



POWERED BY SRAM

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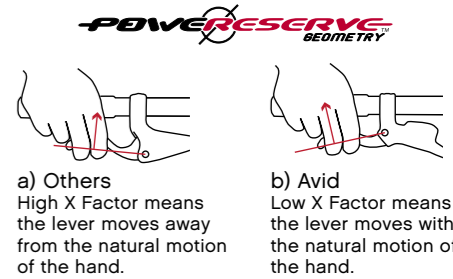
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What's so juicy about Juicy?

One of the most important elements of any bike brake is the hand that controls it, right? Without the hand, all the best features in the world wouldn't make a bit of difference. When we set our pack of brake nerds loose on designing the world's best hydraulic brakes, we knew that its defining characteristics would be more than just simple power. The best brake would have to work in perfect harmony with your hand, give you much more precise control, and be easier to install than a virus on your PC. If we could do all those things, wouldn't it be...Juicy?

Power Reserve Geometry to the rescue.

Your fingers pull in a straight line, but brake levers move in an arc. Bottom line, your fingers want to slip off the ends of the levers as you pull. Avid has the lowest X Factor (that's the distance from the center of the handlebar to the center of the lever's pivot), so it reduces the lever's inward travel, creating an arc that's closer to your fingers' natural motion. By simply moving the pivot we completely improved the ergonomics of the lever and made all the other brakes out there just feel "dead" in comparison.



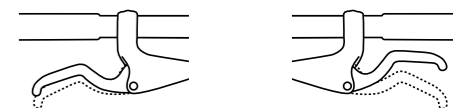
Pad Contact-Point Adjustment 101.

If you have the Juicy Seven or the Carbon, you have a brilliant feature that no other brake has. You can adjust the point in the lever's throw where the pads contact the rotor—thus the name. It does two simple, but important things:

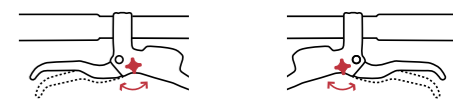
1. It lets you pick the position you'd like your fingers when your brakes grip. That means you can perfectly match your fingers' comfort with the brake's power.
2. It allows you to balance both levers so the pads engage the rotors in the same spot. No more uneven brake levers.

Pad Contact-Point Adjustment goes way beyond a simple reach adjuster (although Juicy levers have that too). It's a performance enhancement that you'll love the first time you feel it in action.

Pad Contact-Point Adjustment



a) Others
The levers are uneven when the pad contacts the rotor.



b) Avid
Making levers perfectly even is a snap with Speed Dial.

Easy on the installers hand, too.

There's never been an easier hydraulic brake to install. With Avid's Tri-Align Caliper Positioning System, aligning the caliper to the rotor literally takes seconds. Just grab the lever, tighten the CPS bolts, and you're ready to ride! Even swapping right and left levers is a piece of cake because of Juicy's built-in "ambidexterity."



What's it all mean?

We could dazzle you with charts and numbers, but in the end what matters is that Juicy gives you precise modulation, control, huge power, and wonderful comfort. Long story short, it makes your ride better. That's why *Bicycling Magazine* called our very first Juicy "The Greatest Disc Brake Ever," and why *Mountain Bike Action* just rated it "***** Perfection." Now that's Juicy!

Juicy[®] CARBON

Type	Hydraulic
Finish	Flash Silver
Rotor sizes	160, 185, 203
Rotor design	Polygon
Special features	Pad Contact-Point Adjustment Tri-Align Caliper Positioning System Power Reserve Geometry Ambidextrous Split Clamp design Drip-free bleeding
Unique to Juicy Carbon	Carbon lever blade/reservoir cover Ti hardware Aluminum Speed Dial knob Stainless steel banjo



“Speed Dial...the easiest way to
balance your brake power to the
way your hand actually works!”
-Descent-world.com



Juicy Carbon

A Carbon-based life form should have a
carbon-based lever, don't you think?

Ask one of the world's best riders like Thomas Frischknecht or Nathan Rennie, who rushed out and got a set as fast as they could. They'll tell you that the new Juicy Carbons give you incredible power, control, and adjustability because of Power Reserve Geometry and Pad Contact-Point Adjustment. And they'll also tell you that the Carbon sports Ti hardware, an aluminum Speed Dial knob, a one-of-a-kind sparkly finish, and a beautiful, feather-light composite lever that works with the carbon in their fingers just perfect.

Juicy
S E V E N

Type	Hydraulic
Finish	Silver
Rotor sizes	160, 185, 203
Rotor design	Polygon
Special features	Pad Contact-Point Adjustment Tri-Align Caliper Positioning System Power Reserve Geometry Ambidextrous Split clamp design Drip-free bleeding



Juicy Seven

It's more fun when it's Juicy.

"Now THIS is how it's supposed to be!" That's how you'll feel the first time you try Juicys. The control they deliver gives you more confidence. More confidence means you'll do things you've never done before—and that's fun. Plus, they are so easy to set up, you'll probably finish the process and wonder what you missed. The Juicy Seven simply created the curve that every other hydraulic is graded by.



