



**IRWIN**<sup>TM</sup>

LIGHTER



**STIFFER**



**FASTER**



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# **INNOVATION DRIVEN. RACE PROVEN.**

IRWIN designs and manufactures a highly distinctive range of wheelsets for the most demanding cyclists around the world. Our unique expertise and attention to detail is unparalleled. From choosing premium materials, achieving a consistent build, obsessive quality control and testing, our passion is to make sure our products perform at the highest level and deliver results.

**IRWIN IS A DYNAMIC BRAND WITH RAZOR SHARP FOCUS ON INNOVATION AND TECHNOLOGY TO DEVELOP SUPERIOR PRODUCTS. WE ARE DEDICATED TO HELP RIDERS PERFORM BEYOND THEIR HIGHEST POTENTIAL.**

Our design team is made up of highly qualified engineers and technicians who have passion for bikes, engineering and producing the highest quality product possible. Each member of the IRWIN team shares a common vision to inspire and deliver a unique riding experience every time. They ensure that our products perform flawlessly in the most extreme environments, whether it's in the unforgiving mountain passes of the Pyrenees or the blistering heat on the roads of Kona.



# THE RACE TO BE THE BEST

**A RELENTLESS RACE TO BE BETTER,  
FASTER, STRONGER. EVERY DAY.**

It's who we are. It's what we do. From local grassroots races to the grueling IRONMAN® triathlons, we treat these challenges as opportunities to push the limits of bicycle wheel design. It has helped us innovate and develop the most exciting race-winning carbon fiber wheels seen on the world's podiums today.



## THE WORLD'S CYCLING EXPERTS SOUND OFF ON IRWIN WHEELS:

"The 20mm internal rim width pairs well with a 25mm tire, offering an almost seamless transition between tire and rim for an even greater aerodynamic advantage. The wide rim also offers more support to the tire wall; on descents we have no reservations about sticking a knee out and digging into corners. Climbing is pretty lively too."

**- Peloton Magazine: This Is Wheel Love: Irwin AON DX 38, Issue 90 Oct / Nov 2019**

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"If you're needing a gently priced, carbon, tubeless clincher, Irwin Cycling is worth a look..... The company has carefully calibrated its Rapid Heat Dissipation braking surface to maintain 120 degrees on the brake track to regulate that excessive heat."

**- Peloton Magazine: The 6 Best All-Around Wheels, From Budget To High-End And Disc Brake To Rim, Peloton's Editors Pick Their Favorites on March 5, 2019**

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"The AON GX 35 we rode is a proven set for the mixed-terrain rides we've taken them on. The wide rim profile provides room for high-volume gravel tires and the rims stayed true, even when bottoming out on a flat tire."

**- Cyclocross Magazine: Review: Irwin Cycling AON GX 35 Carbon Tubeless Gravel / Adventure Wheelset, by Clifford Lee On December 4, 2018**

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"Ride quality is great, and even in the worst of conditions, the wheels have not hiccuped once. They roll really smoothly on Enduro bearings and cheat the wind with their 35mm depth. The wheels also seem to help the tires hold air pressure very well too. While the Aon GX 35 Carbon wheels seem like a race day set of wheels at first glance, I see no reason so far not to use them as your "daily driver", training wheels as well."

**- Riding Gravel: Irwin Cycling AON GX 35 650B Carbon Wheels: At The Finish, by Guitar Ted on May 7, 2018**

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"...The AON GX 35 Carbon wheels were covered in grit but the function of the wheels was never affected. I've also been through snow, slush, and standing water with these wheels with nothing but continued smooth rolling bearings and fast engaging free hub performance."

