



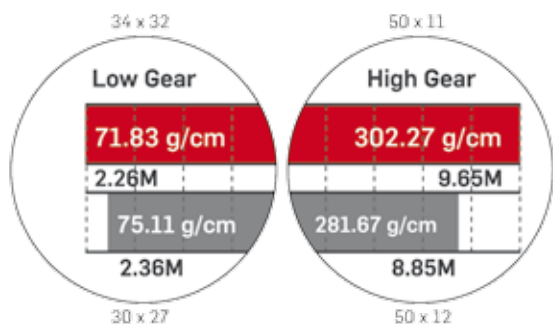
SRAM
APEX™

FRESH NEW LOOK FOR SRAM APEX

Spring is here, beautiful weather and nice roads in front of you: get on your bike and ride!

Following the popular introduction of SRAM's black Apex in 2010, the leaders in choice continue the trend with all new White Apex. The brilliant alpine white color option is the perfect selection for any rider that's ready to reach the snowy top of his favorite mountain ride.

WiFLi Gear Ratio:



The brakes, the upper part of the rear derailleur, front derailleur and the shifters shift paddle take on a **sophisticated alpine white finish** while the chain and the cassette remain the same. Elegant white graphics appear on the crank arms as a signature for this sparkling and trendy groupset.

Features and benefits stay the same as the original SRAM APEX with the innovative **WiFLi technology** and its **11-32 cassette**. Wherever the road takes you, climbing becomes easier and descending faster.

Commercial availability – Spring 2011.

11-32



Wider

- > a wider range of gears for every climb and any descent

Faster

- > two chainrings shift much faster and easier than three

Lighter

- > as much as 10% less than the most popular road triple