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I. SRAM news/announcement

- Challenges met! Jordan Rapp roars back at Ironman Arizona

Rappstar leaves his debilitating March 2010 hit and run accident in the dust and raises the bar ever higher with his 2nd Annual World Bicycle Relief Fundraising Challenge at IMAZ.



Fig. 1 Rappstar blazing the IMAZ bike course with his SRAM Red & ZIPP'd Transition in 4:22:38 (Photo: Larry Rosa)



E-paper

Rebecca Much, an associate of WBR's fundraising team, reported from the final 'big' IM of the season where Jordan targeted his comeback as returning champion. Here's her account:

"I've never been to an Ironman Triathlon before and it was pretty incredible all said and done. Jordan's determination and effort was matched by none. It was truly inspiring to witness a man that nearly died come back, put everything out there, and do it all with a philanthropic spirit. We are still totaling the numbers, but Jordan achieved his goal of raising \$25,000 for World Bicycle Relief.

We had a tent at the venue that was ideally located at the transition and got to watch the race start to finish. After coming out of the water slow, Jordan got on the bike and returned to the transition in first position. I saw the "Rappstar is Backstar" decals on his wheels. You could tell he was beyond motivated for this race. I met Jordan for the first time the morning of the race and you could tell he was so focused that barely anything registered.





Fig. 2 Jordan finishes in an incredible 4th place (Photo: Larry Rosa)

Everyone that knew Jordan and his story was proud of his feat. It was sweet to watch him roll into the finish line and stop to hug his wife and mother.

- SRAM/ZIPP Sweep men's USGP Cyclocross finals

Our men's athletes represented us well in closing the USGP series with a podium sweep. The technically demanding course brought out the fluid and punchy rider to the front. With the course drying substantially from Saturday's event, the riders saw many deep ruts where being selective with your line was key. Proper handling of the bike proved to

be the key aspect of success for Sunday's afternoon finale. The high speed start strung out the field quickly and soon found Ryan Trebon, Tim Johnson, Jeremy Powers and Todd Wells distant themselves from the rest. After a few heavy punches from Johnson, Jeremy Powers was the only one to follow his demanding pace. Coming off his win on Saturday, Jeremy was eager and motivated to validate his series overall lead with another victory. Powers and Johnson "fought like brothers" on the last lap. Coming into the final hundred meters, it was Jeremy's edge as he bunny hopped the set of barriers to claim his first USGP series overall victory. Powers led a SRAM/Zipp podium sweep on Portland's challenging course.

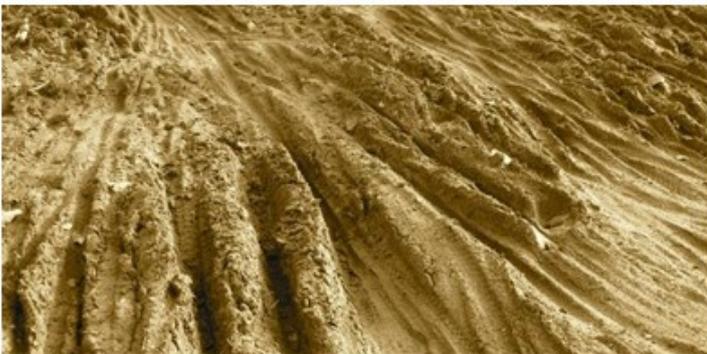




Fig. 3 A happy J-Pow capturing his first USGP overall series victory!

II. Product information

- SID 120

SID's supremely svelte design puts hill-charging race-winning lightweight suspension in a stiff 32mm chassis that doesn't flinch when the trail gets tough. Combining the super-light Dual Air spring with BlackBox Motion Control and the Power Bulge design of the lower legs, SID delivers unparalleled plushness and control in the world of lightweight suspension. Now offered in a brand-spanking new 120mm travel option, with 15mm Maxle Lite option and a lighter 80-100mm chassis. At a slim 1345g for the SID World Cup, you might hear people call you a weight weenie—that is, if they weren't so far behind you.

SRAM®

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New for MY2011

- 2 chassis options: 120mm and 80/100mm travel
- 15mm Maxle Lite option for all 100 & 120mm models
- Tapered steerer offered in all models
- New graphics, including available SRAM XO color matched decals

Please refer to below table 1 for more detail.



