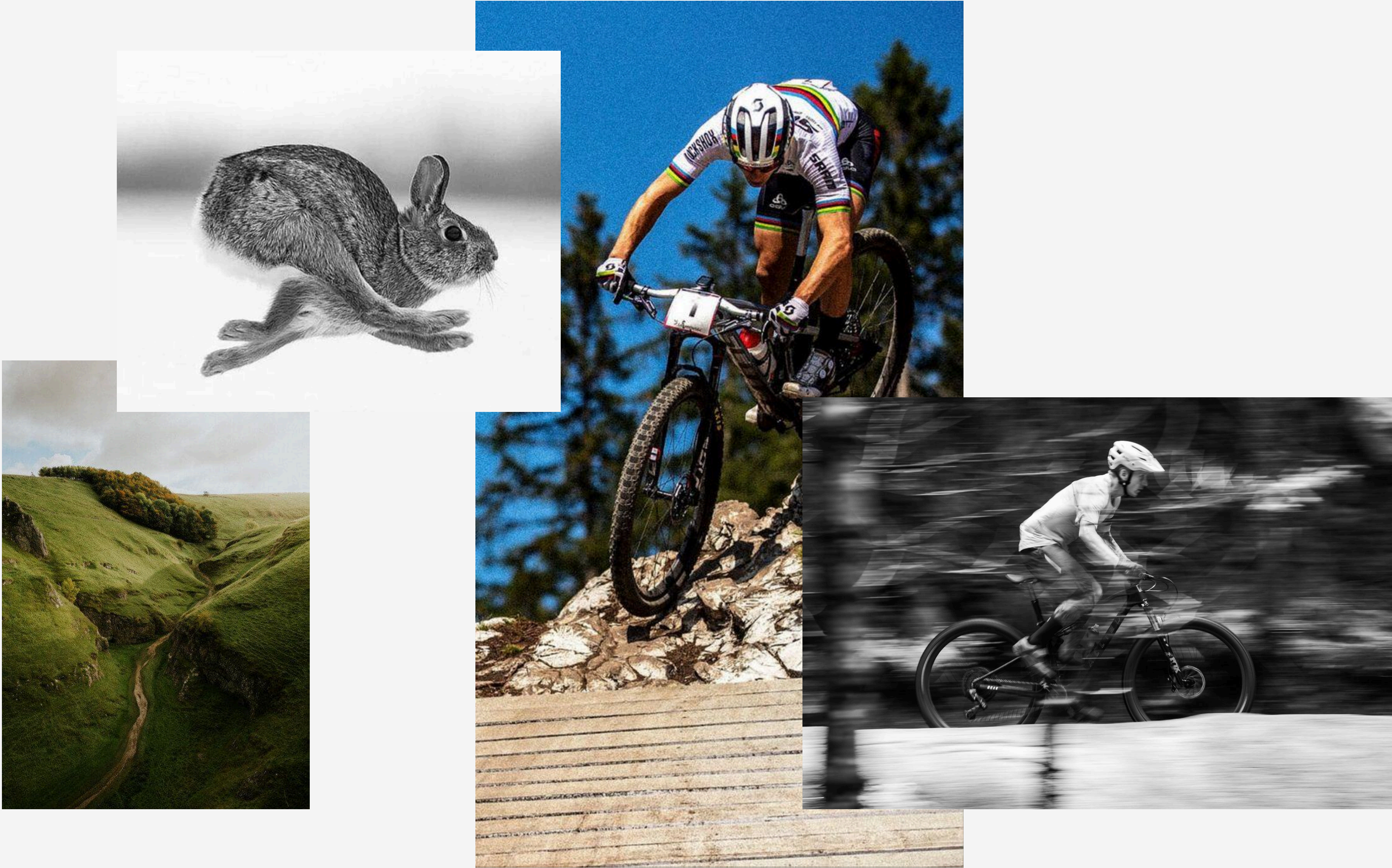




1. Brief
2. Market Analysis
3. Design Features
4. Color and Graphic Inspiration







Light, fast, smart. Designed  
lucky. A virtuoso of modern XC.  
Efficient. Responsive and  
supportive. Rabbit.



