

› **THERE IS A
LEVEL WHERE
YOUR EQUIPMENT
MATCHES YOUR
DEDICATION**

SRAM
RED²

photo : ©BrakeThrough Media



> **INTRODUCING SRAM RED® eTAP®.**
IT'S TIME TO SHIFT FORWARD.

At SRAM, we know that if a technological advancement clutters the experience, it shouldn't be called an advancement at all. Because it's a bicycle. It's supposed to be simple. To make something elegant to the point where it removes what's in the way... that's advancement. And that is the standard we held ourselves to while developing our first electronic shifting system. It's called **SRAM RED eTAP**.

eTap delivers modern-electronics standards to the unique and demanding act of shifting the bicycle – flawlessly, consistently and under the most demanding and crucial circumstances. Not only is eTap 100% wireless, it also incorporates racecar inspired paddle shifting logic. This logic renders it nearly impossible to mistake an upshift for a downshift, and it's a logic never-before possible with wired or mechanical systems.

With a built-in encryption algorithm that's more secure than any cash machine, ensuring a near-zero chance for interference, and featuring an extremely low group weight that you've come to expect from SRAM RED, eTap is engineered to excel on the race course.

Its battery power is also revolutionary - incorporating light, quick charging, removable and interchangeable battery packs attached to each derailleur. And with no wires to deal with, it provides the world's fastest and easiest installation and setup. eTap has been rigorously and successfully tested for years on the WorldTour level. And now, it's ready for the rest of the world. The rest of the world that has been waiting for true advancement.

SRAM RED eTAP. Are you ready to shift forward?



> **eTAP® LOGIC IS NOT JUST NEW.**
IT'S INTUITIVE.

SRAM RED® eTAP features race-car-inspired, paddle shift logic that virtually eliminates mistaking upshifts for downshifts, while keeping shifting precise, fast, and easy. It's a logic that is simplified for speed: right lever makes it harder, left lever makes it easier, both levers to change the front ring. It is the simplest bicycle shifting available. Period. eTap allows for quicker shift executions from the drops, hoods, and various other compromised riding positions in all conditions – even when wearing thick gloves. So you'll spend more time in the right gear, for a more efficient ride.



➤ **eTAP® IS NOT JUST ADVANCED**
IT'S SIMPLE.

*The relationship between rider and **SRAM RED® eTAP** starts with the simplest electronic setup available. Like most of the important electronic devices in your life today, eTap is wireless setup takes less than 15 minutes with no special tools required. Up to four Blips™ (remote satellite shifters) can be positioned anywhere on the handlebars – perfect for aero, sprinting, climbing or a near infinite number of personalized applications. Even the batteries are simple. Light enough to attach directly to the derailleurs, the battery packs are interchangeable between front and rear derailleurs, and are easily removed from the bike. With a 1,000-plus kilometer range that can recharge in 45 minutes, RED eTap is ready when you are. As a system, its not just advanced. Its simple.*



> eTAP[®] IS NOT JUST TESTED. IT'S PROVEN.

SRAM RED[®] eTAP is lighter weight than competing systems and delivers immediate, simplified shifting. Because less time shifting and more time in the right gear provides a better ride. The shifts are orchestrated through **AIREA[™]**, a proprietary wireless communication protocol with Industry-leading encryption. eTap was rigorously and extensively tested and proven in the pro peloton by AG2R LA MONDIALE, Axeon Cycling Team, and Velocio-SRAM, passing more than 500,000 kilometers of field-testing in all weather conditions. It completed the Amgen Tour of California two times, and won a stage in the Tour de France.

TESTING THE LIMITS

AS OF AUGUST, 1ST 2015

TEST KMS RIDDEN GLOBALLY - ALL CONDITIONS:

> 500,000 KILOMETERS



THAT'S ENOUGH KMS TO CIRCLE THE
GLOBE ALMOST THIRTEEN TIMES.



HOURS ON COMPLETE SYSTEMS:

@ 20,000

KMS / BATTERY CHARGE:

1,000+



LOGICALLY CONNECTED

> SRAM RED[®] eTAP[®] SHIFT LEVERS

Our revised **ERGOFIT** controls seamlessly connect rider and machine with **REACHADJUST™** to fit any hand. You'll shift more, with less effort and spend less time doing it. Carbon **ERGOBLADE** levers and large SRAM eTap[®] paddles provide positive controls for rider input.

Compatible with SRAM RED eTap derailleurs

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SHIFT FORWARD

> **SRAM RED[®] eTAP[®]**
REAR DERAILLEUR

The **SRAM RED eTAP** rear derailleur executes shifts the moment you demand it, with military precision. Wirelessly. It's easy to set up, clean in appearance and delightfully uncomplicated. Mechanical necessities such as a carbon pulley cage, ceramic pulley bearings, and high polished alloy artfully blend with proprietary electronic advancements to deliver a 215g* shifting wonder.

