

2010

# VITESS WHEEL

→ SYSTEMS



TRANSLATES INTO SPEED

## INTRODUCING THE 2010 VITESS WHEEL SYSTEM COLLECTION

While engineering \$6,000 sub-kg wheel-sets is a sure way to get our engineers excited, we do not think that such endeavour really responds to the true needs of the competitive cycling community. The more challenging objective given to our engineering team was to develop a series of best-in-class full-carbon wheels with a price target not exceeding \$2,000. The 2010 Vitess Wheel System Collection is the result of this work.

Our Wheel Systems are made of full-carbon wheel-sets equipped with high-performance tires and lightweight quick-release skewers, right from our assembly facility. They are built from a hand selected group of high-end components and around the best industrial-grade full-carbon rims currently available on the market and the best tires that money can buy. Following protocols usually used at the top-tier auto makers and based on proprietary processes, our team has selected each and every component based on their superior mechanical characteristics in terms of performance, durability, usability and maintainability.

Whether your passion is hard-core racing or competitive club riding, one of our wheel systems will make you a faster rider. At Vitess, we think that there is nothing like a clear and simple approach to making decision on what best fits your needs:

Your preference towards convenience will have you ride our clincher technology C-series, whereas your need for uncompromised performance will be fulfilled by our tubular technology T-series,

If ultimate responsiveness and acceleration are what you are looking for, you will favour our 38mm semi-aero rim, whereas our 50mm aero version will have no equivalent for long high-speed rides.

*STARTING AT CAD \$2,000, FOR A  
1,190 GRAMS T-SERIES WHEEL-SET  
EQUIPPED WITH CONTINENTAL  
COMPETITION TIRES*



## STANDARD FEATURES

Best-in-class braking power: based on EQM proprietary moulding technology (incl. offset moulding for clincher rims) and Equinox carbon specific pads,

Best-in-class lateral and torsional stiffness: based on UD full-carbon proprietary Vitesse/Equinox construction, high-performance Aluminum hubs and axles, precision sealed cartridge bearings, patented cold-forged technology with high-grade Sandvik stainless-steel for the spokes and of course a count of FR 20 and RR24 spokes,

Best-in-class durability: based on our search for the most proven designs and manufacturing practices,

Best-in-class rolling resistance: based on top-of-the-line Continental tires and the low-drag seals that equip our hubs,

Best-in-class puncture resistance and road adhesion: based on world-leading Continental technology (Black Chili Compound and Vectran breaker),

Industry-leading Comprehensive Warranty Program: 2 Years transferable,

Peace-of-mind Crash Replacement Program: significant discount on a replacement wheel-set in case of accidental crash, up to 3 years after initial purchase,