# The Pedaler.

I am efficient.

The battle against gravity and friction teaches me exertion and elation are simultaneous.

Suffering is an important part of my why. I want my equipment to be my helpful, wise, supportive friend in my suffering.

When I pedal hard I'm tickled by bursts of speed and floating moments which are magnified by the bike that is under me. I'm addicted to that.



I race my bike often but it is not my only reason for riding. When I ride I attack.

I am competitive deep down. I feel the thrill of the chase.

Ari Core Values  
The Moment  
Honesty



Serious XC racers.

Racing to win. That is it. If a high schooler racing in the NICA series has enough resources this is the bike he or she should be on.



Cover More Ground.

Record time is not the most important aspect of the ride but the lightweight quick feeling is. Makes all the trails close by fun.



Endurance Marathon.

Some will use this bike to ride long distances over single track terrain. Some of it racing, but long distance racing.





ENJOYING THE RACING STYLE OF RIDING, NOT JUST ON RACE DAY.



ADAPTING TO THE PROGRESSION OF AGGRESSIVE MODERN XC COURSES.

# Revisiting the XC bike to define a more capable form of racing.

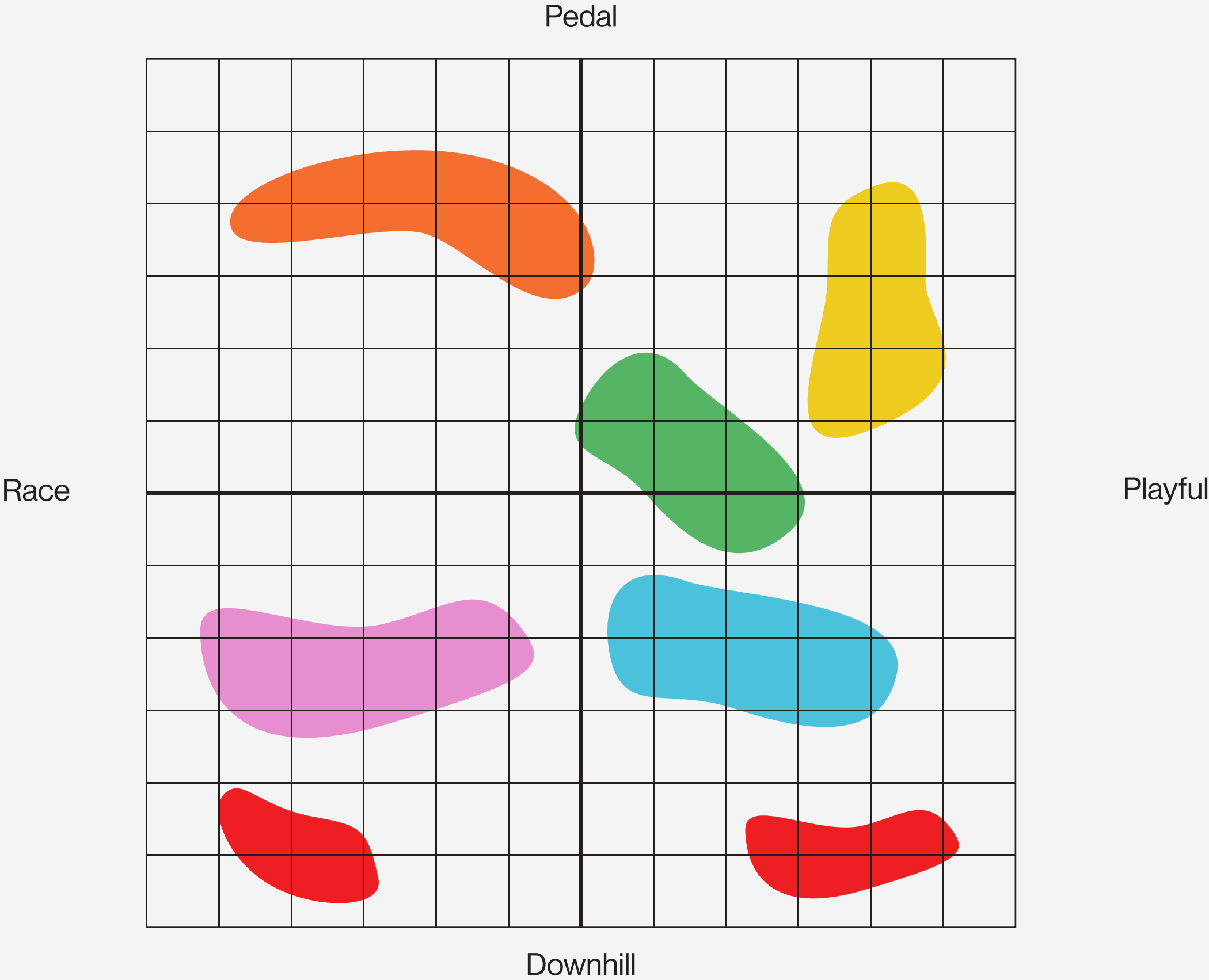


PUTS YOU ON THE PODIUM ON ANY COURSE



Ari Line

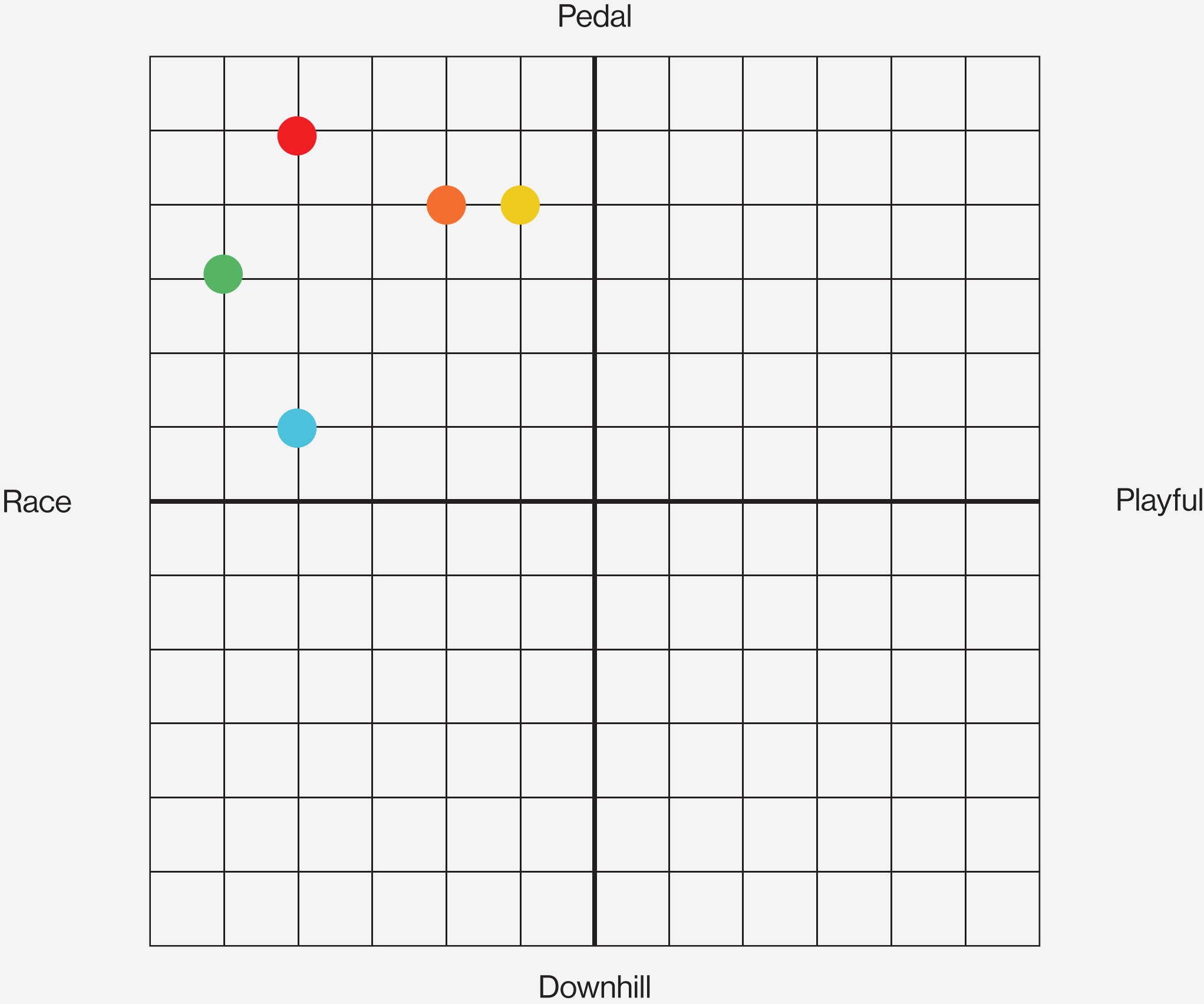
- **Signal**  
Bred for racing and speed.
- **Delano**  
Airy simple.
- **La Sal**  
For those who enjoy epic endurance rides.
- **Cascade**  
From gravel to asphalt the Shafer has you covered.
- **Alta (future)**  
Take yourself farther so you can go further.





