

The SRAM APEX logo is displayed in white text on a red rectangular background. The word "SRAM" is in a smaller, sans-serif font above the word "APEX", which is in a larger, bold, italicized sans-serif font. A small "TM" trademark symbol is positioned to the right of "APEX".

SRAM
APEXTM

Wherever the road takes you





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Wider, Faster, Lighter

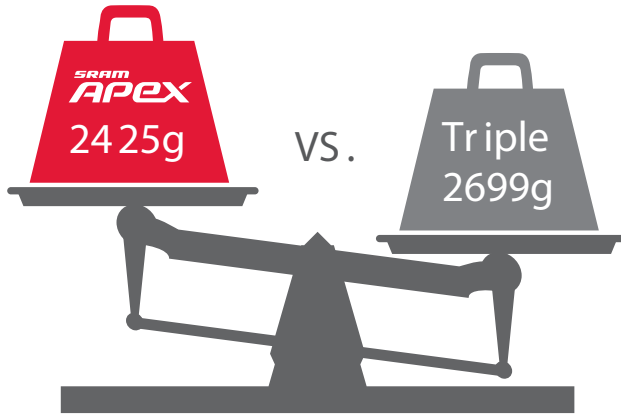
Wherever the Road Takes You

New SRAM® Apex is the perfect blend of technology and performance, so all riders can challenge their personal limits.

SRAM® Apex has double chainrings, which are simpler, lighter, faster, and in every way, just better than a triple. And with a gear range that's wider, making climbing easier and descending faster, why would you ever go back to three?

WiFLi™ is all you need to know...

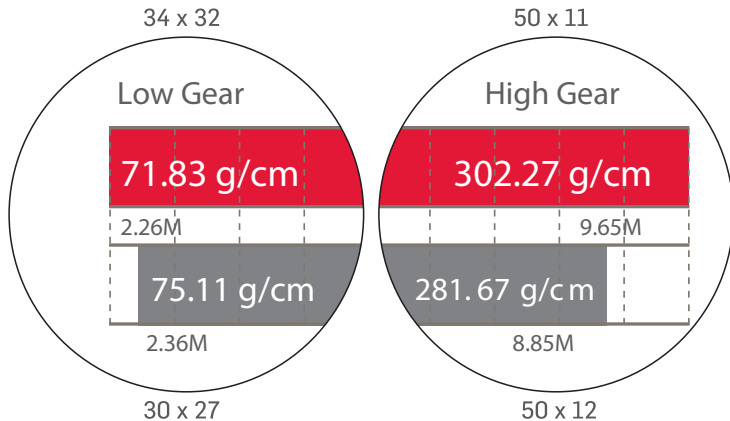
- **Wider** – a wider range of gears for every climb and any descent
- **Faster** - two chainrings shift (and set-up) much faster and more easily than three
- **Lighter** – as much as 274g less than the most popular road triple



Double is all you need

The double (2 x 10) chainrings deliver:

- Unparalleled shifting performance
- Much improved Q-factor - improved heel clearance
- Faster shifting - only two chainrings
- Lighter weight throughout
- Easier set up - two is easier than three
- Less redundant gears - fewer wasted shifts improves ride efficiency
- Wider gearing - better at the high and low ends of the gear range



For all these reasons we are convinced compact double is the best option

DOUBLETAP® CONTROLS

One Size Fits All

Technology	DoubleTap® ZeroLoss™ front shifting Reach Adjust
Options	Hoods available in four color options
Weight	344g pair
Materials	Forged Aluminum brake lever Cast Aluminum shift lever
Finish	Sleek, Jet Black gloss
Features	Dual Reach Adjust Dual cable routing High pivot brake lever



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REAR DERAILLEUR

The Transformer

Technology	Exact Actuation™ WiFLi™
Options	10 speed rear Short (28T) Cage Mid (32T) Cage
Weight	Short Cage - 200g Mid Cage - 210g
Materials	Aluminum body Alloy outer cage Steel inner cage
Finish	Sleek, Jet Black gloss
Features	Pulleys w/bearings Versatile - full range of gears



FRONT DERAILLEUR

The Perfect Chainline

Technology	WiFLi™ ZeroLoss™ trim
Options	Braze-on 31.8mm Clamp-on 34.9mm Clamp-on
Weight	Braze-on 89g
Materials	Aluminum body Steel cage
Finish	Sleek, Jet Black gloss
Features	Compatible with Standard and Compact chainrings.