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Table 1: 2011 SID Specification

	Travel (mm)	Weight - (*Includes remote)	XX Motion Control	BlackBox Motion Control	Motion Control	Dual Flow rebound	Dual Air	External beginning stroke rebound	External rebound	low sped compression	external flood gate and loc kout	Spring via Air pressure	Tapered Carbon Crown sterer	Aluminum , 1 1/8" or 1.5 to 1 1/8" tapered available	Forged , hollow 6061 T-6 aluminum	32mm , 7000 series straight wall aluminum , low friction anodized	Magnesium , post mount Disc brake, Optional 9mm QR ,15mm Maxle Lite	XLoc	Pus hloc , Poploc option
XX World Cup	80/100 or 100/100	1395g or 1415g	V			V	V	V			V	V	V			V	V	V	
World Cup	80/100 or 100/100	1345g or 1365g		V		V	V	V		V	V	V	V			V	V		V
XX	80/100 or 100/100	1495g or 1515g	V			V	V	V			V	V		V	V	V	V	V	V
RLT Ti	80/100 or 100/100	1470g or 1490g		V		V	V	V		V	V	V		V	V	V	V		V
RLT	80/100 or 100/100	1460g or 1484g			V		V		V	V	V	V		V	V	V	V		V

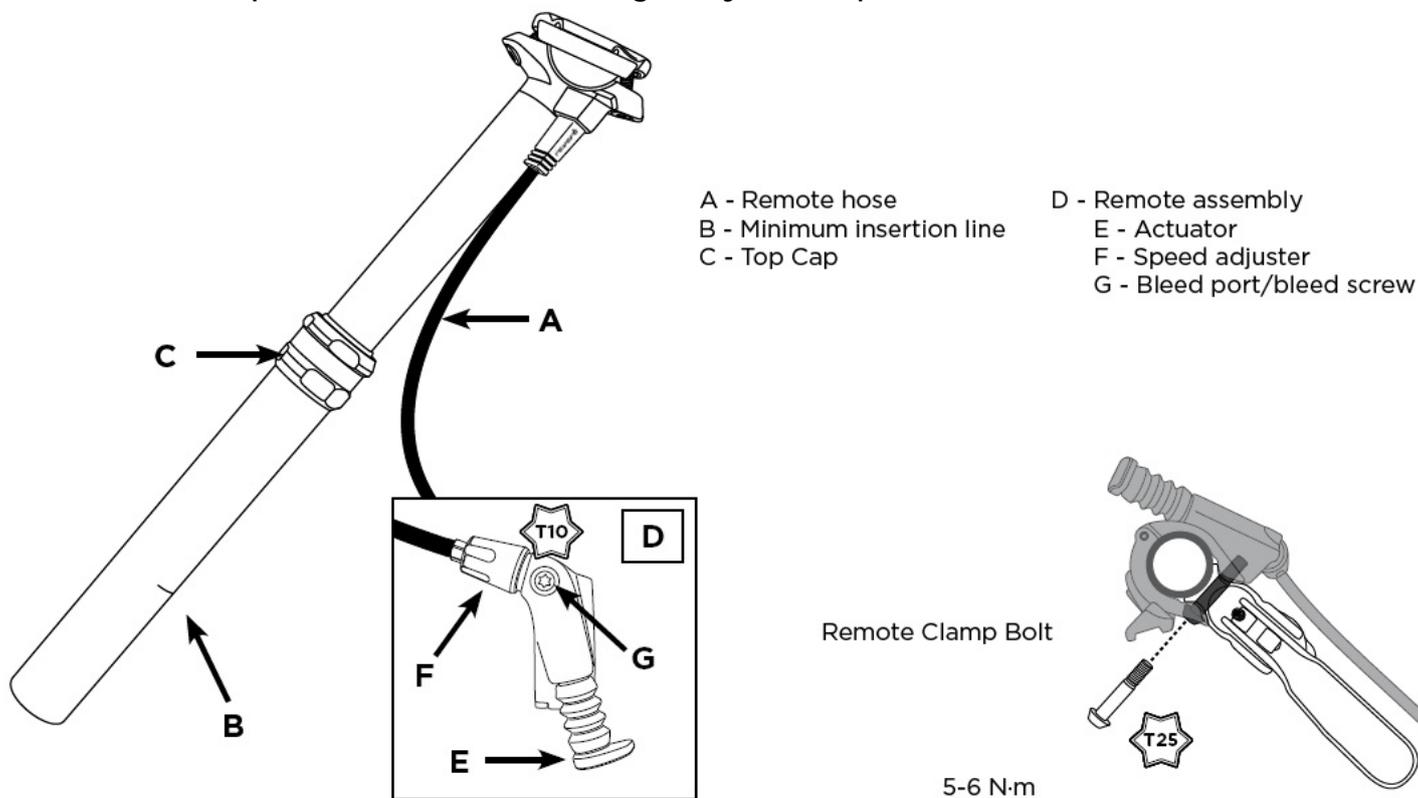
III. Service & maintenance

- REVERB REMOTE ASSEMBLY BLEED

This service guide covers the steps to perform a *bleed* of the Reverb remote assembly. Use this procedure only when you suspect there is air in the system that is affecting the operation of the height adjust