



# SRAM RED™

See Red. When the pursuit of victory becomes so focused and single-minded that nothing else matters.

Inspired by the search for competition-vanquishing advantages, SRAM has created a world where high-performance race-ready componentry is taken one step beyond. SRAM Red is a living lab focused on the design, development, and improvement of already-revolutionary technology.

Red components are crafted with three major ideas in mind:

- Light weight: Engineered materials with a balanced minimalist design. The first true sub-2000g gruppo!
- Higher efficiency: Component interaction, customizability and adjustment, feel, geometry, ergonomics, and fine-tuned gear ranges mean you go faster, longer, with less energy.
- Advanced materials: From materials like carbon, titanium, and ceramic bearings all the way to standard-setting surface finishes.

Red's holistic approach delivers unmatched responsiveness and optimized gruppo performance with innovative design and feel. Red is produced in limited runs for riders who truly appreciate and demand every possible advantage.





**SRAM Red™**

## DOUBLETAP® CONTROLS

Competition improves the breed: SRAM Red DoubleTap controls break new ground in materials applications and design for even better performance and customized comfort.

Driven by the project's goals of light weight, higher efficiency, and advanced materials, for the second year in a row we've created the lightest, most advanced shifter in the world. Built around SRAM's revolutionary DoubleTap technology, the new SRAM Red DoubleTap controls are designed to exceed the needs of even the most serious racers. The Red Shifter uses a highly developed version of DoubleTap, which is enhanced by new pawl geometry that results in zero-loss travel. Additionally, the Red front shifter mechanism gains a new trim feature to optimize chainring selection. With less effort, Red controls deliver faster shifts, more precisely.

The shifter's ergonomic design factors in comfort and light weight, with a ground-breaking brake and shift lever reach adjustment capability that allows you to achieve a more natural, aggressive, and comfortable riding position. Additional refinements in the lever's design further improve shifting efficiency and performance, as does an even lower weight than its already-light SRAM Force counterpart. These refinements include Dual Cable Routing, so no matter what type of bars you use, you don't have to compromise comfort for performance. SRAM Red DoubleTap controls also take advantage of a redesigned trim feature that gives you precise adjustment and greater compatibility with the big ring. For riders who want it all, your next gruppo begins here.



- 01** Proprietary DoubleTap mechanism with ZeroLoss™ technology delivers smooth up- and downshifts in one motion
- 02** Revolutionary ergonomic design is comfortable, with the added benefit of custom-tunable reach adjust, while weighing only 280g
- 03** Ultra-strong carbon brake lever and shift lever are light, stiff, and comfortable

<b>Technology</b>	DoubleTap with ZeroLoss Technology
<b>Speeds</b>	10 rear / Double FC front
<b>Weight</b>	280g
<b>Material</b>	Carbon Brake Lever / Carbon Shift Levers
<b>Compatibility</b>	SRAM Red, Force, and Rival Front and Rear Derailleurs SRAM and industry-standard 10 speed cassettes





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## REAR DERAILLEUR

Material makes the difference: Exact Actuation™ combined with materials upgrades yields world-beating performance and weight savings.

Light weight, precision, and fluid performance put the new SRAM Red Rear Derailleur in a class of its own. Based on the already-superior design of the SRAM Force

Rear Derailleur, the Red offering delivers even greater advantages thanks to a diet of structural carbon and titanium. Hybrid ceramic bearing pulleys and titanium parallelogram pivot bearing refinements further supercharge the overall component speed, accuracy, and durability. Amazingly, these design choices yield an astonishing 153g mechanism.



- 01** Exact Actuation means precise, even gear changes throughout the shifting range
- 02** Carbon-fiber cage and carbon-fiber inner link provide strength and light weight

<b>Technology</b>	Exact Actuation
<b>Speeds</b>	10
<b>Weight</b>	153g
<b>Material</b>	Aluminum B-Knuckle, Carbon-Fiber Inner Link, Titanium Parallelogram Spring, Ceramic Cartridge Bearing, Carbon-Fiber Cage, BlackBox™ Ceramic Bearing Pulleys
<b>Compatibility</b>	Max tooth 28T



## FRONT DERAILLEUR

SRAM's Red Front Derailleur takes precision shifting to its limits, offering the smoothest up- and downshifting. Bolstered by a NEW hardened titanium cage, shifting and trimming are fast, easy, and smooth as silk across the entire range for both traditional and compact ring sets.



- 01** SRAM actuation maintains proper balance between upshifting and downshifting

<b>Technology</b>	SRAM actuation
<b>Speeds</b>	Double front chainring
<b>Weight</b>	58g braze-on, 72g clamp-band
<b>Material</b>	Aluminum / Hardened Titanium Cage
<b>Compatibility</b>	50/34, 50/36, 53/39, max 16T



**SRAM RED™**

## CRANKSET

Putting the power to the pavement: the stiff, smooth, and strong SRAM Red Crankset is poised to dominate.

Fatigue, flex, and friction, enemies all, and they'll rob you of speed and performance over both the short and long hauls. The SRAM Red Crankset does its part to keep them from affecting your ride. The integrated carbon spider's design is lightweight and extremely stiff, allowing for instant, efficient power transfer.

Speed-sapping friction? The Red Crankset virtually eliminates it with new hybrid ceramic bearings housed within the GXP™ BB's case. Ceramic bearings ride in a stainless steel race, are more efficient, use a lighter seal, and are lighter, stiffer, and longer-lasting than normal bearings.