**- Riding Gravel: Irwin Cycling AON GX 35 650B Carbon Wheels: Checkpoint, by Guitar Ted on March 20, 2018**

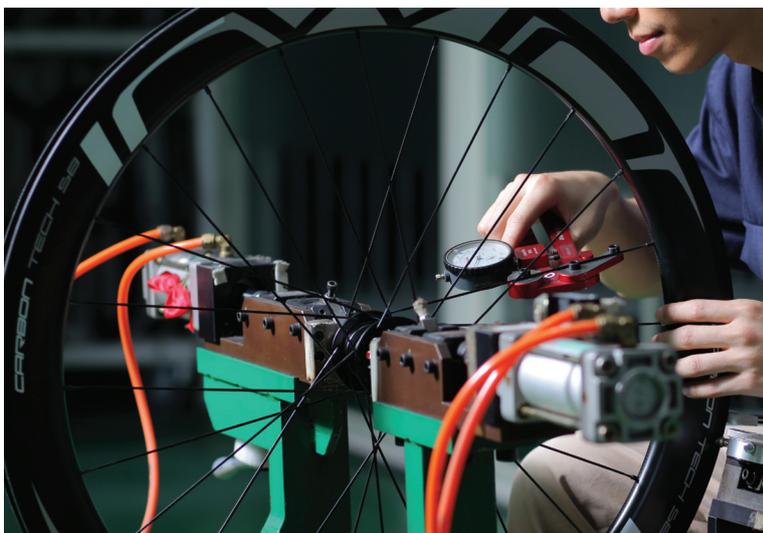
# THE IRWIN DIFFERENCE

## PERFORMANCE: MORE THAN PUSHING THE LIMITS OF AERODYNAMICS

It has to be the rhythmic balance of a solid build, quality materials and the right components. **Every aspect of stiffness, smoothness and engagement has been thoroughly researched** so no watts are wasted and our wheelsets keep you moving forward, **FAST**. No detail is too small and we never compromise choosing the right materials or construction. We design and develop our own carbon rim molds. **Our wheels are complimented with premium components - Bespoke brake pads, Sapim spokes, ceramic bearings, factory fitted rim tapes and custom quick releases.** We take pride in our innovation and craftsmanship for every wheelset that is delivered. We didn't reinvent the wheel, we refined it.



**IRWIN PRODUCTS ARE DESIGNED BY OUR OWN ENGINEERS, TESTED BY OUR OWN QUALITY CONTROL SPECIALISTS USING OUR OWN LEADING-EDGE MACHINES.**



# IRWIN TECHNOLOGY



“I have been using Irwin Wheels since 2016 in racing and training and the quality of these handcrafted wheels goes well beyond their speed and aerodynamic craft. Irwin wheels are extremely durable, being made to last.”

- Steve McKenna, 2nd overall in the 2019 Challenge Family World Ranking

## IN-HOUSE WHEEL TESTING

IRWIN Cycling is one of the very few companies worldwide that has its own in-house product testing facility. Results are closely monitored and scrutinized every step of the way. This meticulous process ensures that each IRWIN wheel performs according to the strictest standards. Performance tests include the following:

| TESTS                            | METHOD   | PASS REQUIREMENT   |
|----------------------------------|--|--|
| <b>TOURING WITH BUMPS TEST</b>   | Loading 65kg and touring at speed of 25km/h and impacting the bumps 1,500,000 times.                     | No damage to the wheelset's structure.                     |
| <b>BRAKING DISTANCE TEST</b>     | Loading 80kg, braking force 12kg at speed of 25km/h for dry condition.                                   | Stop within 12 meters.                                     |
| <b>CONTINUOUS BRAKING TEST</b>   | Loading 80kg, braking force 6kg at speed of 33km/h, braking non-stop for 3.2km.                          | No damage to the wheelset's structure and braking surface. |
| <b>BRAKING TEST</b>              | Loading 80kg, braking force 10kg at speed of 33km/h, 2 seconds braking then 5 seconds release for 100km. | No damage to the wheelset's structure and braking surface. |
| <b>NIPPLE HOLE STRENGTH TEST</b> | Applying more than 300kg to pull nipple out off the rim until the spoke breaks.                          | No damage to the rim's structure.                          |



# CARBON RIM TECHNOLOGY



• Tubeless Profile Optimized for Wider Tires

• Aerospace Grade Carbon

• Independent Reinforced Area

## TUBELESS PROFILE OPTIMIZED FOR WIDER TIRES

As disc brakes and rim brake frames diverge in design and capacity, we started with a clean slate and completely redesigned our disc brake rims from the ground up. Not bounded by convention or compromises in design, we are able to create new tubeless rims optimized for disc brake.

Optimized for wider tires for improved rolling resistance and rider comfort, rim profile has been modified and evolved to adapt to wider tires.

## AEROSPACE GRADE CARBON

Not all carbon are created equal. We built our wheels with aerospace grade carbon fiber, the same material that goes into airplanes and F1 race cars.