feature of the seatpost or when you shorten the remote hose. This procedure is not intended for service that requires the replacement of the remote hose. Remote hose replacement requires the *Reverb Remote Hose Replacement and System Bleed* procedure. The complete service procedure will be available in late December 2010.

Important:

Do not use Avid Hydraulic Disc Brake bleed tools or any other bleed kit that specifies DOT fluid. Any DOT fluid that contaminates the Reverb system will damage the product. In addition, suspension fluid will damage any DOT specific brake bleed tools.

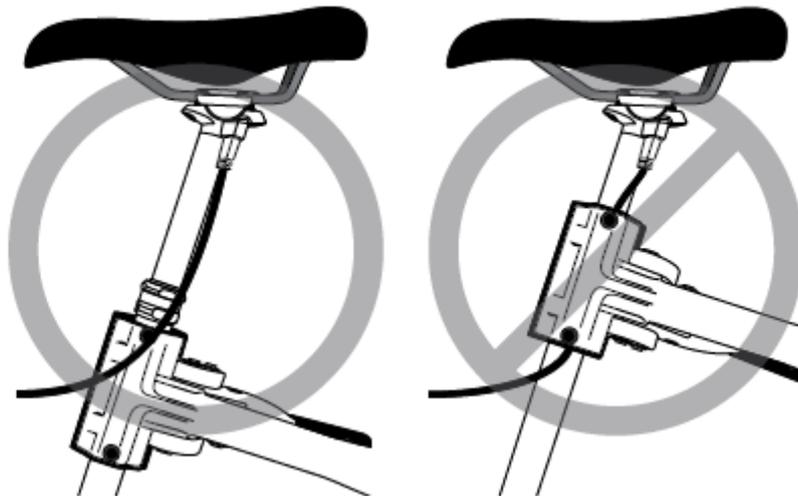


Remote assembly bleed

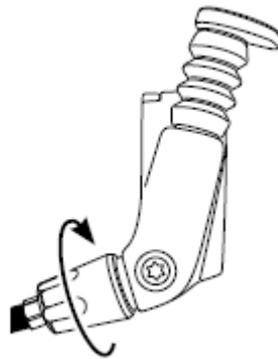
1. Push the remote actuator to extend the seatpost to its full height.
2. Clamp the bicycle into a bike stand.
*To clamp a Reverb equipped bicycle into a bike stand, loosen the seatpost binder bolt/quick release at the frame.
Raise the seatpost to the Minimum Insertion line then tighten the seatpost binder bolt/quick release to the frame manufacturer's recommendation. Do not exceed 6.7 N·m.*

Important:

Clamp the seatpost into the bike stand just below the top cap. Do not clamp the seatpost by the top cap or allow the hose to be clamped as this may damage the seatpost.

