KRU

ADVANCE YOUR RIDING

COMPONENTS | **2020**

Every one of us at KRU is a cyclist.
We love sports and we appreciate the effort required to reach a distant objective. At our company we believe we need to support two types of competition.
The first one is that of every cyclist competitor in the world, amateur or professional, climber or time-trialist, stage or sportive racer.

The other one is a belief that, ultimately, sport is about improving oneself and making sure you've given it your best effort. That's why our main goal is to make the most advanced and comfortable components.

We want to help you Advance Your Riding.
We are introducing the most advanced range of high-end cycling components, raising the technology level in the market and the riding experience of cyclists.
We achieved this with patented proprietary technologies, clever design solutions and visually appealing features.

KRU comes from the word CREW, a group of people who work closely together.

KRU
ADVANCE YOUR RIDING

ADVANCE YOUR RIDING

We apply our passion for cycling to everything that we do: product research, design engineering, careful testing, carbon fiber manufacturing, mechanical know-how, and chain supply knowledge.

Each element is a part of a greater whole.
That's why we call the main features of our products K-elements.

INDEX

KRU
ADVANCE YOUR RIDING

K-ELEMENTS

KRU components, just like all products at KRU, are developed in-house from the ground up. Our product development is characterised by a willingness and ability to question every prior assumption the industry has made.
The KRU team has a strong experience creating products for many of the most renowned cycling brands. We make our decisions by staying in close contact with cyclists and we are motivated by an immense passion for this sport and lifestyle. Our products are made to bring meaningful and practical improvements through clever technical solutions so that we can offer value to as many cyclists as possible.

KRU components are built on several innovative technologies and design features that bring significant improvements for both the professional and amateur rider.

The technological advancements we introduce to the cycling industry span across every possible stage of the product development process.
Research of new patented technologies, reengineering of manufacturing processes, development of proprietary design, exploration of new combinations of materials, strict quality testing processes are some of the tools we use to shape our products.

KRUCH CABLE HOUSING

ECS ENHANCED CLAMP SYSTEM

BAR TAPE BOUND

SPAN

URP ULTRA RIGID PERFORMANCE

ULA7050 ULTRA LIGHT ALLOY

UTS ULTRA TORSIONAL STIFFNESS

KRUCH CABLE HOUSING

The handlebars are one of the most critical structural parts of a bicycle.
They are necessary to direct the vehicle and subject to the the push and pull of the rider's body. During accelerations, climbs, and corners these powerful forces reach the maximum amount of stress and the handlebars need to be able to withstand and discharge this pressure.

A common trend in recent years has been the use of handlebars with inner cable routing thanks to their visual appeal, aerodynamic benefit and hand grip comfort. Many producers created these
products by patching layers of carbon together and drilling holes to create the space and cover for the cables to route internally. However, this approach carries important risks. As you might expect, a structure made of patches and holes is weaker and less reliable. Those products are characterised by lower stiffness-to-weight ratios and lowered safety standard.

We have thoroughly researched a solution that can offer the advantages of hidden cables routing while maintaining a high stiffness-to-weight ratio. KRU Cable Housing (KRUCH) patented technology is our answer to this problem with the application of a clever design solution. We have created a groove with an elegant cover that fits in the lower part of the handlebars. The purposely designed rubber cover guides mechanical or electronic groupset cables underneath the handlebar. The handlebars are a single piece, full carbon monocoque structure that achieves the highest stiffness-to-weight ratio in the market.
Additional benefits of our approach are a lighter product and easier cable routing setup and maintenance.

KRU Cable Housing offers the following benefits:

- **Maximum stiffness to weight ratio of any internal routing handlebar**
- **Lightest internal cable routing handlebar**
- **Safer and more durable**
- **Easier setup and maintenance of cables**

All KRU products are engineered to satisfy higher requirements than standard safety tests. For instance, we test our product to resist +25% more cycles than any fatigue test described by the ISO 4210:2014 norms and an exceeding +25% load for any of the ISO 4210:2014 bending tests.
We also require our products to exceed a Stiffness-to-Weight (StW) ratio higher than 300 N/mm*kg.