There is no “one size fits all” kind of composite material, different types of carbon fiber and resin with different types of characteristics are used to build the carbon rim. This complex structure with different carbon layup and resin schedules creates a stiff rim without increasing weight of the rim.

## INDEPENDENT REINFORCED AREA

Independently reinforced area around each nipple hole reduces weight of the rim by only reinforcing areas on the rim that takes the most stress.

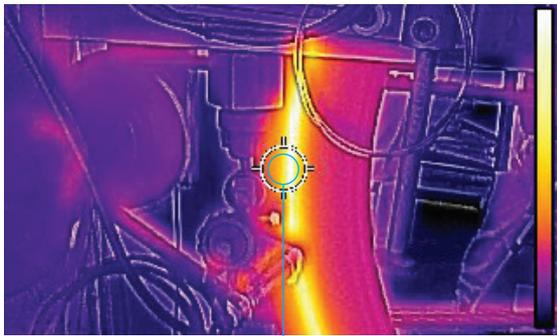


## RAHD (RAPID HEAT DISSIPATION) BRAKING SURFACE

We never forget our roots and how we got here, our relentless obsession to create the best carbon fiber rims that can withstand constant braking and the resulting heat. RaHD was designed by using cutting edge technology to dissipate heat and lower temperature caused by continued hard braking on descents. TLR rims rely on very precise tolerances for the tire to hold an airtight seal.

This breakthrough in carbon fiber technology keeps the temperature around 120°C on the brake track for TLR rim to function and maintain the crucial airtight seal even under constant braking, providing perfect handling, performance and safety at all times.

**RAHD**  
RAPID HEAT DISSIPATION



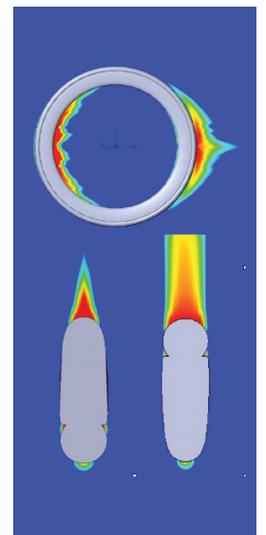
Area of rim where temperature is measured, which is also the area where the brake pad makes maximum contact with the rim.



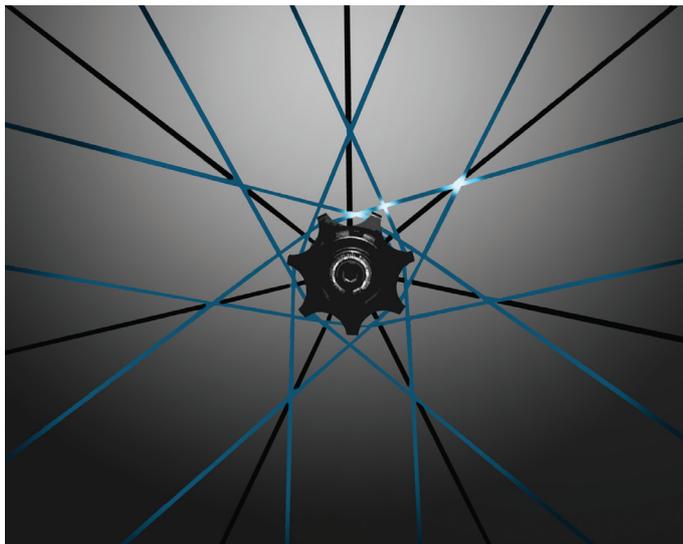
## AERO OPTIMIZED

Better Aerodynamics, Faster Speed. Building on top of aero performance of previous generation of wheel-sets and hundreds of hours combined in the wind tunnel and constant testing through Computational Fluid Dynamics (CFD), the new wheels are lighter and more aero.

With a typical rider facing head wind at a lower yaw angle (angles between 0-10°). We optimized our new rims to have lower wind resistance and therefore better aerodynamic performance within a lower yaw angle range of, which is a typical cyclist experiences average yaw angles range for more than 70% of the time he spends on the road, regardless of where he is riding.