Other Bikes

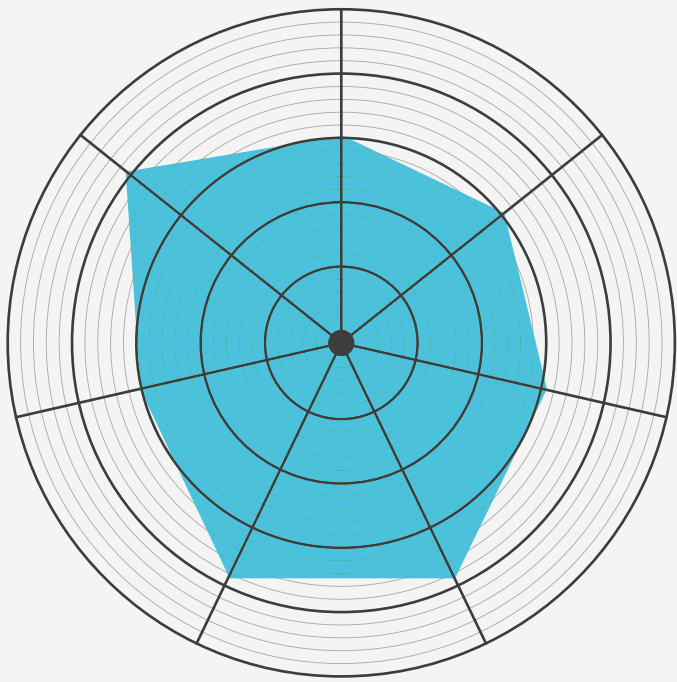
- Yeti ASR
- Specialized Epic 8
- Cannondale Scalpel
- Scott Spark (RC)
- Ari Signal