ECS ENHANCED CLAMP SYSTEM

While developing the Enhanced Clamp System (ECS), our main objective was to improve the way an integrated cockpit
connects to the fork. This is the most critical point of any bicycle, subject to very large amounts of stress and tension.

To achieve this we have created a new clamping system with a neat and visually appealing design composed of two clamps.
The first part of the ECS is a forged clamp at the base of the stem. The second clamping device is an inner lock composed of two alloy wedges that clamp the steerer tube with an steel bolt. This second locking system is entirely integrated in the structure of the Cockpit stem to reduce any vibrations in order to improve handling and driving stability.

This multi clamping system provides optimal performance, safety on every riding surface.

BAR TAPE BOUND

We truly believe that every aspect of cycling can be improved. A part ot that is addressing the visual appeal of products.
Also, we want our products to be comfortable and easy to use. For this reason we are introducing a bar tape bounds system which offers a more comfortable handlebar grip experience.
We have designed the handlebar to have a slightly thinner section where the bar tape is applied with well marked bounds.

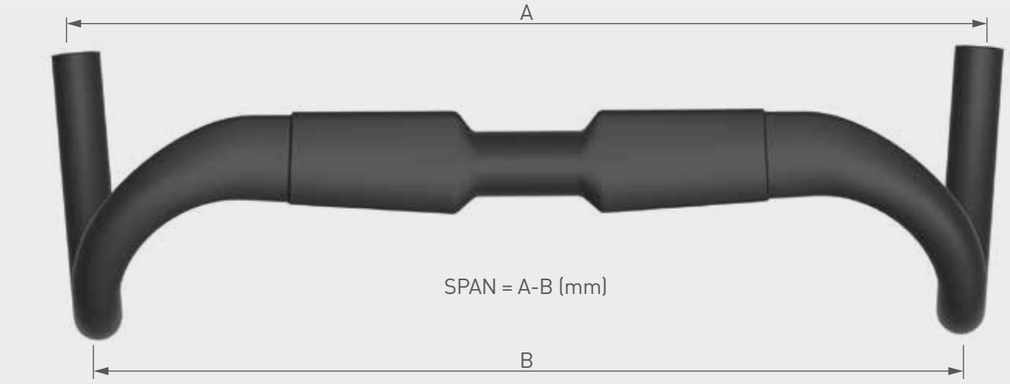
Therefore, once the bar tape is applied, there is a smooth surface throughout the entire length of the handlebar.
This removes the small step that is usually perceived at the edges of bar tape on standard handlebars and that can be an annoyance for cyclists, especially when climbing or resting their hands "on the tops".

SPAN

Span measures the difference between the width at the base of the drops and that at the center of the drops. For example if the handlebar is 42 cm and the Span is 40 mm it means that the width of the drop base is 46 cm (42cm + 4 cm).

If the Span is 20 mm it means that the drop base width is 44cm. The main benefits of the span are evident during out of saddle efforts "on the drops".
Forearms have more space and don't touch the handlebar and the wider base provides extra stability to the rider.

We also offer 0 Span for cyclists who prefer a more traditional, narrow set up.
In this case there is no difference in width.



Super Compact Span 20 or 40mm

Compact Classic Span 0 or 20mm

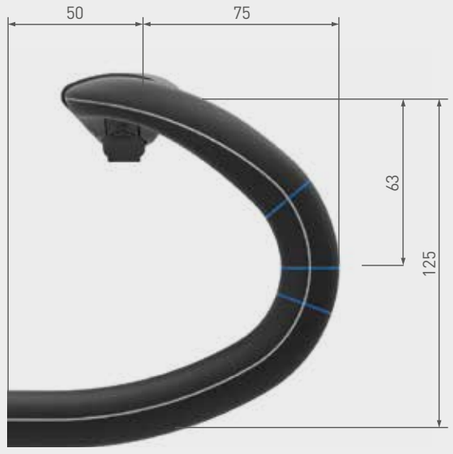
SHAPES

We have grouped KRU handlebars in two types of bend curve shapes: Super Compact, designed for those riders preferring a true racing setup, and Compact, a gentle curve for those preferring an endurance style.