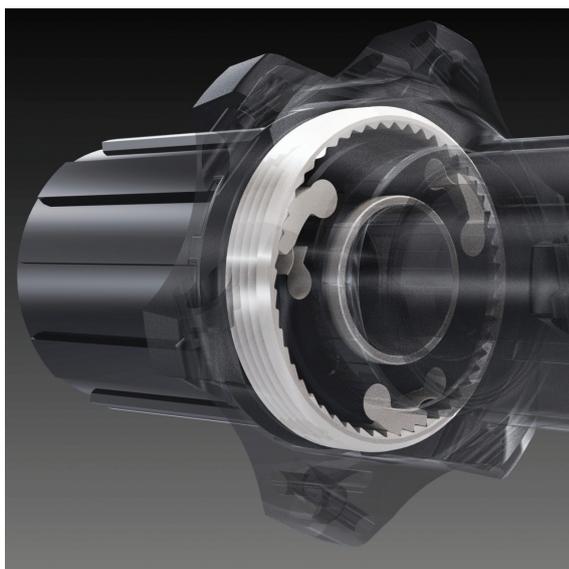
## SPOKE LACING



### SPOKE LACING FOR ROAD BIKE WHEELSET

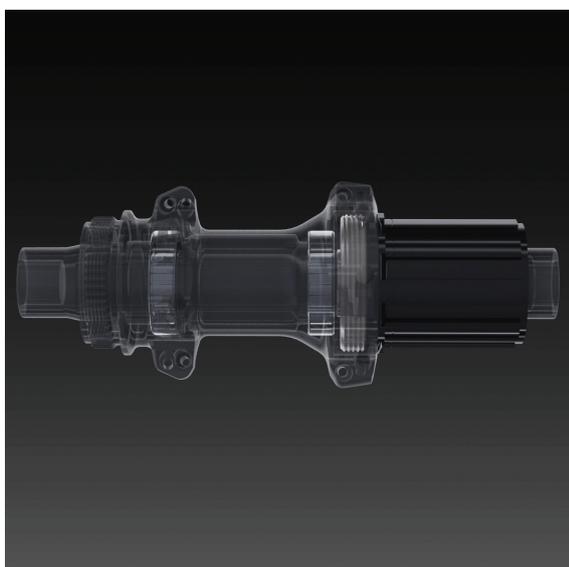
With our 3 pawls 7.05-degree engagement hub, we re-designed the flanges shape but kept the bracing angle as we have on the 6 pawl 3-degree engagement hub. The mechanical design of bracing angle, 2:1 spoke lacing with 3 cross lacing on the drive side, and radial lacing on the non-drive side help balance the spoke tension on the rear hub.

## HUB DESIGN



### SLEEK YET QUICK ENGAGING 3 PAWLS DESIGN

A major overhaul on our hubs decrease weight by 20% compared to the 6 pawls design, this allows the hub to become smaller and lighter. The 51 ratchets design still has quick response to transfer riders power into speed without sacrificing engagement.



### HUB MECHANISM DESIGN

Bearings coupled with shouldered axles provide better hub support while prolonging the life span of the bearings.

## FUTURE PROOF PRESS FIT END CAP DESIGN

Inheriting all the design features from the road hub, the road disc brake hub also features future proof press fit end cap design. Interchangeable end caps allow wheels to be compatible with new thru axle standards.



## 3-IN-1 ROAD DISC BRAKE HUBS SYSTEM

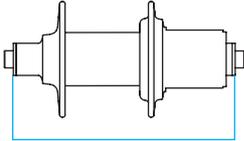
The 3-in-1 road disc brake hub system uses replaceable end caps to allow a single hub to be used with multiple frame and fork drop out designs. Both 6 pawls and 48 ratchets hubs and 3 pawls and 51 ratchets hubs come with 12mm thru axle end caps in the front and 12x142mm thru axle end caps in the rear, but can be converted to standard quick release or 15mm thru axle end caps in the front, and standard quick release or 12x135mm thru axle end caps in the rear.