Juicy
FIVE

Type	Hydraulic
Finish	Black
Rotor sizes	160, 185, 203
Rotor design	Polygon
Special features	Pad Contact-Point Adjustment Tri-Align Caliper Positioning System Power Reserve Geometry Ambidextrous Wonder Clamp™ Drip-free bleeding



With Avid's patent pending clamp design, you get ambidexterity. That means you can use either lever on either side, for ultimate flexibility.

Juicy Five

X% better.

Juicy's work with your hand, not against it. Other hydraulic levers are designed with a high X Factor, which means the arc of the lever's path actually moves in and away from your hand's natural movement. Juicys have the lowest X Factor on the market, so the lever moves comfortably, powerfully, right in line with the direction of your hand.

And that's just one of the things the Juicy Five has going for it. When you choose a Juicy, you also get 100% ambidexterity, thanks to our patent-pending bar clamp. And of course, you get Avid's Tri-Align™ Caliper Positioning System™. Basically, you're looking at a hydraulic brake that does everything you ever wanted, with a splash of Avid smarts that makes it better than anything else out there.





BB7

Think of them as hydraulic brakes that you never ever have to bleed.

The brake that set the bar for all disc brakes, mechanical or hydraulic. Our Ball Bearing Seven brake is more powerful, offers more modulation and is easier to set up than any mechanical disc...ever. Details like dual-pad adjustment knobs, incredibly easy pad replacement, precision ball bearing actuation, infinitely variable spring tension, and our Monoblok® one-piece caliper design add up to serious stopping power and control like you've never felt before.



BB5

Hard on gravity. Easy on the wallet.

All the Avid classics like our Tri-Align™ Caliper Positioning System™, tool-free pad replacement, a super-rigid forged body and a new and improved inboard pad adjustment knob. And the best part is you won't have to eat PB&J for the next month to afford them! They put entry level at a whole new level.

Tool-free Pad adjustment knob makes quick work out of setting the perfect distance between the pad and the rotor, and adjusting for pad wear. (BB5 has inboard knob only)



Rim Brakes

Some things you just don't mess with.

We think that features like our special Overcoat noodle boot, super-light exotic materials, and long-lasting cartridge pads make our brakes pretty remarkable. But all they really do is make Avid brakes perform so well that you get to think about how much you're loving the ride... and not about your brakes. Surprises should come from the trail, not your bike.

Speed Dial 7



Avid's patented Speed Dial® on-the-fly adjustable leverage. By turning the red knob, you can precisely choose the feel you want anytime, anywhere and without any tools.



Speed Dial® Ultimate



Speed Dial SL



FR-5™



Single Digit® Ultimate



Single Digit 7



Single Digit 5



Single Digit SL



Shorty 6

Shorty cantilever brakes were specifically designed for cyclo-cross bikes, tandems, recumbents, and other weirdmobiles everywhere.

If making great levers was simple, everyone would do it.

Making a lever that pulls cable is easy. Making a brake lever light, efficient, adjustable and with geometry to fit your hand like a glove takes a lot of experience and smart design. Avid wrote the book on smart lever design. Now, everywhere you look on our line of levers, you'll find deceptively simple design details that make an "ahh, so nice" difference in your ride.



You can use most Avid levers on the right or left...they're ambidextrous. Our Wonder Clamp™ even allows the bolt in from either side. Plus, if you are too rough with the bolt and you trash the threads on one side, you can switch the bolt direction and still tighten the clamp!



Rollamajig®

The famous shift-enhancing gizmo



Full Metal Jacket®

are like superchargers for your brakes. They're zero-compression alternatives to standard cable housing—use 'em anywhere you've got a straight run of cable, and you'll be rewarded with an extra firm, 100% friction-free response. Plus, they're much lighter than traditional housing and help create a fully shielded cable system from lever to calliper, for less maintenance.

SRAM™

POWERED BY SRAM™

Cables

(braking power conduits)

There's nothing better than the firm, snappy feel of a brake or derailleur system done right. That's why our cable sets have low-friction stainless-steel inner wires and compression-resistant housing with silky smooth inner sheaths. They'll be just the performance-enhancing trick you've been looking for.



Straight Jacket™



Flak Jacket®

The Flak Jacket's Shield-Lock™ ferrules up the ante, by encasing the entire cable system, keeping grit and grime entirely at bay.



Replacement pad inserts



Rim Wrangler™ 2 pads



Disc brake mounting brackets



Disc brake pads (fits all Juicy and BB7 disc brakes)

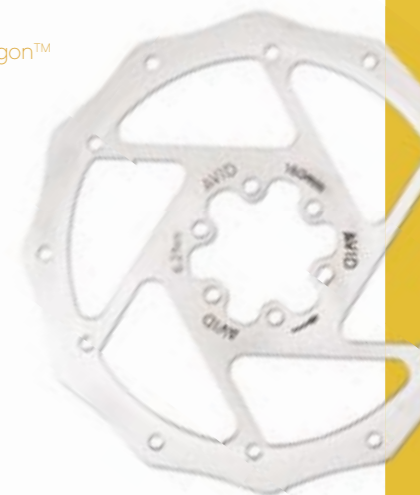


Ball Bearing 5 pads (fits BB5 disc brakes only)

Polygon



Roundagon™



Both Polygon™ and Clean Sweep™ rotors are completely interchangeable, and come in three sizes (160, 185, and 203mm)

Clean Sweep



Genuine Avid bits



Drip-free Bleed Kit

This kit sucks...literally. It doesn't just burp the system, it vacuums every spec of air out—even bubbles you can't see. It's truly worthy of the Juicy family.

