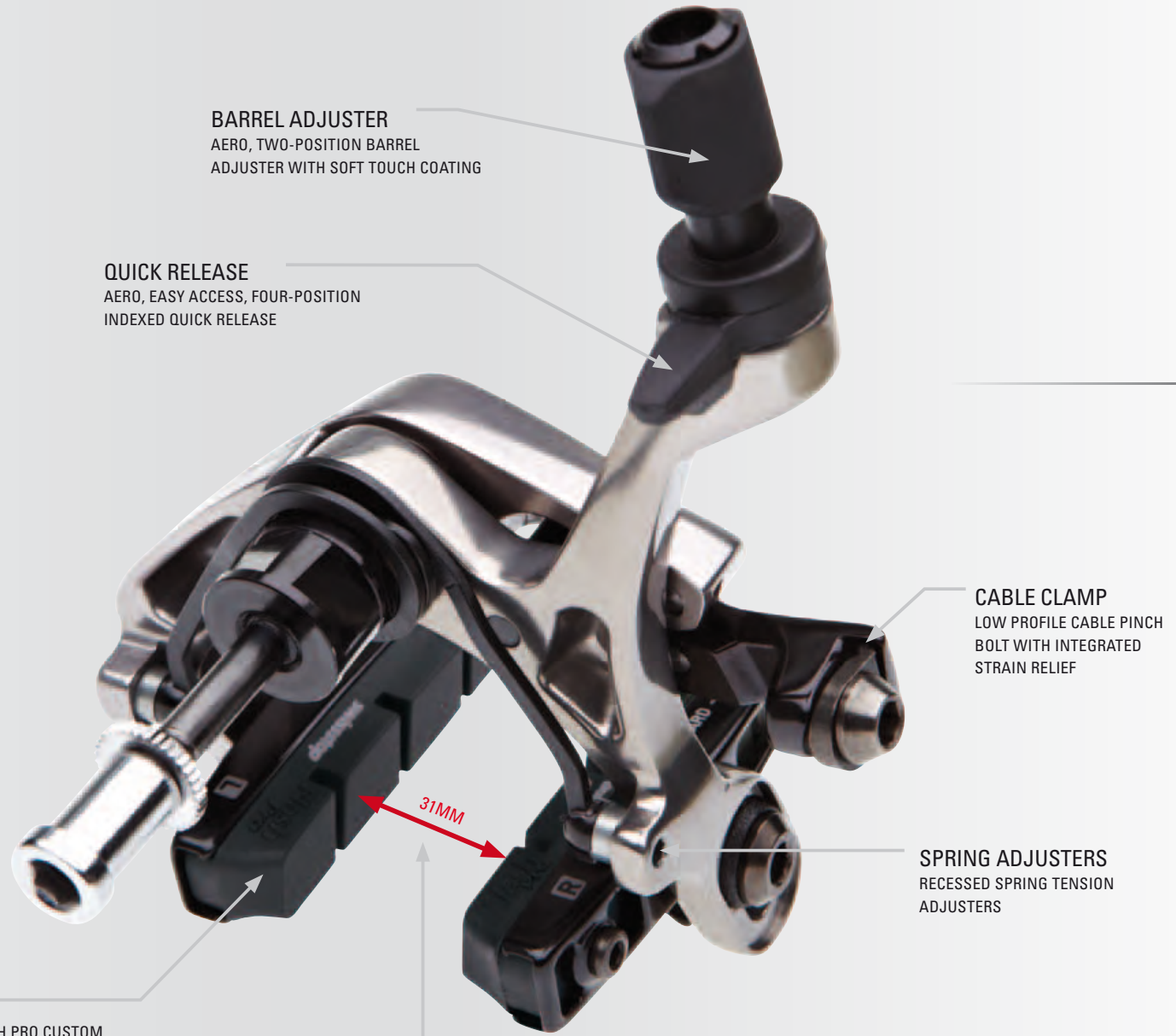
- AeroLink™ arm amplifies braking power while reducing frontal area
- Aero design extends to the shape of the indexed four-position quick release, the bladed barrel adjuster, low-profile pinch bolts, and recessed spring tension adjusters
- Wider clearance for modern wheelsets
- Lighter, aero pad retainers carry SwissStop® Flash Pro pads standard

