



The All New EVO Groupset: An Embodiment of What It Means to be EVO

**HISTORY BECOMES HERITAGE.
ACHIEVEMENT BECOMES LEGACY.
STORIES BECOMES LEGEND.**

This is what it means to be EVO. These three letters are infused with the innovation, dedication and achievements of the products they represent. The all-new TRP EVO12 and EVO7 groupsets are the culmination of years spent pursuing the meaning of EVO and the pinnacle of cycling performance. Decades-long experience as a leading manufacturer, an unparalleled team of engineers and product developers, and multiple golds at the world's most competitive level has brought us to this moment. This is our evolution.



We Are the Makers:

The TRP EV012 and EV07 Development Story

We add another chapter to the TRP story. From humble beginnings, through hard times and countless lessons learned, TRP has earned its place among the ranks of worldclass brands.

But our story has dimension. Yeah, we had all those experiences. However, what underpinned our 37-year history was an unwavering directive to make savvy decisions that would position us as a highly capable manufacturer able to produce reliable, high performing products on a global scale. We've continuously evolved ourselves in the last four decades and with each iteration we have become stronger, more innovative, a better OEM partner and a more sought-after consumer brand. We are a manufacturer that produces over 13,000,000 brake sets per year for bicycles ranging from E-bikes, to cargo, to World Cup DH. Our product performance has been proven on cobbles, tarmac, dirt and mud in scenarios ranging from the service course to the race course.

DHR - The O.G. EVO

Starting with what we knew best, we sought to develop a no-nonsense braking system that could meet the rigors of World Cup DH conditions and satisfy the top athletes in the sport. With the help of Aaron Gwin, Neko Mullyay and John Hall, we formed a dedicated product development team and crafted the DHR. Since it's inception, our brakes have claimed no less than 18 World Cup wins.





Photo Credit: Scott Heffel

Shifting Focus - First Gen DH7

We knew there was room for innovation. Cyclists were, for all intents and purposes, limited to only two viable choices when it came to drivetrains. For over three years we navigated the minefield of over 17,000 patents relating to drivetrains and successfully developed our own technology that was not only viable, but in many ways superior. Our partnership with the top World Cup teams and athletes was already extremely successful. It was clear we

had the talent required to develop a truly competitive, high performance drivetrain and the opportunity to bring that choice to the cycling public.

We naturally started with a DH-specific shifting system as the most demanding proving ground was on the World Cup DH circuit in the hands of some of the winning-est riders to ever practice the sport. In 2020, DH7 was created and proved to be the technology solution we aimed for. DH7 and DHR EVO-equipped bikes went on to earn 24 World Cup DH wins and 3 World Cup DH overall titles.

Sharpened Focus - TR12

We also knew there was another proving ground where our products needed to be put to the test. Winning World Cups was one thing - when teams of engineers and technicians were dedicated to the effort. However, proving reliability and usability in the hands of every-day riders was the next challenge. We implemented what we learned from DH7 and a year later, developed TR12, a shifting system aimed at trail bikes to rival the most ubiquitous of those on the market. We were confident that what we developed for the pinnacle in competition of the World Cup DH circuit would evolve to exactly be what was needed for high end trail bikes and the rapidly emerging market of E-bikes. On to our next chapter...





EV012 and EV07: The Power of Choice

Introducing EV012 and EV07. The embodiment of EVO and the culmination of TRP's extensive engineering and development history integrated with the world's top riders and teams. EVO means we have made advances to our first-generation features such as the Hall Lock, silent clutch and cage release to improve performance and usability. The Hall Lock all but mitigates drivetrain noise to help riders stay focused and undistracted. EV012 and EV07's instant, silent clutch tames unwanted chain slap and further quiets the entire shifting system. The cage release makes wheel removal a pleasant task. Couple these innovations with the all-new shifter design featuring improved ergonomics and a shift mode switch to allow riders the choice between one upshift per click or a sweep of up to five upshifts per click and you have a shifting system that is quiet, precise and efficient. Finally, carbon or forged alloy crank arms are mated to 1x chainrings with Wave™ tooth profiles to hold the chain securely over the roughest terrain. Explore EVO 12 and EV07 and feel the power of choice.