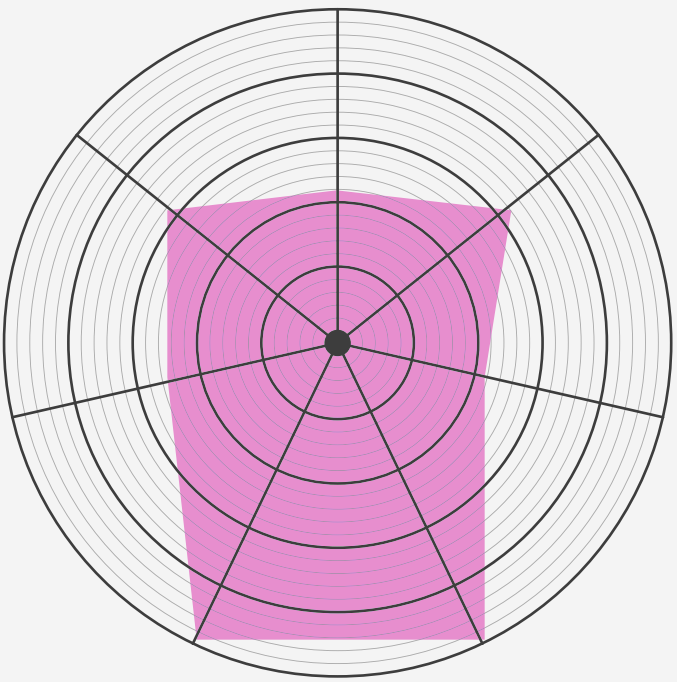
Signal Comparison



Delano



La Sal



Drag



Geometry



Size	S	M	L	XL
Top Tube	574.1	596.3	623.6	662.1
Seat Tube	400.0	420.0	450.0	500.0
Chainstay	430.0	430.0	430.0	430.0
Head Angle (degrees)	66.5	66.5	66.5	66.5
Effective Seat Angle (degrees)	76.0	76.0	76.0	76.0
Seat Height	600.0	660.0	720.0	780.0
Actual Seat Angle (degrees)	71.6	72.2	72.7	73.1
Head Tube	100.0	110.0	120.0	135.0
Bottom Bracket Height	341.0	341.0	341.0	341.0
Bottom Bracket Drop	35.0	35.0	35.0	35.0
Wheelbase	1146.3	1170.2	1200.7	1240.3
Fork Offset	44.0	44.0	44.0	44.0
Standover Height	748.2			
Stack	597.9	607.1	616.3	630.1
Reach	425.0	445.0	470.0	505.0
Axle to Crown	530.0	530.0	530.0	530.0

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## Goal: Easy to Maintain

Race-Lite suspension is a single pivot flex-stay suspension. We eliminated the traditional pivot in the chainstay by using flexible seat stays. Two less bearings and pivot hardware mean lower weight, simplified construction, and less maintenance.

Internally molded tubes make routing cables super easy, and the ports stay covered if you don't use them.





## Goal: Pedaling Platform

Race-Lite suspension helps the frame to have a more sturdy pedaling platform while retaining excellent sensitivity to terrain keeping traction during hard pedaling efforts. It relies on the seat stays flexing throughout the travel.

We use the flexing stays to add progression to the end of the shock stroke for a bottomless trail feel in just 115mm of travel. This also allows for shock air pressure to be set lower.

The flex has been tuned to minimize stress on the seatstays. The seatstays start out in a pre-flexed state and achieve their static position around sag. They then continue to be stretched outward until the suspension reaches full compression.

Rear triangle path if it was not connected to the rocker.

Sag / static position.