Both types are characterised by specific drop and reach measures and by a different position of the brake levers. On Compact the position of the levers is 10mm higher than on the Super Compact while the drops length is 10mm longer at the base in order to compensate the gentler curve and provide more room for the forearms.

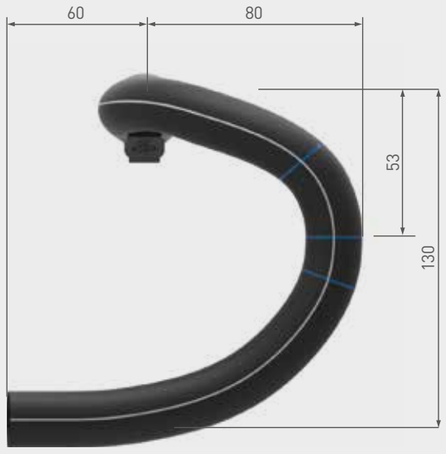
Furthermore, the range of Span measures is 0 or 20mm for Compact and 20 or 40mm for Super Compact. All KRU handlebars, Compact and Super Compact, allow the brake levers to be positioned from +40° to -20° which allows riders to truly customise their bike fit.

SUPER COMPACT



*A true racing shape of the bend for those whose number one priority is speed.
It allows a very fast hand movement and it's the top choice for sprinters and triathletes competing in draft-legal races.*

COMPACT CLASSIC



A friendly shape of the bend designed to offer an enjoyable grip on the handlebars over long distances. It has a gentler curve preferred by endurance athletes and cyclists looking for a comfortable product.

KRU
ADVANCE YOUR RIDING

K-CLASS
SUPER COMPACT COCKPIT HANDLEBAR

The K-Class Super Compact Cockpit is the most advanced integrated cockpit.
It's composed of an integrated system of handlebar and stem in a single piece. Its clever technology and design features make it the most lightweight integrated cockpit on the market. It's made for racing and it will improve your cycling experience to the highest level. The K-Class Super Compact Cockpit isn't just light.
In fact, it offers an exceptional stiffness-to-weight thanks to advanced engineering and the KRUCH technology.

The aerodynamic shape brings drag to a minimum to help you go faster. The clamping system fits perfectly within the aerodynamic profile and thanks the Enhanced Clamp System it is optimally secured to the steerer tube for maximum safety and comfort. We designed the bar section without any sharp edges to offer comfortable handling and grip which is often absent on aerodynamic products in the industry.

The Cockpit is available in the span measures of 20 and 40 mm. The span is the width difference between the drops and the top of the handlebar. These sizes offer the best handling position and improve comfort for out of saddle efforts when "on the drops". The Super Compact has a 125mm drop which enables a very quick movement of the hands from the "drops" racing position to the "hoods" and vice versa. The bend shape of the Aero Handlebar has a 4° backsweep in the front part of the handlebar. This feature increases fingers grip comfort for racing cyclists as it takes into account the way the handlebars are held during intense race efforts.

"K" ELEMENTS

KRUCH CABLE HOUSING

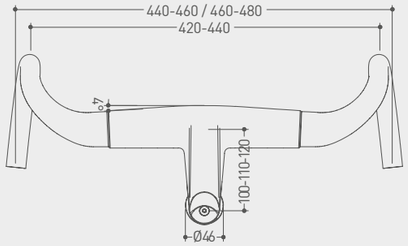
ECS ENHANCED CLAMP SYSTEM

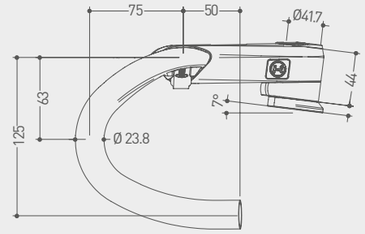
BAR TAPE BOUND

SPAN

SKILL
- Sprint
- Endurance
- Climbing

FEATURE
- Stiffness
- Handling
- Comfort





WEIGHT	335 g		
REACH	75 mm	DROP	125 mm

FEATURES
Weight 335g. size 42cm (stem 100mm)
GB Grey Black, glossy stem decal
Span available as 20 or 40mm
Drop 125mm
Reach 75mm
Brake lever clamping area ø 23,8 mm
Stem decline angle 7°
Headset cap ø 46 mm
Stack headset cap 8mm
Fork clamp ø 28,6mm
Available size 40-42-44 cm C-C
Stem available size 100-110-120mm
Frontal backsweep 4°