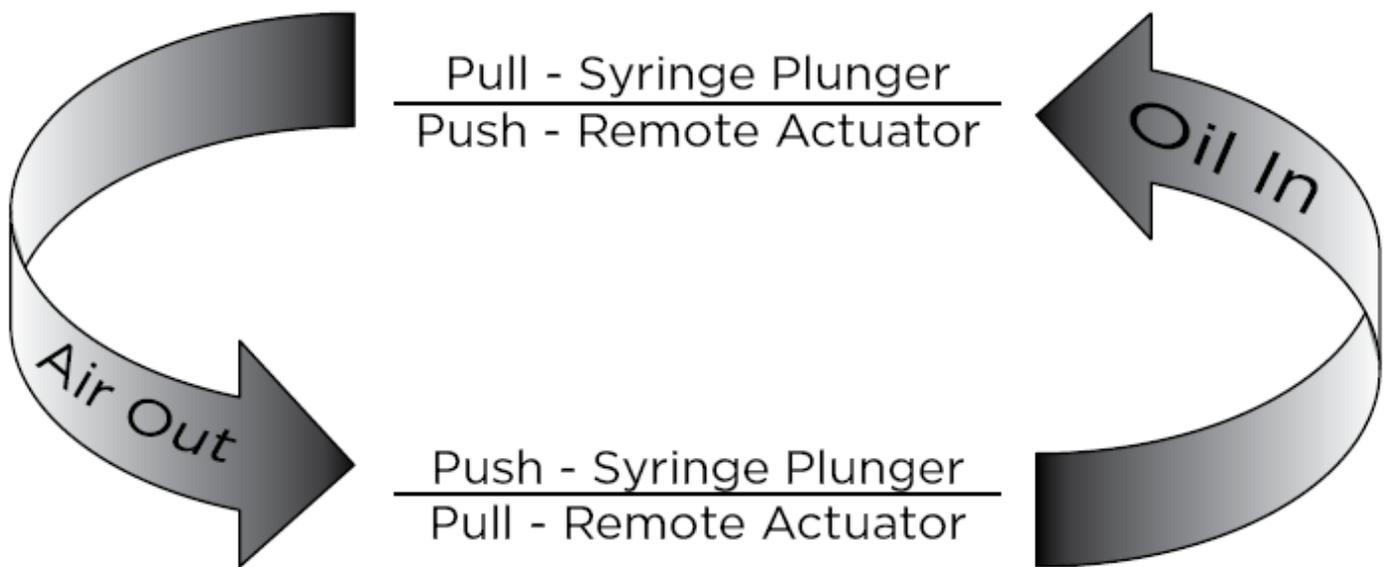


3. Turn the speed adjuster on the remote counter-clockwise to the *Full Slow* position (this is opposite the direction of the arrow printed on the speed adjuster).



4. Orient the bike so that the remote is higher than the top of the saddle.
5. Use a T25 Torx to loosen the remote clamp bolt then rotate the remote so that the bleed screw is at the highest point on the remote.
Re-tighten the clamp bolt just enough to prevent the remote assembly from rotating on the handlebar.
6. Place an oil pan on the floor directly beneath the remote.
7. Fill a RockShox Reverb bleed syringe full of RockShox 2.5wt oil.
Hold the syringe with the tip pointed up.
Place a rag around the tip and slowly push any air bubbles out of the syringe.

8. Use a T10 Torx to remove the bleed screw on the remote.
9. Thread the syringe into the remote bleed port.
While holding the syringe upright, gently pull up on the syringe plunger and push the remote actuator at the same time. This will remove air bubbles from the remote. Then, push on the syringe plunger which will, in turn, extend the remote actuator. This will force oil into the remote. Cycle the syringe plunger and remote actuator through this process until no more air bubbles transfer from the remote to the syringe.



Complete the bleed with a firm push on the syringe plunger that leaves the remote actuator fully extended.

10. Unthread the syringe from the remote.
11. Use a T10 Torx to thread the bleed screw into the bleed port and tighten it to 1.7 N·m.
12. Use a T25 Torx to loosen the remote clamp bolt. Rotate the remote to the desired position on the handlebar. Tighten the remote clamp bolt to 5-6 N·m.
13. Turn the speed adjuster to the desired setting.

14. Spray isopropyl alcohol on the remote assembly and clean it with a lint free rag.
15. Remove the bicycle from the bike stand.
16. Set the seatpost to the desired height then tighten the seatpost binder bolt/quick release to the frame manufacturer's recommendation. **Do not exceed 6.7 N·m.**