Compatible with SRAM RED eTap controls. Maximum 28t cassette capacity.

* without battery

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SINE OF CONFIDENCE

> SRAM RED[®] eTAP[®] FRONT DERAILLEUR

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SRAM **YAW**[™] technology changed front shifting forever, eliminating the need for trim. The **SRAM RED eTAP** Front Derailleur makes a good thing better by executing front shifts confidently and quickly over our proprietary wireless communication protocol. The eTap shifter optimizes Yaw[™] adjustments as needed throughout the shift range with no need for rider input. At 163g*, the RED eTap front derailleur maintains SRAM's best in class weight title.

* without battery



BLINK OF ANY EYE.

> SRAM RED[®] eTAP[®] BLIPS

Be it the fireworks of a finale, an ideal rhythm, climbing on the tops, or a deep, dark place extracting the last kilojoule of effort on your bike split, you want to adjust your gear with the twitch of a finger. eTap Blip satellite shifters allow you to shift when you want, where you want. When mated with the BlipBox control module, your aero machine's gearing is as forward leaning as the rest of bike.

Run up to two remote positions per side with limitless placement positions.

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TECHNOLOGIES

> **AIREA™**

Utilizing 128-bit encryption, eTap® shift signals are transmitted and received in accordance with SRAM's proprietary wireless protocol known as AIREA. Each time an eTap groupset is paired, a new encryption code is generated and assigned to the components in this group to ensure complete shifting security.

ETAP®

All of the underlying tech in our new SRAM RED® eTap groupset such as wireless shifting, advanced battery power management and mechatronics technologies are all meant to serve one ultimate purpose, to facilitate the most intuitive and consistent shifting available. This shift logic is called eTap. Right lever makes it harder, left lever makes it easier, both levers shift the front derailleur. Simple, unmistakable, and intuitive.

