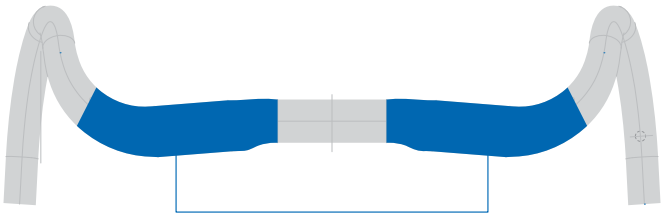
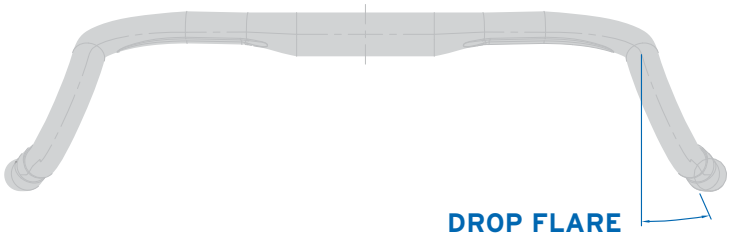
RITCHEY BAR SHAPES

TOP SECTION

- **Aero**: Wide, thin and flat – Pure aerodynamic shape for highest level performance.
- **Ergo-Aero**: Flattened round – Fills the hand while being a bit aerodynamic. Also offers a comfortable resting place for the hands.
- **Ergonomic**: Round and wide – Its width is more comfortable and allows the rider to grab a lot of the bar to really dig deep.
- **Round**: Round – A traditional and minimalist shape, size and weight.





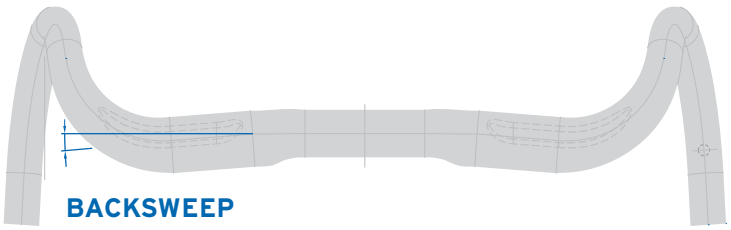


DROP FLARE

- Indicates the angle of the drops away from the center of the bar.
- The wider the drop flare, the wider your hands are positioned for more control and confidence.
- A wide drop flare allows a bar to have a much shallower drop.
- With a shallower drop, the rider retains stability when moving hands from the tops to the drops. Thus, more confidence.
- Shallower drop also means a more upright riding position.

BACKSWEEP

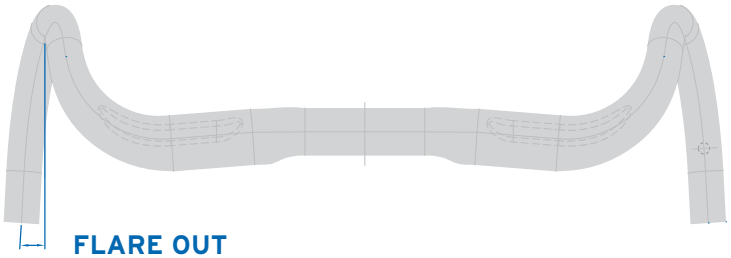
- Indicates the rearward angle of the bar top
- Offers a more natural hand position when riding on the tops for more comfort.

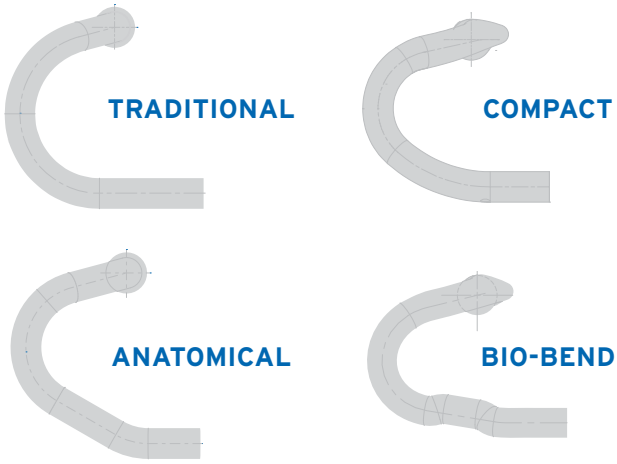


RITCHEY BAR SHAPES

FLARE OUT

- Indicates the angle of the lower part of the bar in perpendicular relation to the upper part.
- Offers a slightly more natural arm position when in the drops for additional comfort and confidence.





BEND SHAPE

- **Traditional**: Classic drop bar shape noted for consistent radius curve that forces the hands closer to the front of the bar for a low, aggressive and aero position.
- **Compact**: The shape is a variable radius that changes continuously as it curves, which is slightly more ergonomic for the natural curve of the hand. Limitless hand positions.
- **Anatomical**: This shape offers two angles – an angled part and a straight part, fixing the hands in two optimized and more stable positions on the bar.
- **Bio-Bend**: A unique shape that delivers support for the cup/palm of the hand, ultimately offering three hand positions in the drops: up front, on the bump and the back of the drops.

TARGET RIDER

- **Performance**: Rider looking for the highest level of speed without compromise or sacrifice.
- **Endurance**: Rider who cannot suffer fatigue when riding longer distances.
- **Comfort**: Rider who asks nothing more from a bar than to feel good.
- **Adventure**: Rider who demands a combination of performance and endurance qualities for mixed terrain riding.