INCLUDED ACCESSORIES
Aero stem clamp
Anti-vibration wedges with bolt
Rubber Cable guides
Light alloy aero spacers (3, 5, 10mm)
Branded aero top cap with black screw

EXTRA ACCESSORIES
(not included):
Garmin & Wahoo mounts
Aero Case

K-CLASS
SUPER COMPACT AERO HANDLEBAR

The K-Class Super Compact Aero Handlebar is the most advanced aero handlebar in the market.
It's the outcome of KRU's extensive aerodynamic research. The bar shape has been engineered to reduce turbulent flow of air, minimizing drag and optimizing aerodynamic performance.

Just like the cockpit version, the K-Class Super Compact Aero Handlebar offers an exceptional stiffness-to-weight ratio and is also the lightest product of its kind thanks to advanced engineering and the KRUCH technology.

The Super Compact 125mm drop enables very quick movements of the hands from the "drops" to the "hoods" which is a necessity in racing situations. It is ideal in sprint races where the rider needs quick responsiveness and maximum power transfer. The two SPAN options r (20 or 40 mm) increase comfort while "on the drops" for long periods of time by adding clearance between the forearms and the handlebar while also providing extra stability to the rider. The bend shape of the Aero Handlebar has a 4° backsweep in the front part of the handlebar. This feature increases fingers grip comfort for racing cyclists as it takes into account the way the handlebars are held during intense race efforts.

"K" ELEMENTS

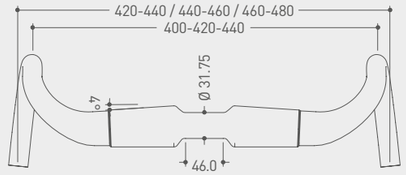
KRUCH CABLE HOUSING

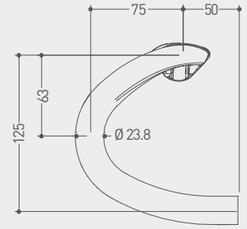
BAR TAPE BOUND

SPAN

SKILL
- Sprint
- Endurance
- Climbing

FEATURE
- Stiffness
- Handling
- Comfort





WEIGHT	205 g
REACH	75 mm
DROP	125 mm

TECHNICAL CHART
205g (at width 40cm C-C)
WG, White Grey / GB, Grey Black
KRUCH, KRU Cable Housing
Super Compact design
Drop 125mm
Reach 75mm
Span available as 20 or 40mm
Clamping ø 31,75 mm
Clamping area length 46 mm
Brake lever clamping area ø 23,8 mm
Available size 40-42-44 cm C-C

INCLUDED ACCESSORIES
Rubber Cable guides

FINISH

GREY

WHITE

K-CLASS
COMPACT CLASSIC HANDLEBAR

The K-Class Compact Classic Handlebar is the most advanced traditional shaped handlebar in the market.
Its classic visual appearance hides an incredible amount of technology. At only 180g (in size 40cm width C-C) it's the lightest handlebar with internal cable routing in the market.

In making this product so light we didn't compromise on stiffness.
In fact, it offers an exceptional stiffness-to-weight ratio thanks to advanced engineering and the KRUCH technology.
The K-Class Compact Classic Handlebar has a comfortable racing position with a 130mm drop, 80mm reach.
This robust and light product is ideal for climbers and recommended to sprinters who like a traditionally shaped product with span choice 0 - 20 mm.

The bend shape of the Classic Handlebar has a 3° backsweep in the rear part of the handlebar.
This feature increases palm grip comfort for endurance cyclists as it takes into account the way the handlebars are held over a long period of time during endurance efforts.

