



## SRAM RED - THE PERFORMANCE ADVANTAGE

*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 gruppò? 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!

Commercial availability - **March 2012**  
MSRP\*: \$ 2575 - VAT not included

\* Based on: SRAM RED-2012 Rear Derailleur, Front Derailleur Braze-on with Chain Spotter, Crankset, Bottom bracket (GXP), Shift/Brake Lever Set, Brake Set, SRAM XG-1090 cassette and SRAM PC 1091R chain.

### KEY PRODUCT HIGHLIGHTS:

- > **6 BRAND NEW COMPONENTS:**  
Shifters, Rear Derailleur, Front Derailleur, Brakeset, Crankset, Cassette
- > **NEW FRONT SHIFTING TECHNOLOGY:**  
Fast / Efficient / Low noise
- > **FULLY INTEGRATED POWERMETER™:**  
New Quarq Technology
- > **AMAZING NEW FINISH:**  
Two-tone Falcon Grey and Black look
- > **SRAM RED TOTAL WEIGHT:**  
1739g (BB30) The lightest groupset ever  
100g lighter than the SRAM RED 2011

\*\* The POWER METER is an option

## SRAM RED 2012 - ITS COMPONENTS



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.

- **ErgoDynamic™ design: best in class control & comfort**
- **New reach adjustment to fit all hands**
- **DoubleTap® and ZeroLoss™ mechanisms for smooth and precise shifting**

The SRAM RED rear 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.

- **Exact Actuation™: fast and accurate shifting**
- **New AeroGlide™ jockey wheels for silent performance**
- **New cage and body design for improved cassette clearance**



Instead of simply moving back and forth, the SRAM RED 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.

- **Revolutionary Yaw™ Technology eliminates trim**
- **Fast and precise optimized shifting**
- **Refined materials for stiff and lightweight cage**

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™** chainrings are optimized for use with the **Yaw™ Technology** in the front

derailleur, delivering seamless, flawless performance.

- **Featherweight Exogram™ hollow carbon construction**
- **X Glide R™ chainrings: advanced shifting technology**
- **Hidden bolt for increased strength and stiffness**
- **SRAM BlackBox Ceramic Bottom Bracket**



A lighter, more accurate power meter **completely integrated with the philosophy and performance of SRAM RED**. The sleek new geometry reduces system weight and delivers clearance for oversized frames and aerodynamic chainrings. Integrated electronics minimize interconnections and reduce exposure to the elements, bringing unmatched

durability and reliability.

- **Lightweight and +/- 1.5% accuracy**
- **Integrated electronics = maximum reliability**
- **Ease-of-use: Visible ID, LED indicator, replaceable battery**
- **OmniCal™: Fit TT chainrings without recalibration**

The new **SRAM Red Brakeset** has been created with a host of wind-cheating features to make the brake body more aerodynamic. The new patented **AeroLink™** arm reduces frontal area while improving braking performance and modulation.

- **AeroLink™ arm: improved modulation and high power**
- **Sleek profile and aero barrel adjuster**
- **Aero indexed 4-position quick release**



The new **SRAM Red Powerdome X™** is the most advanced cassette ever made. It is super light, deadly silent, and delivers an undeniable performance advantage. The eight cogs in the middle are machined from a single block of high grade tool steel, increasing stiffness while weighing even less than a titanium cassette. Between each cog in the

block is a **StealthRing™** elastomer to reduce vibration and noise.

- **Super light 10 speed hollow steel dome construction**
- **StealthRing™ elastomers for silent ride**
- **Aluminum large cog and super durable finish**

The newest **PC 1091R chain** features more steeply chamfered outer plates for improved shifting and quieter running. The **HollowPin™** construction of SRAM's 10 speed **PowerChain™** provides smooth, precise shifting and weight savings without sacrificing strength.

- **HollowPin™ technology equals strength, incredible shifting efficiency, and light weight**
- **255 grams, 114 links**
- **PowerLock™ connector, easiest install in the world**





	SHIFTER	REAR DERAILLEUR	FRONT DERAILLEUR	CRANKSET	POWER METER
<b>Technology</b>	Yaw™ (Front) / DoubleTap™ / Zero-Loss™ on Front and Rear / ErgoDynamics™ Fit / Independent E-Z Access Shift / Brake lever Reach Adjust™	Exact Actuation™ / AeroGlide Pulleys™ / High Grade Ceramic Bearings™	Yaw™ Shifting / Hybrid Cage / Integrated Chain Spotter	Exogram™ Hollow Crank Arm and Spider w / X Glide R™ Chainrings / Hidden Bolt Spider Tab	Quarq™ / Power Balance™ / OmniCal™ / ANT+™ / X Glide R™ Chainrings
<b>Speeds</b>	10 Rear / 2 Front	10	2	2	2
<b>Weight</b>	280g (Pair)	145g	74g Braze-On, Chain Spotter with Hardware 12g	557g (BB30 172.5mm 53x39 BB not included) / 609g (GXP 172.5mm 53x39 BB not included)	778g (GXP 172.5mm 53x39 BB not included)
<b>Material // finish</b>	Carbon / Titanium / Textured Hood Covers	Carbon Cages / Carbon Inner Links / Aero Designed Titanium Hardware // Falcon Grey & Black Anodized Finish	Aluminum Outer Cage / Tool Steel Inner Cage / Composite Tail // Falcon Grey & Black Anodized Finish	Carbon Arms / Machined Alloy Rings	Carbon Arms / Machined Alloy Spider & Rings
<b>Compatibility</b>	Yaw™ FD / Exact Actuation™	SRAM RED-2012 / RED Rear Shifter	SRAM RED-2012 / RED Front Shifter	Yaw™ FD	Yaw™ FD
<b>Availability</b>	March 2012	March 2012	March 2012	GXP: March 2012 BB30: May 2012	GXP: April 2012 BB30: May 2012
<b>MSRP</b>	\$ 639	\$ 358	\$ 137	GXP \$ 451 BB30 \$ 494	GXP \$ 1,995 BB30 \$ 2,045

	BOTTOM BRACKET	BRAKESET	CASSETTE	CHAIN
<b>Technology</b>	GXP / Press-Fit GXP / BB30 / Press-Fit 30	AeroLink™ / Aero QR / Barrel Adjuster	Powerdome X™ / X Glide™ Cogs / StealthRings™	PowerChain™ / PowerLube™ / PowerLock™ / HollowPin™ / Chrome Hardened Pins
<b>Speeds</b>	N/A	N/A	10	10
<b>Weight</b>	53g (BB30) / 105g (GXP)	240g (Pair)	135g (11-23T)	255g (PC 1091 R / 114 links)
<b>Material // finish</b>	CNC Alloy Cups / High Grade Ceramic Bearings	Cold-Forged Aluminum Arms / Aero Designed Pinch Bolt / SwissStop® Pad Compound // Falcon Grey & Black Anodized Finish	High Grade Tool Steel Cog Cluster / Heat Treatment Process / Heat Treated Aluminum Lowest Range Cog / Elastomer Rings	Nickel Silver
<b>Compatibility</b>	GXP/ BB-30	SRAM Road Shifters	SRAM 10 Speed	SRAM 10 Speed
<b>Availability</b>	Available	March 2012	March 2012	Available
<b>MSRP</b>	GXP \$ 220 BB30 \$ 236	\$ 351	\$ 335	\$ 84