# IRWIN HUBS

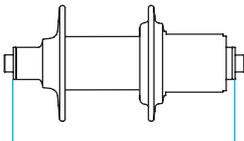
## ROAD HUBS



|  | IRH-03  | ITH-01                 |
|--|---|------------------------|
| DISC-BRAKE   |   |                        |
| BEARINGS   | Ceramic   | Cartridge              |
| ENGAGEMENT   | 7.05 degrees  |                        |
| CASSETTE BODY  | <b>INTERCHANGEABLE</b><br>Campagnolo 10/11 speed<br>Shimano 11 speed<br>SRAM XDR Driver | Fixed - fixed threaded |
|  | F: 100mm / R: 130mm   | F: 100mm / R: 120mm    |

## ROAD DISC BRAKE HUBS

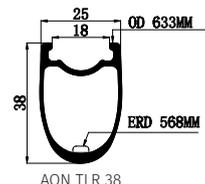


|   | IRDH-04  | IRDH-05  |
|---|--|--|
| DISC-BRAKE  |  |  |
| BEARINGS  | Enduro   | Enduro   |
| ENGAGEMENT  | 3.75 degrees   | 7.05 degrees   |
| CASSETTE BODY   | <b>INTERCHANGEABLE</b><br>Shimano 10/11 speed<br>SRAM XDR Driver   | <b>INTERCHANGEABLE</b><br>Shimano 10/11 speed<br>SRAM XDR Driver   |
|  | <b>3-IN-1 SYSTEM</b><br>F: 100mm:<br>a. Standard QR system<br>b. 12mm thru axle<br>c. 15mm thru axle<br><br>R: 135mm:<br>a. Standard QR system<br>b. 12mm thru axle for 135mm<br>c. 12mm thru axle for 142mm | <b>3-IN-1 SYSTEM</b><br>F: 100mm:<br>a. Standard QR system<br>b. 12mm thru axle<br>c. 15mm thru axle<br><br>R: 135mm:<br>a. Standard QR system<br>b. 12mm thru axle for 135mm<br>c. 12mm thru axle for 142mm |

# CARBON FIBER WHEELS



# ROAD



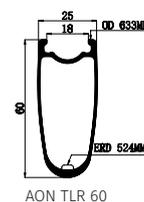
## AON TLR 38 | CARBON ROAD WHEELS

- Rim Profile: 38mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 25mm / 18mm
- Spokes: Front 16; Rear 21. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Ceramic bearings
- Interchangeable with Campagnolo cassette body, SRAM XDR driver
- 6 sealed cartridge ceramic bearings (2F + 4R) reduce friction and maximize product longevity
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRH-03

# ROAD

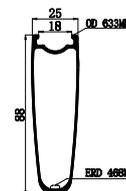


## AON TLR 60 | CARBON ROAD WHEELS

- Rim Profile: 60mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 25mm / 18mm
- Spokes: Front 16; Rear 21. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Ceramic bearings
- Interchangeable with Campagnolo cassette body, SRAM XDR driver
- 6 sealed cartridge ceramic bearings (2F + 4R) reduce friction and maximize product longevity
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRH-03



AON TLR 88

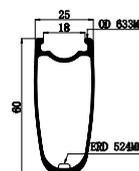


## AON TLR 88 | CARBON ROAD WHEELS

- Rim Profile: 88mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 25mm / 18mm
- Spokes: Front 16; Rear 21. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Ceramic bearings
- Interchangeable with Campagnolo cassette body, SRAM XDR driver
- 6 sealed cartridge ceramic bearings (2F + 4R) reduce friction and maximize product longevity
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRH-03



AON TLR 60 TRACK

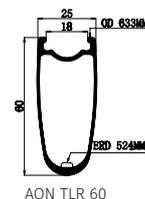
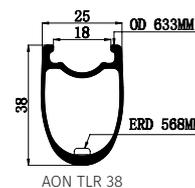


## AON TLR 60 TRACK | CARBON TRACK WHEELS

- Rim Profile: 60mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 25mm / 18mm
- Spokes: Front 20; Rear 24. Sapim CX-ray. Black
- Hub: Track hub, Fixed-Fixed
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN ITH-01

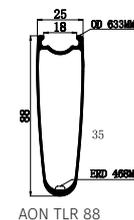
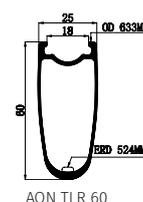


## AON TLR 38/60 | CARBON ROAD WHEELS

- Front Rim Profile: 38mm deep profile tubeless ready UD full carbon clincher
- Rear Rim Profile: 60mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 25mm / 18mm
- Spokes: Front 16; Rear 21. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Ceramic bearings
- Interchangeable with Campagnolo cassette body, SRAM XDR driver
- 6 sealed cartridge ceramic bearings (2F + 4R) reduce friction and maximize product longevity
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRH-03



