



press release

new products



Lugano, 24.03.2009

Ritchey present the ergonomic mountain bike bar!

The 10D Flat Mountain bar



The unique 10° sweep of this new flat bar gives riders the improved ergonomics of a riser bar without changing their position on the bike. Riders can maintain their aggressive, flat, riding position, and benefit from the extra control and relaxed, open wrist position. The stem clamp area is textured to reduce the risk of bar slippage and the shift/brake lever area is internally reinforced for additional security. This new bar is already a favorite of the team Scott Swisspower riders and both bike legends, Tom Ritchey and Thomas Frischknecht, used it during their ride in the 2008 and 2009 Cape Epic.



The 10° Flat bar, developed by Tom Ritchey is available in four different versions:

- SuperLogic Carbon 10° Flat Mountain Bar, 620mm UD Carbon finish, 620mm, weight: 128g. 199,90 €
- WCS Carbon 10° Flat Mountain Bar, 660mm 3K Carbon finish, 660mm, weight: 178g. 169,90 €
- WCS Alu 10° Flat Mountain Bar, wet black Alloy – wet black , 660mm, weight: 235g. 67,90 €
- WCS Alu 10° Flat Mountain Bar, BB black Alloy – BB black, 660mm, weight: 235g. 63,90 €



What is Ritchey SuperLogic?

SuperLogic represents a collection of Ritchey’s highest level components (situated above the successful WCS Carbon Level - World Championship Series), and introduces a new industry standard. SuperLogic products are made using “cutting edge” materials, technology and production processes – in short Ritchey’s Logic Composite Technology (LCT). LCT is Ritchey’s proprietary process for maximizing UD carbon fiber’s high tensile strength by coupling it with a low weight resin, resulting in the strongest and lightest carbon fiber products.

Best regards

Roland Breinlinger

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