Matched to the new crankset is an equally revolutionary pair of chainrings. Optimized exclusively for Red components, they're stiffer than anything ever before, for greater efficiency as well as incredible power-transfer ability.

The end result: a crank that's evolutionary in its design and revolutionary in its ability to put you at the front of the pack no matter which size you choose.



- 01 The integrated carbon-spider construction is light and stiff for greater power transfer with less effort
- 02 New Red PowerGlide™ chainrings are designed to professional-grade shift, stiffness, and durability standards

Arm Material	Carbon
Chainring Material	AL 7075-T6 Aluminum / Alloy
Weight	760g w/ BB
Available Arm Lengths	165, 170, 172.5, 175, 177.5, 180mm
Available Ratios	53/39 and compact drives 50/36 and 50/34
Compatibility	GXP Team BB w/ BlackBox™ Ceramic Bearings





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## OG 1090 CASSETTE

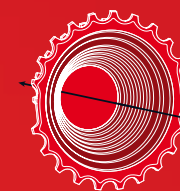
We took the standard cassette and turned it inside out!

There are times when the simplest solution is the best one. In the case of the new OG 1090 Cassette, simplicity also means elegance, efficiency, and performance. We took up the challenge of re-engineering the cassette from a component made up of many parts down to stripped-down but exceptionally strong set of cogs that stick firmly to SRAM Red's core principles of light weight, higher efficiency, and maximized technologies.

The main cogset of the OG 1090 cassette is machined out of a single forged form that is heat treated and then shaped in a complex series of CNC-guided operations never before seen in this type of application. This is truly a revolutionary design that will take you by surprise with its ingenious simplicity. The sprockets themselves (including two free cogs) have all been designed with SRAM's proprietary OpenGlide™ design for smooth-as-silk up- and downshifts. Weight, stiffness, and strength-wise, the radical OG 1090 Cassette delivers titanium's desirable weight, with solid steel's superior strength and stiffness.

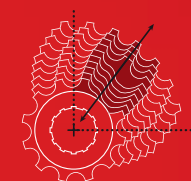


### PowerDome Technology



- lightweight: Innovative CNC'd chromoly steel construction.
- Durable: 35% harder than titanium! Capped with a premium electroless nickel finish.
- Stiff: 15% stronger than its nearest competitor due to the one piece construction.

### OpenGlide Technology



- OpenGlide technology allows for the smoother transition between gears when up- and downshifting
- OG 1090 design merges stiffness, durability, and simplicity in a revolutionary new package

<b>Speeds</b>	10
<b>Weight</b>	155g / 11-23, 166g / 11-26
<b>Recommended Chain</b>	PC 1090R, PC 1090, PC 1070
<b>Lock Ring Material</b>	Aluminum Anodized
<b>Sprocket Material</b>	Heat-Treated Steel
<b>Available In</b>	11, 12, 13, 14, 15, 16, 17, 19, 21, 23 11, 12, 13, 14, 15, 17, 19, 21, 23, 26

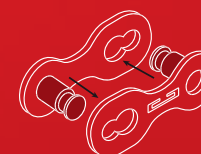
## PC 1090 POWERCHAIN™

Integration means domination: a chain designed for specific and seamless use with OpenGlide™ technology.

"A chain is only as strong as its weakest link" - SRAM took this to heart when we designed our innovative new 10

speed PowerChain featuring the PowerLock™ connecting link. The HollowPin™ construction provides smooth, precise shifting and weight savings without sacrificing strength. Plus, it's the only 5.9mm chain with a secure, tool-less attachment device that you'll find in cycling today.

### PowerLock™ Technology



- PowerLock connecting link PC 1090
- HollowPin construction allows for uncompromised performance, strength, and light weight
- Compatibility extends to industry-standard 10 speed systems
- Easy-to-use tool-less connection is reliable and unique to SRAM

<b>Compatible Gears</b>	10
<b>Model</b>	PC 1090
<b>Closing Link</b>	PowerLock
<b>Outer Plate</b>	Nickel silver
<b>Inner Plate</b>	Nickel silver
<b>Pin Treatment</b>	Chrome-hardened pins
<b>Recommended Group</b>	SRAM Red / Force / Rival, HG, EXA-Drive compatible
<b>Chain Weight</b>	257g (114 links)





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## BRAKESET

Fine-tuned stopping power you can depend on: the SRAM Red Brakeset.

The perfect complement to the Red gruppo's ability to gather and maintain speed, the Red Brakeset offers superior stopping power and modulation in a light, wind-cheating package. Based on a new, upgraded version of

SRAM's race-proven skeletonized Dual Pivot design, these brakes bring cold-forged aluminum arms, alloy pivot bolts, and an easy-to-adjust padset together for maximum effectiveness with minimum weight. Plus, modulation and power control are feather-light and extremely weather-proof, a benefit of their new high-precision bearings.



- 01** Dual Pivot design increases braking power and enhances progressive feel

<b>Technology</b>	Skeletonized Dual Pivot design w/ convex washers
<b>Weight</b>	265g
<b>Material</b>	Cold-Forged Arms / Alloy Pivot Bolt
<b>Pad / Holder</b>	SRAM compound w/ adjustable cartridge holder
<b>QR</b>	Indexed