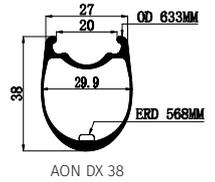
## AON TLR 60/88 | CARBON ROAD WHEELS

- Front Rim Profile: 60mm deep profile tubeless ready UD full carbon clincher
- Rear Rim Profile: 88mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 25mm / 18mm
- Spokes: Front 16; Rear 21. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Ceramic bearings
- Interchangeable with Campagnolo cassette body, SRAM XDR driver
- 6 sealed cartridge ceramic bearings (2F + 4R) reduce friction and maximize product longevity
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRH-03

# ROAD DISC BRAKE



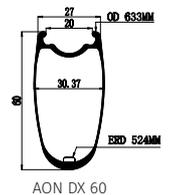
## AON DX 38 | CARBON ROAD DISC BRAKE WHEELS

- Rim Profile: 38mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 27mm / 20mm
- Spokes: Front 24; Rear 24. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Center Lock. Enduro bearings
- Interchangeable with SRAM XDR driver
- Convertible end caps for any standard axle configurations
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRDH-05

# ROAD DISC BRAKE



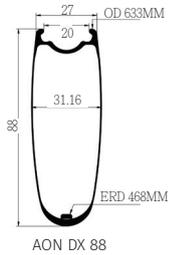
## AON DX 60 | CARBON ROAD DISC BRAKE WHEELS

- Rim Profile: 60mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 27mm / 20mm
- Spokes: Front 24; Rear 24. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Center Lock. Enduro bearings
- Interchangeable with SRAM XDR driver
- Convertible end caps for any standard axle configurations
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRDH-05

# ROAD DISC BRAKE



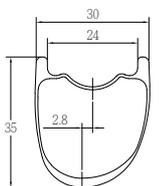
## AON DX 88 | CARBON ROAD DISC BRAKE WHEELS

- Rim Profile: 88mm deep profile tubeless ready UD full carbon clincher
- External / Internal Width: 27mm / 20mm
- Spokes: Front 24; Rear 24. Sapim CX-Ray. Black
- Hub: 3 pawls, 51 engagement. Center Lock. Enduro bearings
- Interchangeable with SRAM XDR driver
- Convertible end caps for any standard axle configurations
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRDH-05

# GRAVEL



## AON GX 35 | CARBON GRAVEL WHEELS

- Rim Profile: 35mm deep profile tubeless ready UD full carbon clincher with hookless bead
- Asymmetric rim design for better spoke tension and durability
- External / Internal Width: 30mm / 24mm
- Spokes: Front 24; Rear 24. Sapim D-light. Black
- Hub: 6 pawls, 96 engagement. Center lock. Enduro bearings
- Interchangeable with SRAM XDR driver
- Convertible end caps for any standard axle configurations
- External nipple design for easy maintenance
- Hand-built with precision and pre-installed with TLR rim tape



IRWIN IRDH-04

# MERCHANDISE





## TEAM JERSEY

- Unisex
- Fabric:
  - Front and back 100% polyester
  - Sleeve and collar 77% polyester, 23% spandex
  - Mesh panels 80% polyester, 20% spandex
- Elastic and moisture-wicking fabric provides a comfortable fit especially on the arms and shoulders
- Breathable mesh panels for quick drying
- Sizes: XS, S, M, L, XL, XXL, XXXL



## TEAM BIB-SHORTS

- Unisex
- Fabric:
  - Side panels: 83% polyester, 17% spandex
  - Crotch panel: 73% nylon, 27% spandex
  - Mesh bib straps: 80% polyester, 20% spandex
- Elastic anti-UV and moisture-wicking fabric
- Breathable mesh bib straps for quick drying
- High-density padding design
- Sizes: XS, S, M, L, XL, XXL, XXXL



## WATER BOTTLE

- 620cc (21oz.) PP water bottle with screw-in cap and air valve
- Air valve designed for easy non-spill drinking
- Large screw cap design big enough for ice cubes
- Non-toxic and safe food-grade materials