*2 YEAR  
COMPREHENSIVE WARRANTY*



SEQUINCO

Vitess

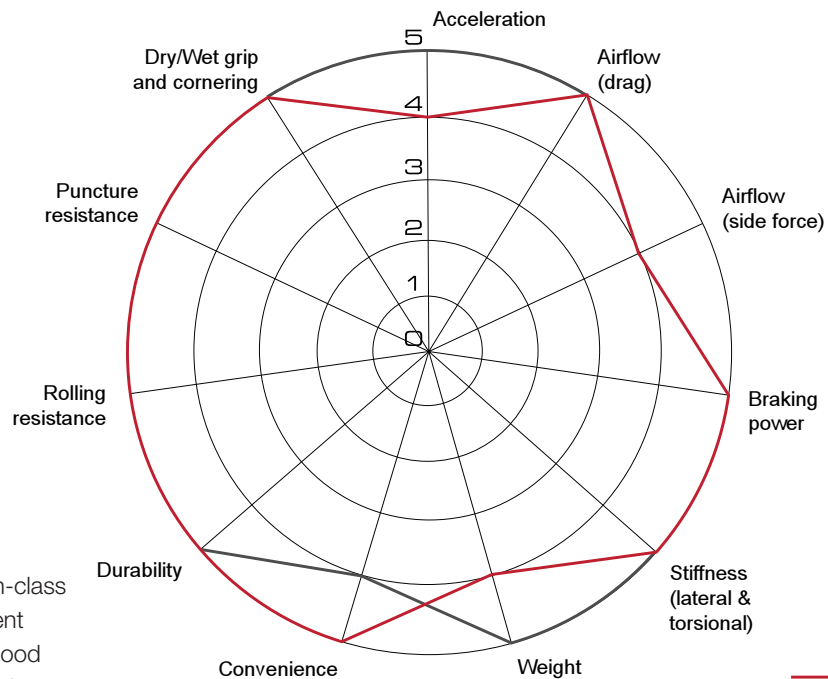
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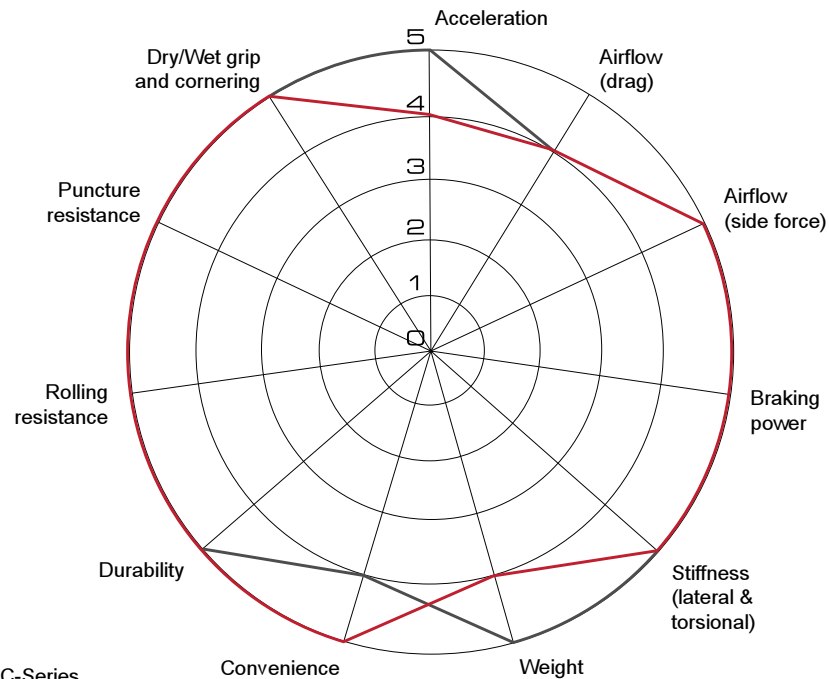
# WHEEL SYSTEM PROFILES

Your Choice

## Vitess 50 Series Wheel System



## Vitess 38 Series Wheel System



— C-Series  
— T-Series

- 5- Best-in-class
- 4- Excellent
- 3- Very Good
- 2- Above Average
- 1- Average

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## WHAT WHEEL SYSTEM IS RIGHT FOR ME?

### Rider Profiles

#### JENNIFER

**Performance vs Convenience:** Light and responsive, the wheels need to be super-responsive and accelerate like a bullet without being overly sensitive to side winds. Flats are not a concern.

**My preferred terrain:** Mountains

**My wheel system:** T38

- Tubular Vitess/Equinox 38mm full-carbon rim with EQP/EQM technologies
- Black bladed straight pull spokes, FR20 RR24
- Anodized black aluminum hubs with precision sealed cartridge bearings
- Titanium/Carbon quick-release skewers
- Carbon-specific Equinox brake pads
- Continental Competition tires
- Wheel-set weight 1,190 grams
- Wheel System weight 1,795 grams

#### NEIL

**Performance vs Convenience:** When I compete in a triathlon, if I get a flat, I am out anyways. For fast rides, I am more inclined to put performance ahead of convenience. I prefer to have regular thread patterns on my tires, might just be psychological but I like it better

**My preferred terrain:** Flat to moderate inclines

**My wheel system:** T50

- Tubular Vitess/Equinox 50mm full-carbon rim with EQP/EQM technologies
- Black bladed straight pull spokes, FR20 RR24
- Anodized black aluminum hubs with precision sealed cartridge bearings
- Titanium/Carbon quick-release skewers
- Carbon-specific Equinox brake pads
- Continental Grand Prix 4000 Tubular
- Wheel-set weight 1,250 grams
- Wheel System weight 1,855 grams

## JIM

**Performance vs Convenience:** I need to be able to repair a flat on the spot. I have no assistance on my long rides and I would hate to have to call a taxi for the ride home.

**My preferred terrain:** Mostly flat terrain

### **My wheel system:** C50

- Clincher Vitesse/Equinox 50mm full-carbon rim with EQP/EQM technologies
- Black bladed straight pull spokes, FR20 RR24
- Anodized black aluminum hubs with precision sealed cartridge bearings
- Titanium/Carbon quick-release skewers
- Carbon-specific Equinox brake pads
- Continental Grand Prix 4000S
- Wheel-set weight 1,560 grams
- Wheel System weight 2,201 grams

## YANNICK

**Performance vs Convenience:** I was racing on tubular wheels before but I do not have any assistance team anymore ! I am willing to compromise on weight to get convenience. I want a polyvalent performer that turns into a racing beast when sprinting and climbing!