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BRAKESET

Dual Pivot Stopping Power

- Technology** SRAM Dual Pivot design
- Options** SRAM Apex branded and Non-series SRAM® branded
- Weight** 308g pair
- Materials** Forged alloy calipers
- Finish** Sleek, Jet Black gloss
- Features**
 - SRAM®/ Swiss Stop®
 - Compound pads
 - External centering adjust
 - High quality quick release
 - Convex washers
 - High quality barrel adjuster
 - Compatible with 28c tires





CRANKSET

Double is all you need

Technology	GXP BB PowerGlide™ Chainrings	Options	130mm BCD - Double 110mm BCD - Compact
Arm lengths	165 - 180mm	Weight	890g w/BB
Materials	Forged AL-6061 T6 alloy crank arms AL-7075-T6 Hard-Anodized chainrings Alloy chainring bolts		
Finish	Sleek, Jet Black gloss		
Features	Lower 'Q' factor (147mm vs. 154.5mm) than triple chainrings		

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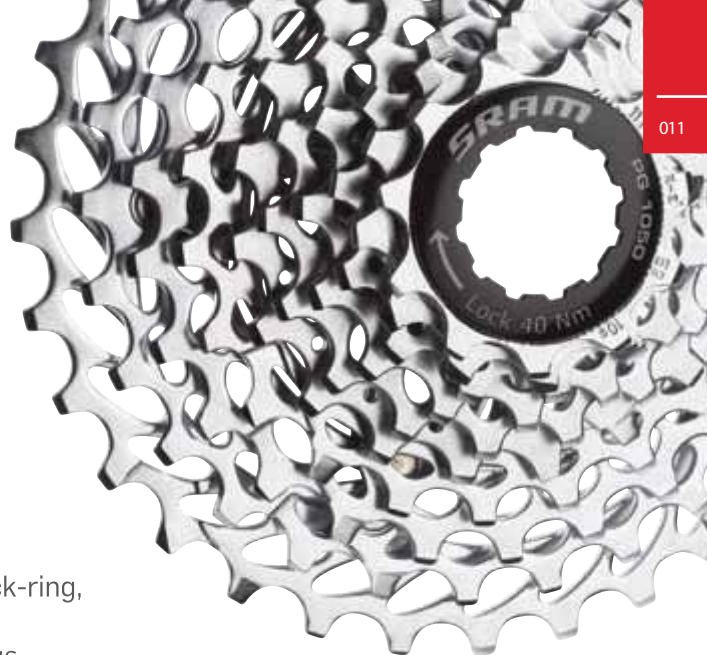




CASSETTE

First 11-32 on the road

Technology	PowerGlide™ WiFLi™
Options	11-32, 11-28, 11-26, 11-23T
Weight	11-32T - 299g 11-23T - 250g
Finish	Black Spider, Lock-ring, and spacers Nickel plated cogs
Features	Gears that are lower and higher than existing triple gear ratios. The wider range of gears provides efficiency for improved climbing and descending



Gruppo Specifications



SRAM APEX	Shifter	Rear Derailleur	Crankset	Bottom Bracket	Front Derailleur	Brakeset	Cassette	Chain
Technology	DoubleTap® / ZeroLoss™ on the front / Reach adjust	Exact Actuation™ / WiFLi technology	PowerGlide™ Chainrings	GXP	WiFLi technology / ZeroLoss™ Trim	Skeletonized Dual Pivot	PowerGlide™ / WiFLi technology	PowerLock®
Speeds	10	10	2	NA	2	NA	10	10
Weight	344g	Short Cage - 200g Mid Cage - 210g	890g (w/ BB)	115g (GXP)	89g Braze-On	308g	299g (11-32) 250g (11-23)	277g (1050 / 114 Links)
Material // Finish	Forged Brake Lever / Cast Shift Lever // Jet Black Gloss	Alloy outer cage / Steel inner cage // Jet Black Gloss	Aluminum // Jet Black Gloss	CNC Alloy Cups // Jet Black Gloss	Aluminum / Steel // Jet Black Gloss	Cold Forged / Stainless Steel // Jet Black Gloss	Forged Alloy Spider / Heat-Treated Steel // Chrome Plated	Heat-Treated Steel // Black
Compatibility	SRAM Red, SRAM Force, SRAM Rival, and SRAM Apex Front and Rear Derailleurs	Short - Max Tooth 28T Mid - Max Tooth 32T	GXP 53/39, 52/38, 52/36, 50/36, 50/34, 46/38	SRAM Red, SRAM Force, SRAM Rival, and SRAM Apex Cranksets	55/42, 54/42, 53/39, 52/38, 52/36, 50/36, 50/34, 46/38 Max Tooth 16T	DoubleTap® Controls	11-32, 11-28, 11-26, 11-23T	SRAM Red, SRAM Force, SRAM Rival, SRAM Apex and industry standard 10 spd systems

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Wherever the Road Takes You

You work forty plus hours a week, take your kids to soccer games every weekend, enjoy good food and wine, love the game of tennis, watch the Tour de France on TV, and consider cycling a fun way to stay fit.

Your bike is equipped with SRAM Apex because it's the best choice.

The compact (50/34) crankset and the new expanded (11-32) cassette always have the perfect gear for you. Your Apex equipped bike will take you anywhere you want to ride, even if that's the hilly route back home.





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Images Courtesy of Rapha.cc
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