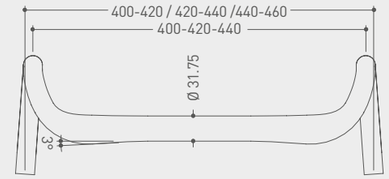
"K" ELEMENTS

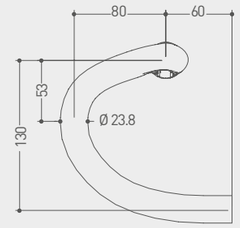
KRUCH CABLE HOUSING

SPAN

SKILL
- Sprint
- Endurance
- Climbing

FEATURE
- Stiffness
- Handling
- Comfort





WEIGHT	190 g
REACH	80 mm
DROP	130 mm

TECHNICAL CHART
Weight 190g only (width 40cm C-C)
WG, white grey / GB, grey black
KRUCH, KRU Cable Housing included
Compact Classic design
Drop 130mm
Reach 80mm
Span available as 0 or 20mm
Clamping area ø 31,75 mm
Brake lever clamping area ø 23,8 mm
Available size 40-42-44cm C-C

INCLUDED ACCESSORIES
Rubber Cable guides

FINISH

GREY

WHITE

K-CLASS AERO STEM

K-Class AERO stem represents an outstanding advancement for the cycling industry; it's one of those products wich redefines the entire category. Its sleek and aerodynamic design, ultra secure clamping system, exceptional stiffness and support for computer mounts will upgrade any road bicycle front-end to an an entire new level.

The KRU engineering team has unlocked the way to carry all the benefits of the KRU K-Class COCKPIT into a stem.
KRU achieved this through an extensive in-house engineering effort with a specific close mold to offer the best aerodynamic performance and the best technical features. In this product you'll find the same Enhanced Clamping System (ECS) of the K-Class Super Compact COCKPIT and an advanced alloy 7050 faceplate that accepts 31,75 mm handlebars with 4 integrated alloy screws.

The Aerodynamic design is based on our wholistic approach to computer fluid dynamics analysis which helped us define an optimized shape that brings turbulent drag to a minimum.
The body of the KRU AERO stem is made of premium Mitsubishi Rayon K-Carbon with 60T load tension fiber.
This material and the extensively tested shape make the AERO stem incredibly light at only 120 gr with a stiffness-to-weight ratio well above industry standards.

"K" ELEMENTS

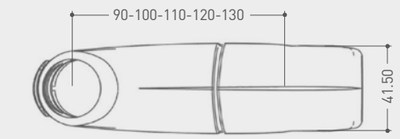
ECS ENHANCED CLAMP SYSTEM

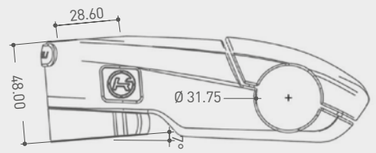
URP ULTRA RIGID PERFORMANCE

FEATURES
Weight 120g. stem 100mm
GB Grey Black, glossy stem decal
Available extensions from 90 to 120mm
Stem decline angle 7°
Headset cap ø 46 mm
Stack headset cap 8mm
Fork clamp ø 28,6mm
Alloy plate with 4 steel screws

INCLUDED ACCESSORIES
Aero stem clamp
Anti-vibration wedges with bolt
Light alloy aero spacers 3, 5,10mm
Branded aero top cap with black screw

T E C H





K-CLASS STEM

The K-Class Stem is a remarkable feat of engineering characterised by incredible lightness and stiffness.
It truly is ultra-light at 100g in the 110 mm length size. We achieved this result thanks to our product experience and with extensive research and testing effort.