We're happy to announce that this year our cables will migrate to the SRAM brand name.

Avid specifications

DISC	TYPE	FINISH	ROTOR SIZES	ROTOR	TRI-ALIGN Caliper Positioning System	PAD CONTACT-POINT ADJUSTMENT	SPECIAL FEATURES	WEIGHT (GRAMS)
Juicy Carbon™	Hydraulic	Flash Silver	160, 185, 203mm	Polygon	■	■	Carbon lever/reservoir cover Ti hardware Power Reserve Geometry™ Tool-free pad replacement Fully ambidextrous Drip-free bleeding	411
Juicy Seven™	Hydraulic	Silver	160, 185, 203mm	Polygon	■	■	Power Reserve Geometry™ Tool-free pad replacement Fully ambidextrous Drip-free bleeding	435
Juicy Five™	Hydraulic	Black	160, 185, 203mm	Polygon	■		Power Reserve Geometry™ Tool-free pad replacement Fully ambidextrous Drip-free bleeding	426
Ball Bearing Seven™	Mechanical	Mica	160, 185, 203mm	Roundagon	■		Dual pad adjustment knobs Tool-free pad replacement Monoblok® caliper design	318
BB7 Road	Mechanical	Platinum	160, 185, 203mm	Roundagon	■		Monoblok® caliper design (Inboard adjustment knob only)	325
Ball Bearing Five	Mechanical	Mica	160, 185, 203mm	Roundagon	■		Monoblok caliper design (Inboard adjustment knob only)	325

Weights are for front, 160mm, post mount. Includes caliper and rotor. Other weights are mount dependent.
All Avid disc brakes fit standard disc hub mount. They are compatible with front Post and I.S. mounts and rear I.S. mounts.

LEVERS	FINISH	SPEED DIAL	BEND ZONE™	QUICK-ADJUST BARREL ADJUSTER	AMBIDEXTROUS	CAM SPLIT CLAMP	SPECIAL FEATURES	WEIGHT (GRAMS)
Speed Dial® Ultimate	Stealth Black	■	■	■		■	CNC, sealed cartridge bearings	152
Speed Dial SL	All Silver	■	■		■		Magnesium lever body	150
Speed Dial 7	Mica/Black	■	■		■		Speed Dial	180
FR-5™	Mica/Black		■		■		Flat rate pull	155

All Avid levers have reach adjustment.
All weights per pair. All levers are compatible with mechanical disc brakes and linear-pull brakes.

RIM BRAKES	FINISH	STAINLESS HARDWARE	PIVOT	PADS	SPECIAL FEATURES	WEIGHT (GRAMS)
Single Digit® Ultimate	Stealth Black	■	Sealed Bearing	RW 2	Reversible noodle, CNC, cartridge bearings	182
Single Digit SL	Silver	■	Pivot Sleeve	RW 2	Exotic lightweight materials	165
Single Digit 7	Mica	■	Pivot Sleeve	RW 2	Exclusive noodle boot	185
Single Digit 5	Black	■	Pivot Sleeve	One-Piece	High power, low cash	210

All weights include mounting hardware, noodle and boot.

These names are registered trademarks of SRAM Corp:
Avid, Speed Dial, Single Digit, Rollamajig, Flak Jacket, Arch Rival,
Full Metal Jacket, Black Ops, Monoblok

These names are trademarked names of SRAM corp:
Rim Wrangler, Saago, Accu-Push, CPS, Caliper Positioning System,
Overcoat, Bend Zone, Clean Sweep, Force Vector Alignment,
Snakeskin, Shield Lock, Rotor Rangler, Juicy, Juicy Seven, Juicy
Five, Tri-Align, Ball Bearing Disc Brake, Polygon Rotor, Straight
Jacket, Power Reserve Geometry, Qwik-eez, Wonder Clamp

Top Teams riding Avid product

- | | |
|------------------------|-----------------------|
| Atherton Racing | NSMB |
| Bianchi | Santa Cruz Syndicate |
| Bicycle Rockers | Scott |
| Devinci Daredevil Team | Sinister Factory Team |
| Ford Cycling | Specialized |
| Fusion | Subaru-Gary Fisher |
| Hyundai GT | Swisspower |
| Hyundai-Mongoose | Team Devo |

Sponsored riders using BlackBox Juicy

- Julien Absalon
- Gee Atherton
- Gunn-Rita Dahle
- Thomas Frischknecht
- Mark Gliege
- Jeremy Horgan-Kobelski
- Liam Kileen
- Jeff Lenosky
- Nathan Rennie
- Steve Romaniuk
- Conrad Stolz
- Guido Tschugg
- Jamie Whitmore