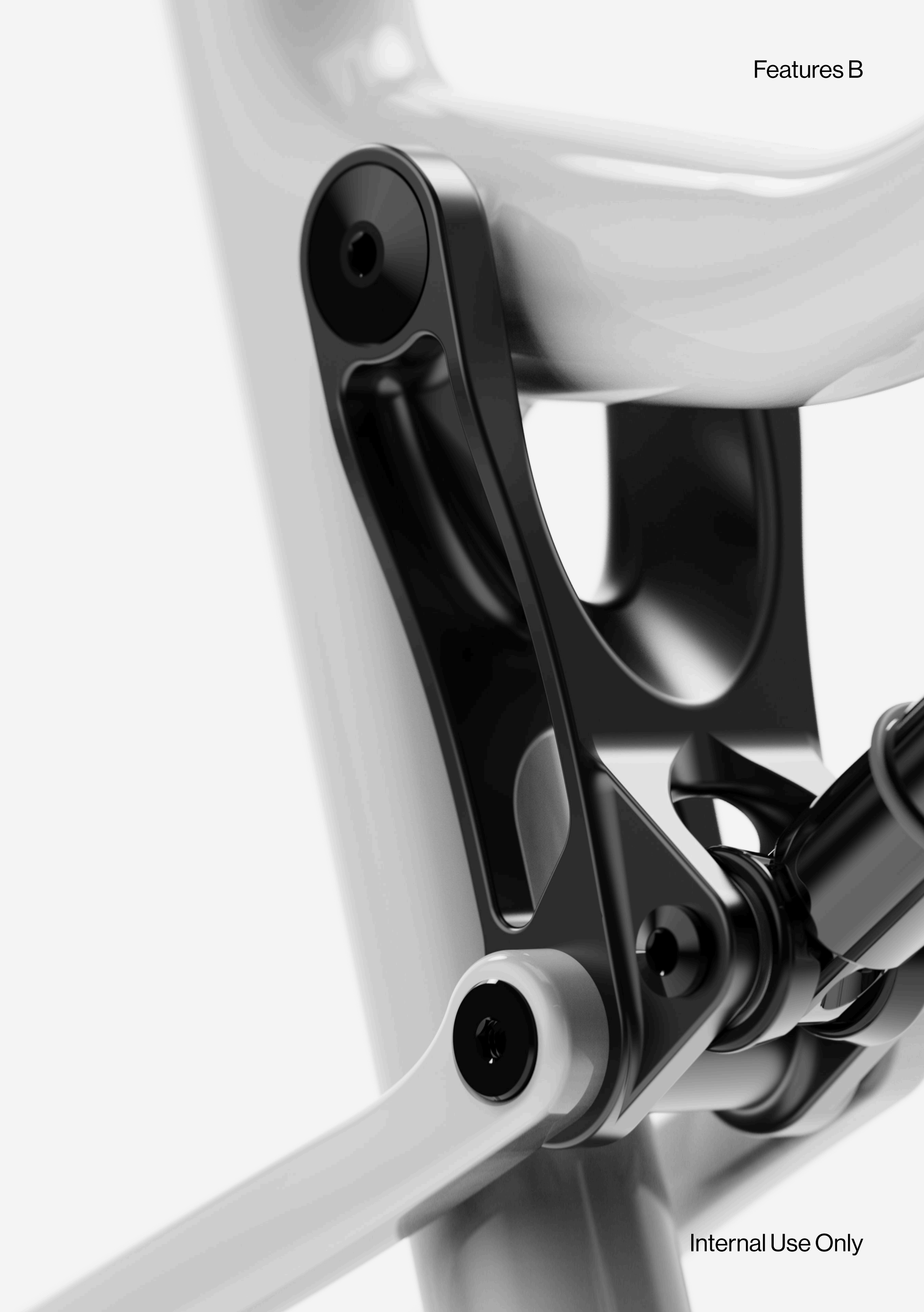
Unsprung position.

Chain stay and seat stay triangle starts in compression and ends in tension.

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## Goal: Laterally Responsive

We chose a CNC alloy rocker instead of compression molded carbon because at this scale it is stiffer and lighter. The shape is optimized for weight saving and stiffness. An alloy rocker also means bearings are pressed into the rocker rather than the seatstays for easy servicing.