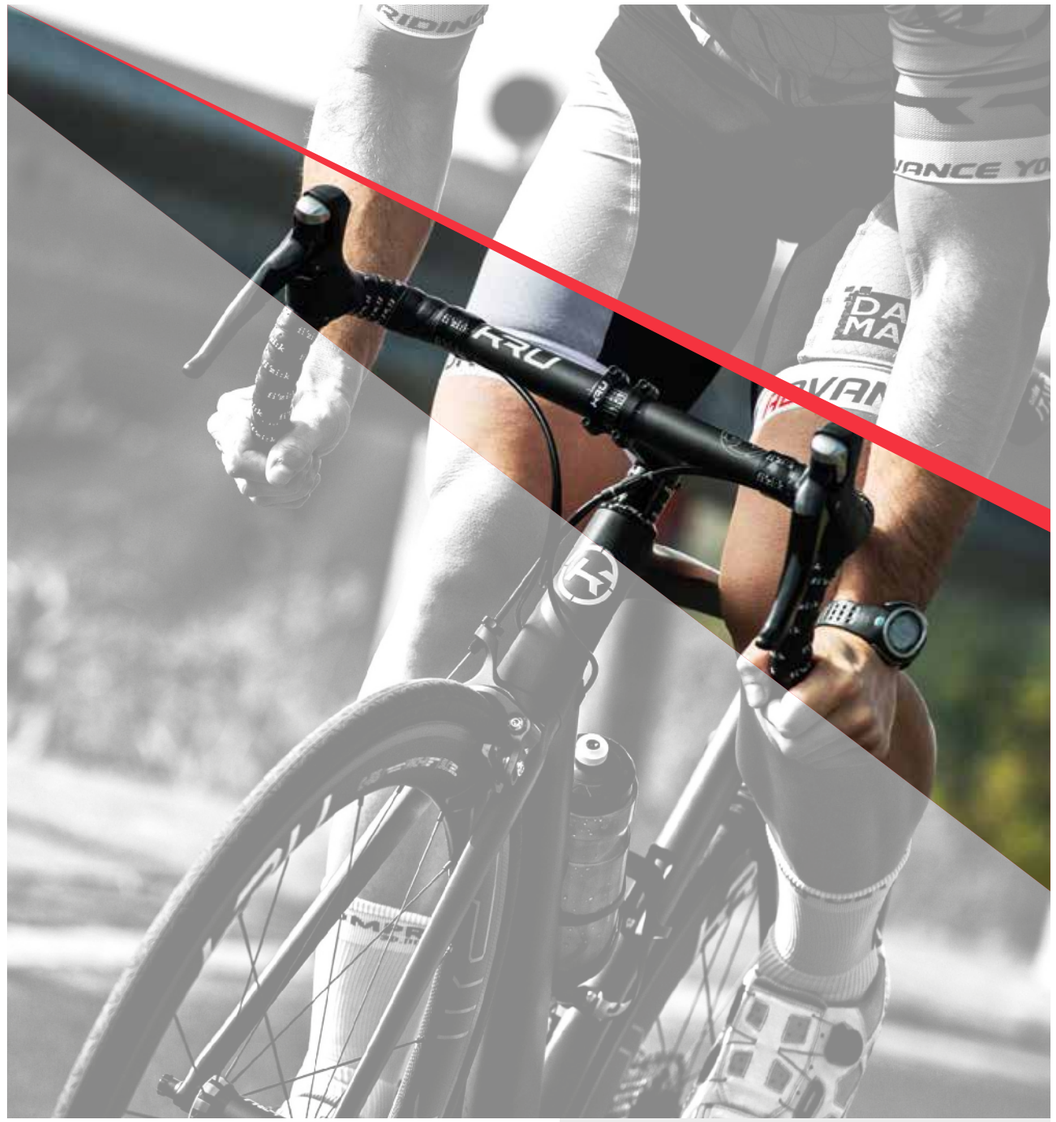
It's stylish and it has been engineered for strength, comfort and reliability.
The K-Class Stem is a 3D machined alloy 7050 paired with a clamping system of black anodized light steel M5 bolts.

The mechanical characteristics of the K-Class Stem give it a very high level of torsional stiffness which is critical when the cyclist is pushing from the drops onto the handlebar.
This minimizes cyclists' energy dispersion and increases their safety.