## DOUBLE WHEEL BAG

- Fits 2 pieces 700C wheels
- 420D nylon with internal black PVC coating, 150D polyester lining. Water-resistant, provides all-weather protection
- With 5mm thick foam protects the wheels from impacts, punctures and tearing
- 710mm x 130mm x 710mm
- Internal zipper pocket for small parts such as quick release skewers, tools, valve extenders and tubes
- Handle and shoulder straps, 2 pieces of zipper pull



## BOTTLE CAGE

- Light weight carbon bottle cage, easy water bottle access
- High-strength design with tight grip for a worry free ride on rough roads or trails
- Fits standard water bottles
- Black stainless steel mounting bolts included
- 27 grams

# COMPARISON CHART

| Model            | Rim material | Tubeless Ready = TLR | Weight/ set (g) | Rim depth (mm) | Rim internal width (mm) | Rim external width (mm) | Spoke count F/R | Spoke pattern F/R | Spoke type    | Spoke length front disc side (mm) | Spoke length front non-disc side (mm) | Spoke length rear drive side (mm) | Spoke length rear non drive side (mm) | Nipple front | Nipple rear | UD finish | RIM FINISH                   |                              |                 |
|------------------|--------------|----------------------|-----------------|----------------|-------------------------|-------------------------|-----------------|-------------------|---------------|-----------------------------------|---------------------------------------|-----------------------------------|---------------------------------------|--------------|-------------|-----------|------------------------------|------------------------------|-----------------|
|                  |              |                      |                 |                |                         |                         |                 |                   |               |                                   |                                       |                                   |                                       |              |             |           | F: QR 100mm /<br>R: QR 120mm | F: QR 100mm /<br>R: QR 130mm | OLD OPTIONS F/R |
| AON TLR 38       | Carbon       | TLR                  | 1355            | 38             | 18                      | 25                      | 16/21           | Radial/ 3X-Radial | Sapim CX-Ray  | 272                               | 272                                   | 290                               | 268                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON TLR 60       | Carbon       | TLR                  | 1470            | 60             | 18                      | 25                      | 16/21           | Radial/ 3X-Radial | Sapim CX-Ray  | 250                               | 250                                   | 268                               | 246                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON TLR 88       | Carbon       | TLR                  | 1765            | 88             | 18                      | 25                      | 16/21           | Radial/ 3X-Radial | Sapim CX-Ray  | 222                               | 222                                   | 240                               | 220                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON TLR 38/60    | Carbon       | TLR                  | 1410            | 38/60          | 18                      | 25                      | 16/21           | Radial/ 3X-Radial | Sapim CX-Ray  | 272                               | 272                                   | 268                               | 246                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON TLR 60/88    | Carbon       | TLR                  | 1615            | 60/88          | 18                      | 25                      | 16/21           | Radial/ 3X-Radial | Sapim CX-Ray  | 250                               | 250                                   | 240                               | 220                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON TLR TRACK 60 | Carbon       | TLR                  | 1790            | 60             | 18                      | 25                      | 20/24           | Radial/ 2X-2X     | Sapim CX-Ray  | 234                               | 234                                   | 250                               | 250                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON DX 38        | Carbon       | TLR                  | 1570            | 38             | 20                      | 27                      | 24/24           | 2X/2X             | Sapim CX-Ray  | 282                               | 284                                   | 282                               | 284                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON DX 60        | Carbon       | TLR                  | 1650            | 60             | 20                      | 27                      | 24/24           | 2X/2X             | Sapim CX-Ray  | 260                               | 262                                   | 260                               | 262                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON DX 88        | Carbon       | TLR                  | 1980            | 88             | 20                      | 27                      | 24/24           | 2X/2X             | Sapim CX-Ray  | 232                               | 234                                   | 232                               | 234                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON GX 35 700C   | Carbon       | TLR                  | 1525            | 35             | 24                      | 30                      | 24/24           | 2X-2X             | Sapim D-light | 272                               | 273                                   | 272                               | 273                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |
| AON GX 35 650B   | Carbon       | TLR                  | 1470            | 35             | 24                      | 30                      | 24/24           | 2X/2X             | Sapim D-light | 255                               | 256                                   | 255                               | 256                                   | Alloy        | Alloy       | •         | •                            | •                            | •               |



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