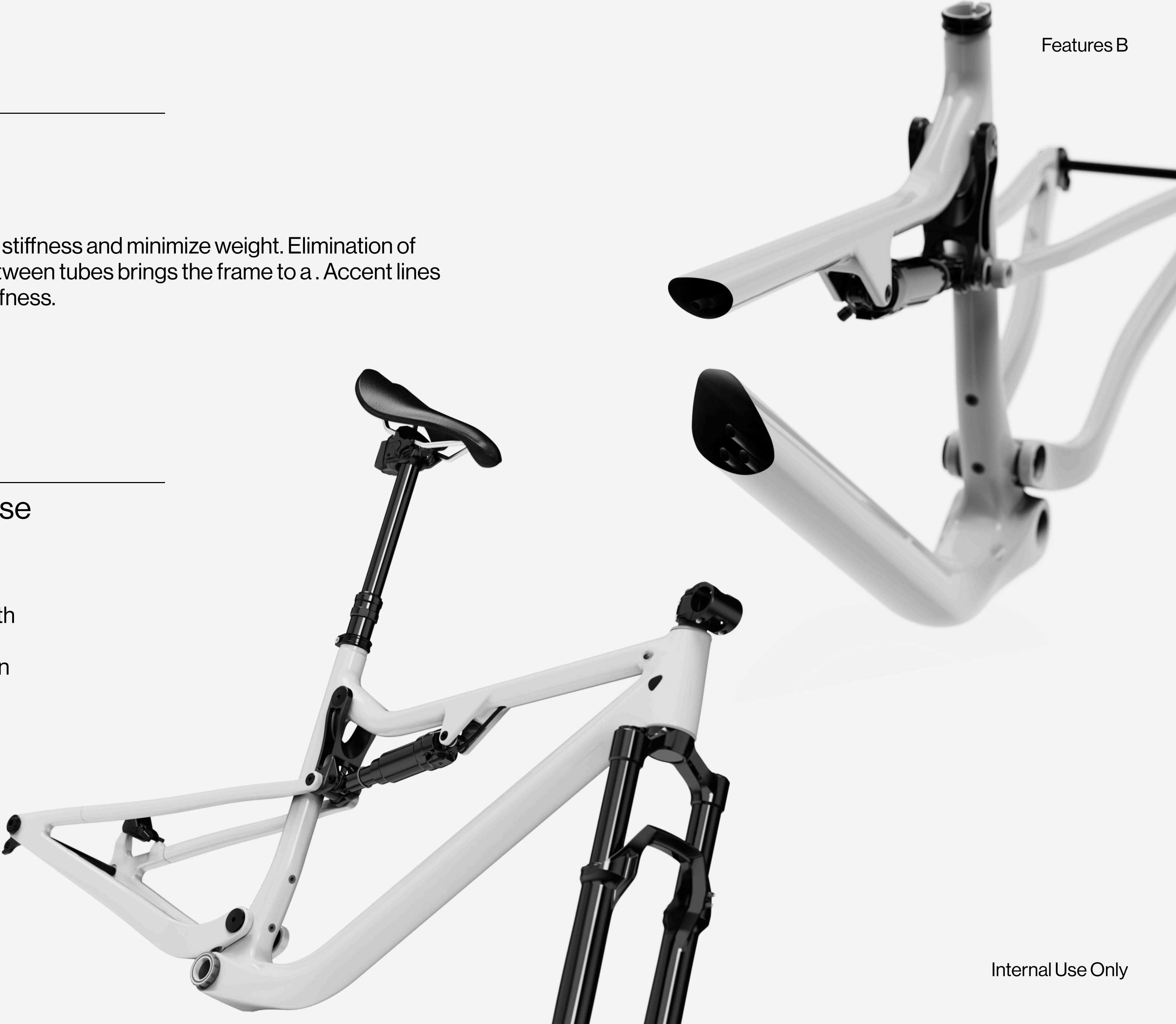
## Goal: Strength to Weight

Carefully optimized frame shapes maximize frame stiffness and minimize weight. Elimination of redundant material through smooth transitions between tubes brings the frame to a . Accent lines have been smoothed and optimized to assist in stiffness.

Frame Weight: 1700g

## Goal: Matching the Modern XC Course

Long dropper post insertion with appropriate length seat tubes gets people in a primed descending position. A slacker head tube and longer reach then the previous Signal offers better stability on the descents of modern XC courses.



