

SRAM RISE MTB WHEELS

BLENDING SCIENCE AND REAL-WORLD PRODUCT DEVELOPMENT, SRAM BUILDS A BETTER XC WHEEL.

Quicker acceleration. Effortless climbing. Pinpoint cornering precision and more controlled descending.

It's no secret—these are the traits that make you a smoother and faster off-road rider. They're also the reason SRAM created RISE, an all-new off-road wheelset that optimizes performance for the XC rider and racer.

To create RISE, the SRAM product development team took a scientific approach to engineering a better wheel.

They focused on six fundamental factors that affect the way you ride: weight, inertia, engagement, lateral stiffness, frontal stiffness and efficiency.

"A lot of wheel companies tend to focus on one design attribute on their wheels, such as low weight or lateral stiffness," said SRAM Wheel Product Manager Bastien Donzé. "Our goal from the start was to design a wheel that offers all the best possible ride characteristics."



Knowing that light weight is a good thing, but not the only thing, SRAM focused on finding the perfect balance of weight and strength. They engineered, tested and fine-tuned rim designs for both the 26-inch and 29-inch RISE wheelsets to achieve lower inertia for snappier acceleration and increased efficiency.

The result was two final formulas—one for the RISE 60 carbon wheel, aimed at XC racers and performance-obsessed riders, and the other for the RISE 40, the aluminum wheel which targets versatile XC all-arounders.

Taking the science a few steps further, engineers also studied the affects of various hub and rim materials, flange designs, spoke angles, as well as rim thickness and shapes, to create optimal all-around stiffness. Both RISE 60 and RISE 40 hubs are beautifully carved from aluminum for optimal weight and energy transfer. Encased in the Rise 60 hub is a unique pawl design that maximizes efficiency and power, making the most of every pedal stroke.

The sum of these efforts—the blending of engineering know-how and real-world product testing and development—can be felt in the ride. More powerful bursts of speed. Confident cornering. Smoother descents and softer landings.

Every wheel connects you to the ground. But only RISE wheels can carry you to new heights.

SRAM

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RISE 60

The RISE 60 wheelset was designed with the performance XC and marathon rider in mind. Trademark asymmetric carbon fiber rims, Sapim CX-Ray spokes and exclusive hub and pawl designs integrate seamlessly with your ride to boost speed, strength and engagement while ensuring low inertia and explosive acceleration.

Weight per pair* 26"': 1330g 29"': 1420g

Rim material Carbon fiber and HS resin

Spoke count (front and rear) 24 - stainless steel - 2 cross

Hub shell material Aluminum

Driver body material Aluminum

Axle compatibility Front: QR and 15x100 **Rear:** QR and 12x142

*Weight is announced for the lightest configuration. QR and rim tape not included.
Weight variation: +/- 5%

RISE 40

For the practiced XC rider with the next level in sight, RISE 40 offers the optimal balance of performance factors—and price. From the lightweight aluminum rim to the uncommonly durable hub, each component of the system brings out the best in the rest to activate the full potential of every ride and every rider.

Weight per pair* 26"': 1710g 29"': 1840g

Rim material Aluminum s-6000

Spoke count (front and rear) 24 - stainless steel - 2 cross

Hub shell material Aluminum

Driver body material Steel

Axle compatibility Front: QR or 15x100 **Rear:** QR or 12x142

*Weight is announced for the lightest configuration. QR and rim tape not included.
Weight variation: +/- 5%