**My preferred terrain:** mountains

### **My wheel system:** C38

- Clincher Vitesse/Equinox 38mm full-carbon rim with EQP/EQM technologies
- Black bladed straight pull spokes, FR20 RR24
- Anodized black aluminum hubs with precision sealed cartridge bearings
- Titanium/Carbon quick-release skewers
- Carbon-specific Equinox brake pads
- Continental Grand Prix Attack/Force Combo
- Wheel-set weight 1,550 grams
- Wheel System weight 2,185 grams

**vitesse**

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## WHEEL SYSTEM SPECIFICATIONS

### Rims

- UD Carbon, Proprietary Vitess/Equinox construction
- Exclusive EQP rim carbon protector coating: polished marble effect
- Carbon black with artwork (Arctic White, Race Red, Liquid Silver)
- Exclusive EQM moulding technology – offset moulding for clinchers

### Spokes

- Sandvik stainless steel, patented cold-forged technology
- Black bladed (aero-shaped)
- Radial lacing for Front and Rear non-drive side
- Crossed 2 lacing for Rear drive side
- Straight pull hub-interface
- Front 20, Rear 24

### Hubs

- Aluminum front and rear axles
- Aluminum front and rear bodies
- Anodized Black
- Front axle, 9x108 (O.L.D. 100)
- Rear axle, 10x141 (O.L.D. 130)
- Precision sealed cartridge bearings with low-drag seals
- Cassette compatibility: Shimano/SRAM

### Quick-release skewers

- Titanium axle,
- UD Carbon lever with 3k-weave finish

### Brake pads

- Carbon-specific Equinox pads

### Clincher tires

- Continental Grand Prix Attack/Force 3/330 combo 700 x 22/24C
- Continental Grand Prix 4000S 3/330 700 x 23C
- Continental 700x18-25 PV 60mm LIGHT or 700x18-25 PV 80mm LIGHT

### Tubular tires

- Continental Competition 3/180 28"x22mm
- Continental Grand Prix 4000 Tubular 4/240 28"x22mm

### Max tire Pressure

- 125PSI for C38 and C50
- None for T38 and T50

### Rider weight limit

- None

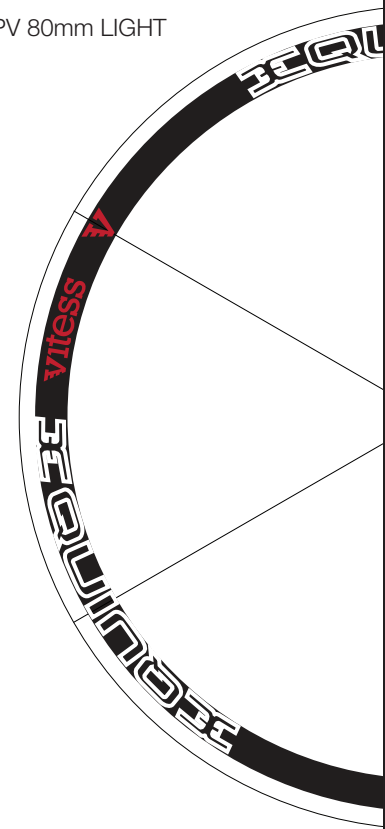
### Weight and Wheel System MSRP

- T38 wheel system 1,795 grams
- Incl. Wheel Set: 1,190 grams
- CAD\$2,000 + sales tax

- T50 wheel system 1,855 grams
- Incl. Wheel-set: 1,250 grams
- CAD\$2,100 + sales tax

- C38 wheel system 2,185 grams
- Incl. Wheel Set: 1,550 grams
- CAD\$2,000 + sales tax

- C50 wheel system 2,201 grams
- Incl. Wheel Set: 1,560 grams
- CAD\$2,100 + sales tax





## QUESTIONS?

### Why would a bike manufacturer launch its own line-up of wheels?

We think that wheels come only second to the frame-set to make a high-performance bike. A good component group will make for a smoother shifting and a carbon handlebar or a carbon braided saddle will reduce static weight, but nothing comes close to the extra performance generated by a pair of good carbon wheels. This is just physics; the rule of the rotating mass is universal: the lower the dynamic mass, the better.