KEY TECHNOLOGY





TECHNOLOGY



BARREL ADJUSTER
AERO, TWO-POSITION BARREL
ADJUSTER WITH SOFT TOUCH COATING

QUICK RELEASE
AERO, EASY ACCESS, FOUR-POSITION
INDEXED QUICK RELEASE

CABLE CLAMP
LOW PROFILE CABLE PINCH
BOLT WITH INTEGRATED
STRAIN RELIEF

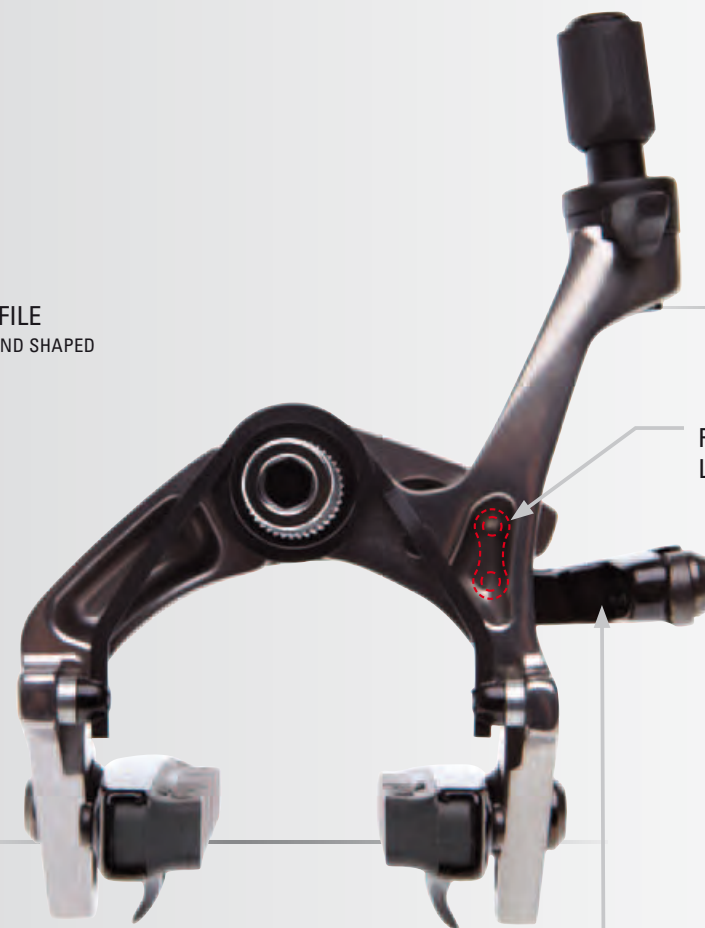
SPRING ADJUSTERS
RECESSED SPRING TENSION
ADJUSTERS

BRAKE PAD
SWISSSTOP® FLASH PRO CUSTOM
PAD COMPOUND

WHEEL CLEARANCE
PAD TO PAD WIDTH OF UP TO 31MM ALLOWS COMPATIBILITY
WITH 28MM TIRES AND WIDE AERO RIMS



AERODYNAMIC PROFILE
REDUCED FRONTAL AREA AND SHAPED
CALIPER ARMS



**FORCE MULTIPLIER
LINK**

 **AeroLink**

PATENTED MULTI-LINK ARM MULTIPLIES BRAKE FORCES,
PROVIDING IMPROVED POWER, CONTROL AND MODULATION
THE LIGHTWEIGHT AND AERODYNAMIC WAY OF PROVIDING
SUPERIOR CONTROL AND POWER

