

Monterey, CA - April 18, 2008

RockShox Rolls Out All New Reba

The popular RockShox Reba suspension fork is new and improved, and ready to hit the trail! Didn't think that RockShox could top the proven Reba? We took an awesome fork and made it even better.

First, Reba rolls out an entirely new chassis. As seen on several other RockShox forks, Reba now features Power Bulges that add stiffness, durability, and consistency to the chassis. The magnesium lowers now utilize a post disc brake mount. The hollow crown is forged of a proprietary AL66 TV material, providing light weight with increased stiffness and strength. Upper tubes are constructed from 32mm, 7000 series straight wall aluminum tubes and then completed with a low friction anodized finish.

All Reba models are available for both 26" and 29" wheels. Both wheel sizes will also offer either a standard QR, or the all new Maxle Lite option based on the existing 20x110mm thru axle standard. With available travel from 80 to 120mm, Reba provides both wheel sizes with the options they need for XC and Trail riding.

All Reba models receive a brand new damper. Reba SL and Reba Race get a fresh new Motion Control, while Reba Team is upgraded to a BlackBox Motion Control damper. The new BlackBox Motion Control damper is built upon the foundation of the original Motion Control. It features a titanium spring tube as well as Dual Flow compression and rebound. External adjustments are detented. Crown adjust forks utilize a carbon fiber compression knob, while forks using a remote have a new 'Nip-Tuck' spool that hides excess cable for a cleaner look.

All Reba forks will feature a significantly revamped Dual Air system. Improvements are focused on further reducing friction, while providing a more linear spring rate. Dual Air gives riders the ability to independently adjustable positive and negative air spring chambers. The result is a very light and highly tunable spring system. RockShox Dual Air, the finest air spring system on the market!

What's New?

- All new chassis for 26" and 29"
- Standard QR or new Maxle Lite 20x110mm thru axle option
- Power Bulges
- New Motion Control in SL and Race
- New BlackBox Motion Control in Team
- New Dual Air system
- Post disc brake mount
- Travel increased to 120mm
- Hollow crown in all models
- Detented controls on Team

REBA



For more information, please contact:

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

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



Suggested Retail Price (USD)	
Reba SL 26"	\$475
Reba SL 29er	\$504
Reba Race 26"	\$509
Reba Race 29er w/Pushloc	\$607
Reba Team 26"	\$656
Reba Team 26" w/Maxle Lite & Pushloc	\$741
Reba Team 29er	\$686
Reba Team 29er w/Maxle Lite	\$701

Recommended rear shock



Page 1/2

	SL	SL 20mm	SL 29"	SL 29" 20mm	Race	Race 20mm	Race 29"	Race 29" 20mm	Team	Team 20mm	Team 29"	Team 29" 20mm
Travel:	80/100/120mm	80/100/120mm	80/100mm	80/100/120mm	80/100/120mm	80/100/120mm	80/100mm	80/100/120mm	80/100/120mm	80/100/120mm	80/100mm	80/100/120mm
Travel Adjust:	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel	All Travel
Target Weight*:	1625 g (3.58 lb)	1745 g (3.85 lb)	1698 g (3.74 lb)	1814 g (4.0 lb)	1625 g (3.58 lb)	1745 g (3.85 lb)	1698 g (3.74 lb)	1814 g (4.0 lb)	1610 g (3.55 lb)	1745 g (3.85 lb)	1698 g (3.74 lb)	1814 g (4.0 lb)
Spring:	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air	Dual Air
Spring Adjust:	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves	Air pressure via dual Schrader valves
Damping:	Motion Control	Motion Control	Motion Control	Motion Control	Motion Control	Motion Control	Motion Control	Motion Control	BlackBox Motion Control	BlackBox Motion Control	BlackBox Motion Control	BlackBox Motion Control
Damping Adjust:	External rebound, low speed compression to 'Lock' w/ internal Floodgate	External rebound, low speed compression to 'Lock' w/ internal Floodgate	External rebound, low speed compression to 'Lock' w/ internal Floodgate	External rebound, low speed compression to 'Lock' w/ internal Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate	External rebound, low speed compression to 'Lock' w/ external Floodgate
Lowerers:	Magnesium, post mount disc brake	Magnesium, post mount disc brake, 20mm Maxle Lite	Magnesium, post mount disc brake	Magnesium, post mount disc brake, 20mm Maxle Lite	Magnesium, post mount disc brake	Magnesium, post mount disc brake, 20mm Maxle Lite	Magnesium, post mount disc brake	Magnesium, post mount disc brake, 20mm Maxle Lite	Magnesium, post mount disc brake	Magnesium, post mount disc brake, 20mm Maxle Lite	Magnesium, post mount disc brake	Magnesium, post mount disc brake, 20mm Maxle Lite
Crown:	Forged, hollow AL66 TV	Forged, hollow AL66 TV	Forged, hollow AL66 TV	Forged, 6061 T-6 aluminum	Forged, hollow AL66 TV	Forged, hollow AL66 TV	Forged, hollow AL 66 TV	Forged, 6061 T-6 aluminum	Forged, hollow AL66 TV	Forged, hollow AL66 TV	Forged, hollow AL 66 TV	Forged, 6061 T-6 aluminum
Steerer Tube:	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"	Aluminum 1 1/8"
Upper Tubes:	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized	32mm, 7000 series straight wall aluminum, low friction anodized
Standard Colors:	Black, white, silver	Black, White, Silver	Black, White, Silver	Black, White, Silver	Black, white, silver	Black, White, Silver	Black, White, Silver	Black, White, Silver	Black, white, silver	Black, White, Silver	Black, White, Silver	Black, White, Silver
Options:	Remote	Remote	Remote	Remote	Remote	Remote	Remote	Remote	Remote	Remote	Remote	Remote
Recommended Rear Shock:	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch	Monarch
Upgrade:					Over SL: External Floodgate				Over Race: BlackBox Motion Control			
Max.Rotor Size:	210mm	210mm	210mm	210mm	210mm	210mm	210mm	210mm	210mm	210mm	210mm	210mm
Notes:	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer	*Weight based on 265mm 1 1/8" steerer