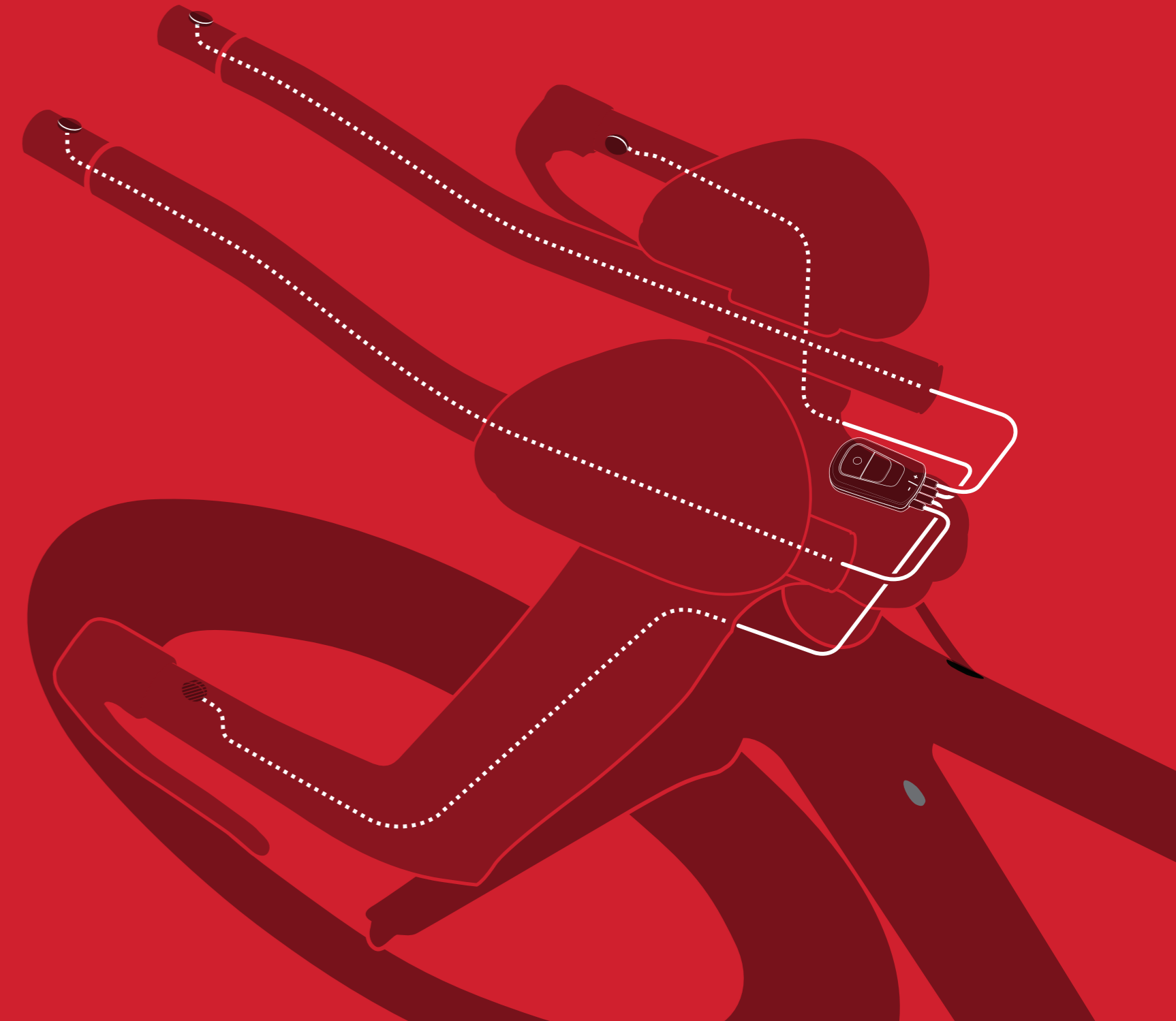
BLIPS™

Drop bars exist to give riders multiple hand positions. SRAM RED® eTap® Blips turn each of those positions into a location that can be shifted from. With two Blip ports available on each drop bar shifter, multiple positions can be connected without any additional hardware. Easily placed underneath bar tape with no need to cut the tape to expose the switch, Blips maintain the beautiful lines of your cherished ride.

Blips are available in lengths of 150mm: 6g, 230mm: 7g, 450mm: 8g, 650mm: 9g

BLIPBOX™

TT and Triathlon riders can place Blips on both aero extensions and base bars for shifting in any position. This added capability saves precious seconds and offers a true competitive advantage. For this type of handlebar setup SRAM developed the BlipBox to tie all of the Blips together and serve as a control module and wireless signal sending unit.



TECHNOLOGIES



COMPATIBILITY:

SRAM RED® eTap® brake levers and derailleurs are compatible with all SRAM 22 cranksets, chainrings, chains, brakes, and cassettes with a max cog size of 28-teeth.

IP67:

SRAM RED® eTap® passes the International Electro-technical Commission Ingress Protection 67 standard. This standard verifies that all RED eTap electrical components are both dust tight and watertight when submerged in water at a depth of one meter for 30-minutes.

IP69K:

SRAM RED® eTap® passes the International Electro-technical Commission Ingress Protection 69K standard. This standard verifies that all RED eTap electrical components are dust tight and watertight when sprayed with high pressure, high temperature water.

POWER MANAGEMENT:

SRAM engineered intelligent, energy efficient wireless components. Sensors within each wireless component power up the component automatically when your ride starts, and enter sleep mode automatically at the end of your ride to extend available riding time between charges.

YAW™:

SRAM's proprietary Yaw front derailleur cage rotates to maintain a consistent angular relationship with the chain for ideal shifting performance in every gear combination.



EASE OF CHARGING

eTap® batteries are literally a snap to remove and charge. Just flip the tool-free battery latch up and slide the battery up and out of the derailleur. Then snap the battery into the USB powered charger and connect the charger to any USB power source or A/C USB adaptor. A full charge takes only 45 minutes to complete.

DEVICES (PC, Mac, Garmin)

Whether you are a Mac or PC user, SRAM RED® eTap® can communicate with your computer. Firmware updates are handled quickly and wirelessly using the USB stick included with complete aftermarket groupsets.

We worked with Garmin throughout the development process to develop communication capability between eTap and Garmin GPS devices.



SPECIFICATIONS

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	SHIFTER	REAR DERAILLEUR	FRONT DERAILLEUR	BLIPS	BLIPBOX
TECHNOLOGY	eTap® - ErgoDynamics™ Fit/ Independent E-Z Access Shift/ Brake lever Reach Adjust™ / Airea wireless transmission	Exact Actuation™ / AeroGlide Pulleys™ / High Grade Ceramic bearings™ / Airea wireless transmission	Yaw™ Shifting / Airea wireless transmission	eTap®	eTap®
SPEEDS	11 Rear/ 2 Front	11	2	All	All
WEIGHT	260g (Pair)	239g w/ battery 215g w/o battery	187g w/ battery 163g w/o battery	150: 6g each 230: 7g each 450: 8g each 650: 9g each	31g
MATERIAL // FINISH	Carbon Brake Lever // textured hood covers / LED indicator	Carbon Cages/ Aero Designed // Falcon Grey & Black Anodized Finish / LED indicator	Steel Outer & Inner Cage / Aluminum Tail // Ice Grey & Black Anodized Finish / LED indicator	TPE / TPU / PBT	PC/ABS
COMPATIBILITY	eTap®	eTap®	eTap®	eTap®	eTap®





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