"K" ELEMENTS

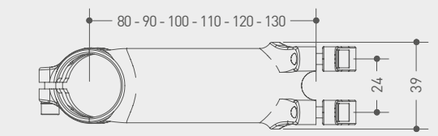
ULA7050
ULTRA LIGHT ALLOY

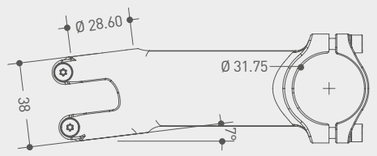
UTS ULTRA TORSIONAL STIFFNESS



FEATURES
Ultra light stem 105g (size 110mm)
WG matt finish
Available extensions from 80 to 130mm
Handlebar clamping ø 31,75mm
7° decline angle (83° angle)
12g face plates with KRU logo
Ti screws available spare parts
Face plates Mx18mm anodized steel bolts
Fork clamping M5x16mm anodized steel bolts
Fork clamp ø 28,6mm

T E C H





KIT
COMPRESSION PLUG

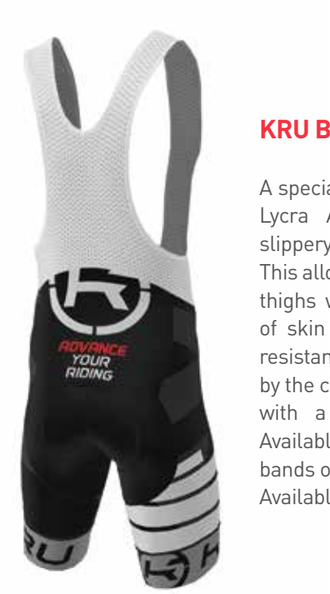
KRU's compression plug kit is characterised by an optimal length to apply a safe and stable compression into the fork steerer.
Compression plug 6061 alloy series. It fits 1-1/8" carbon fork steerer with a double solution ø 23,00 / 24,00 - 65 mm height. Weight: 34g.
The kit includes an alloy top cap with a bold and distinctive style.
It fits 1-1/8" steering tubes with external ø 46 mm - 7g.

SPACERS

KRU carved spacers are a great solution to combine lightness with functional purpose.
These alloy 6061 spacers fit 1-1/8" steering tubes. External ø 34,0 mm; inside ø 28,6 mm.
Available in black matt anodized color and in 3-5-10 mm thickness (respectively 1, 2, 6g).
KRU spacers have been engineered to be lighter than traditional carbon spacers.

KRU JERSEY

Jersey made with high-stretch fabric that perfectly adapts to the body of a cyclist. It's ideal for mild to warm weather conditions. This technical fiber is extremely breathable and characterised by superior sweat-wicking and quick drying capabilities thanks to a lightweight perforated structure.
Available in KRU brand colors: black with grey bands or custom color.
Available sizes: S to XXL.



KRU BIB SHORTS

A special design realised with the high-stretch Lycra A-Energy fabric finished with anti-slippery printed silicon.
This allows the shorts to adhere perfectly to the thighs without moving, eliminating the cause of skin irritations and reducing aerodynamic resistance.The comfort on the saddle is ensured by the chamois pad HT90 TEOSPORT
with a revolutionary seamless technology.
Available in KRU brand colors: black with grey bands or custom color.
Available sizes: S to XXL.

KRU TRI SUIT

We have designed the KRU Tri Suit.
It's characterised by premium fabrics, handcrafted production.
The hyper comfort fabric perfectly fits the body in order to maximise aerodynamics and comfort.
It provides additional comfort thanks to the invisible extra-long front drop zip and the Dolomiti padding with variable density foam. Available in KRU Cycling brand colors: grey, white, black.
Available sizes: XS to XXL.

KRU HATS

The KRU Cycling hat is an ideal accessory for cycling enthusiasts all-year round. In summer it protects from sun rays while in colder months it provides additional warmth to the head.
KRU hats are available in two different color options: classic Italian style and component texture style.
The hat is available in one size fits all thanks to its elastic fabric. It's ideal to be used under the helmet thanks to the lateral bands "no sweat" feature which maximises comfort by wicking away any excess sweat to be evaporated.

KRU

ADVANCE YOUR RIDING

Operation Headquarter (Italy)
Bit Bikes Engineering srl

Via San Francesco, 5
25050 Rodengo Saiano (BS)
T. +39.030.6810232

Taiwan Office
No. 3, 1F, Aly. 26, Gongyequ 1st Rd.
Xitun Dist.
Taichung City 40767
Taiwan (ROC)

www.krucycling.com
info@krucycling.com

@krucycling

KRUCYCLING.COM