When our engineers went through the component selection process for our bikes, they could not find any wheel-set that would meet our technical requirements given the sub-\$2000 price objective that our team had set. So we took things in our own hands, we partnered with the best manufacturers in their fields and we made it happen.

### Do I have to purchase your wheels with a bike?

No. Our wheels are available in our bike builds, but they are also available as stand-alone wheel-systems.

### What is a “Wheel System”?

- A pair of Vitess wheels,
- 2 Continental tires mounted on the rims (rim tape and tube in case of clinchers),
- 2 quick-release skewers,
- 4 carbon-specific brake pads,
- Spoke truing tool

### What is the big idea behind this?

We want to make it as easy and convenient as possible for riders to get their wheels and go and try them out immediately. The best tires on the market are

already mounted on the rims. No need to search, compare, shop, waste time. The job is already done. All is needed is to mount the appropriate cassette on the rear hub and install the wheels on the bike.

### What about if I do not have the right tool to install the cassette?

- a) we will do it for you when you bring your bike to get your wheels installed,
- b) we can pre-install a cassette of your choice. Ask us for more details.

### Are the rear hubs compatible with SRAM cassettes?

Yes they are. Both Shimano and SRAM. Campagnolo-compliant hubs will soon be available.

### Can I buy other wheels from you?

No. We have incorporated other wheels in our bike builds, but we do not re-sell them as wheels-sets.

### What does “Equinox” mean?

Equinox is the best industrial-grade carbon rim producer in the world, and also the largest by production value. This company is probably the most versatile carbon processor in the world, having R&D and production operations spanning industries as varied as automotive, aero-space and medical. Their industrial-grade full-carbon rim expertise is second to none. The joint-effort of our engineering teams has been instrumental in developing and producing what we think is the best all-rounder high-performance set of rims on the market.

### What's different about your rims?

Equinox was the first company in the world to produce full-carbon clinchers in an industrial setting. They have refined their expertise, part-science part-art, over the years in a way that no other manufacturer was able to do. It is a matter of learning experience over production volume and they are the largest carbon rim manufacturer in the world. Our rims are based on this knowledge acquired over the years and refined by our teams of engineers for this specific collection. Those rims are the result of several patents and they incorporate both the EQP technology (protective rim finish) and EQM technology (proprietary moulding for the raised brake surfaces, including offset moulding for the clincher rims for optimized heat dissipation). They have been testing under conditions that go well beyond any industry standards. The proprietary braking performance test automated equipment that was developed specifically for them, makes an Alpes d'Huez stage in reverse feel like child-play heat.

### 1,190 grams, could you not have shaved a few more grams?

We understand that the lighter a wheel the better it looks on paper, but our approach is rooted in engineering principles and not marketing verbiage and we will never compromise safety, durability and stiffness for light weight. As an example, our wheels have no rider weight limit. This is something important to our riders, so it is important to us.

### Can I test drive your wheel systems?

Absolutely. Please contact us at [testdrive@vitess.com](mailto:testdrive@vitess.com) or 1.877.670.4811 for details about the demo center closest to you.

### What does the price include?

It includes a complete wheel system (as described before), to be picked-up at our location. It does not include any sales taxes, or any packaging and handling and shipping charges should the wheel system need to be shipped to you. Please contact us for more details.

### What about the warranty period?

Our wheel-sets come with a 2-year comprehensive warranty coverage. See Vitess General Terms for more details.

### Is the warranty coverage transferable?

Unlike anybody else in the industry: YES. Car manufacturers do it, so why not wheel or bike manufacturers? This program is exclusive to Vitess bikes and wheel-sets. See Vitess General Terms for more details.

### What can I expect if I accidentally crash my Vitess wheels?

Our Crash Replacement Program allows you to get a new pair at a very significant discount compared to MSRP. See Vitess General Terms for more details.

### Can't find the answer to my question in this Q&A, what do I do?

Email: [info@vitess.com](mailto:info@vitess.com)  
Toll-free (877).670.4811



**vites**  
*Speed Redefined...*

TRANSLATES INTO SPEED



# vitess

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## **ABOUT VITESS**

Vitess builds only premium, high performance road bikes and wheel systems. We build our bikes in Canada and each one is tailored to the unique needs of the individual rider. Custom bikes, expert advice and service commitment that only a Rider-Centric bike manufacturer can deliver. At Vitess, we are ambassadors of the thrill of riding high performance road bikes. We believe that every serious rider should experience it. Book a Test Drive.

## **Contact us**

(877) 670 4811  
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www.vitess.com

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