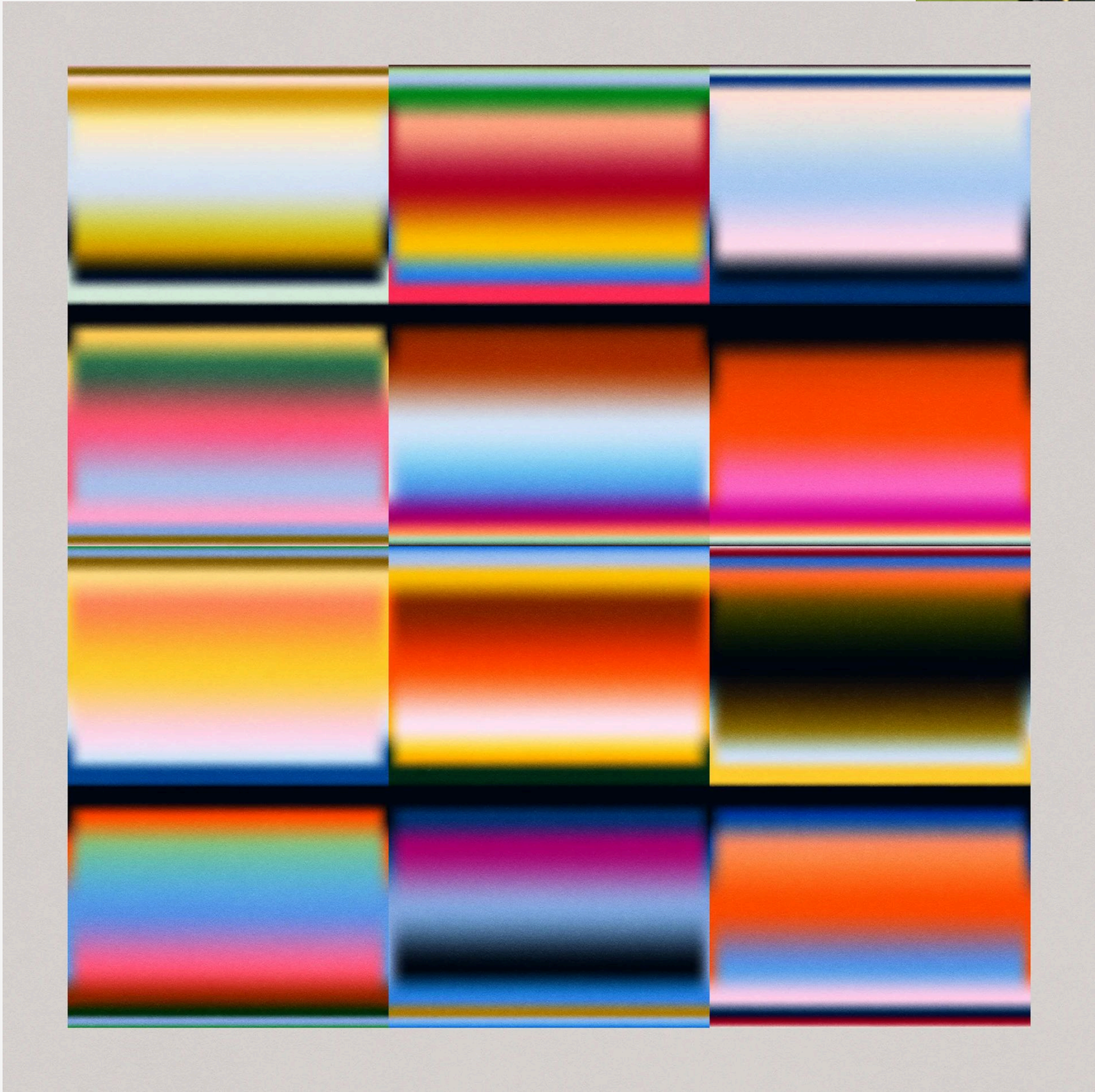


Vibrant Intensity

Meant to sit atop podiums on full display. The predator cares not about blending in.

Jerry-Lee Bosmans recent work.

User Groups:  
The Racer





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Bauhaus

High Quality and refined. Understated with a quiet confidence. Somewhat luxurious. Crisp and Clean.

User Groups:  
The racer





Seasonality

For the rider who is in touch with the earth.

User Groups:  
The long distance masher

