



Chicago, IL June 2008

Elixir™ CR – The Secret for a Great Ride!

Control + Power + Avid® Mojo

Elixir CR provides more control, more power, more comfort, resulting in exceptional ride quality and ultimately, speed. Elixir CR answers the braking performance needs of every mountain bike rider; Cross Country, Trail, All-Mountain, Freeride and Downhill. The new Elixir CR features a totally new, in-line Pad Contact adjustment. This tool free adjustment allows riders to adjust the point in the levers throw where the pads contact the rotor. Thus the name. It does two simple but important things. First, it enables you to perfectly match your hand's comfort with the brakes power. It also allows you to balance both levers so the pads engage the rotors in the same spot. No more uneven brake levers.



More control! This is achieved through new Taperbore technology and improved pivot location. The new pivot location enables less initial power, and deep stroke modulation, allowing the rider to better manage and use the increased overall power. In other words as you grab the lever and move it towards the handlebar, it's natural and effortless. The Elixir CR design eliminates the need for an independent reservoir, leading to a new sleek integrated brake lever. A positive side effect to the integrated reservoir is major weight reduction.

More power! The increased stopping power of the Elixir CR is created by a new, super stiff, two-piece caliper containing larger pistons. The larger pistons produce overall power that sits halfway between Juicy® and Code™. Elixir CR calipers also feature an adjustable banjo. The adjustable banjo allows the user to change the angle of the brake line, and provide the cleanest routing. The newest member of the Avid hydraulic brake family provides more heat resistance by incorporating the new two-piece caliper design and DOT 5.1 brake fluid.

More comfort! Avid hydraulic brakes are known for ergonomics, easy handling and service. The Elixir CR features a tool-free reach adjust allowing the lever to be adjusted for various sized hands perfectly. Maintenance and service is child's play. The sintered brake pads are now loaded from the top, so it takes only seconds to replace them. The Elixir CR is also Match-Maker™ compatible and combines with a variety of SRAM triggers and/or the RockShox® Pushloc remote to create the most elegant and refined cockpit in the mountain bike world.

*Target 375 grams with Front Post Mount 160mm rotor

Elixir CR

TAPERBORE TECHNOLOGY

For more information, please contact:

US: Eric Schutt, MTB PR Manager eschutt@sram.com

EU: Elmar Keineke, MTB Technical PR Coordinator ekeineke@sram.com





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Feature - Benefits

- Taperbore technology - Integrated reservoir design enhances ride, reduces weight, provides better clearance
- Pad Contact Adjust - Allows for identical lever feel and perfect fit
- Improved pivot location- Less initial power and a deep stroke modulation
- Larger caliper pistons - Increased stopping power
- Adjustable banjo on caliper - Ideal brake line routing
- Two-piece Caliper & Dot 5.1 - More heat resistant
- Overall design and function - XC, Trail, All-Mountain, Freeride and Downhill



Specifications

- Weight: 375 grams* (Carbon lever, Front Post-Mount 160mm rotor)
- System: Two piston, open system
- Fluid: DOT 5.1
- Features: Tool-free reach adjust, top loading pads, tri-align caliper positioning system, MatchMaker™ compatible, Drip-free bleeding
- Rotor sizes: 160 / 185 / 203mm
- Colors: Body and Caliper: Onyx Black
Lever: Carbon (OEM alloy lever option)

Available: August 2008

Suggested Retail Price (USD)	
Elixir CR w/160 rotor	\$204 per wheel
Elixir CR w/185 rotor	\$208 per wheel
Elixir CR w/203 rotor	\$212 per wheel

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