

**CLASSIFIED**

# MTB Launch

Embargoed until 4<sup>th</sup> of April





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The next  
generation  
of drivetrain  
technology

# Powershift Technology



A 2-speed wireless hub that shifts incredibly fast and under full load, **multiplies the number of gears**, while providing smaller gear steps, resulting in a more efficient drivetrain setup and increased durability



## to Power-shift [*Powershifting*] {Verb}:

*(also: the new benchmark in shifting gears)*

1. To **shift** gears under **full load** within **150 milliseconds**.
2. Maintain valuable momentum during climbs and transitions, or before an attack

# How it works

# 1

## Ringshifter

The new Classified Ringshifter on the handlebar triggers a shift by sending out a wireless signal.



# 2

## Smart thru axle

The Smart Thru Axle receives the wireless shift signal and triggers the hub to shift using contactless energy transfer.



# 3

## Powershift hub

The hub shifts between 2 ratios in 150 milliseconds, a 1/1 ratio coupling the cassette directly to the wheel, or a 0.7 reduction ratio making the cassette rotate faster than the wheel, increasing the overall range of the cassette.



# Gear ratio comparison

1x 12

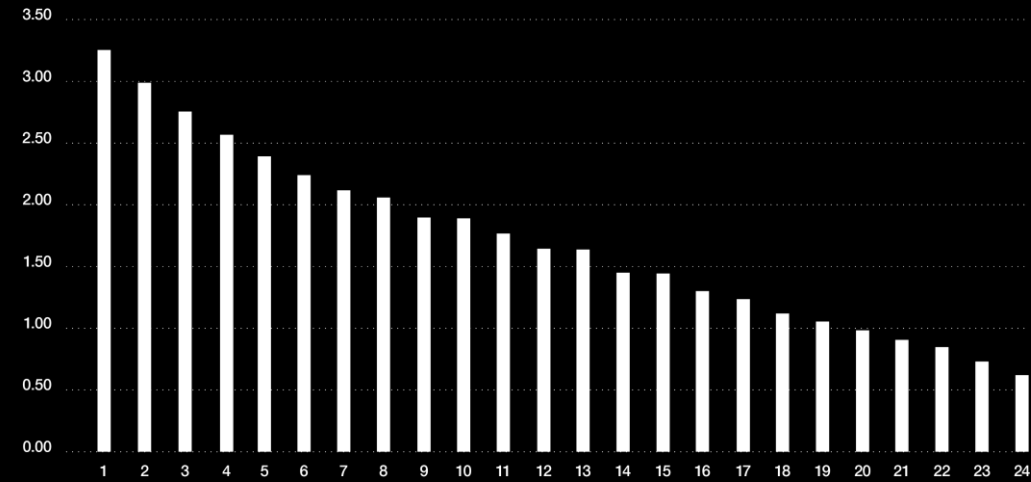
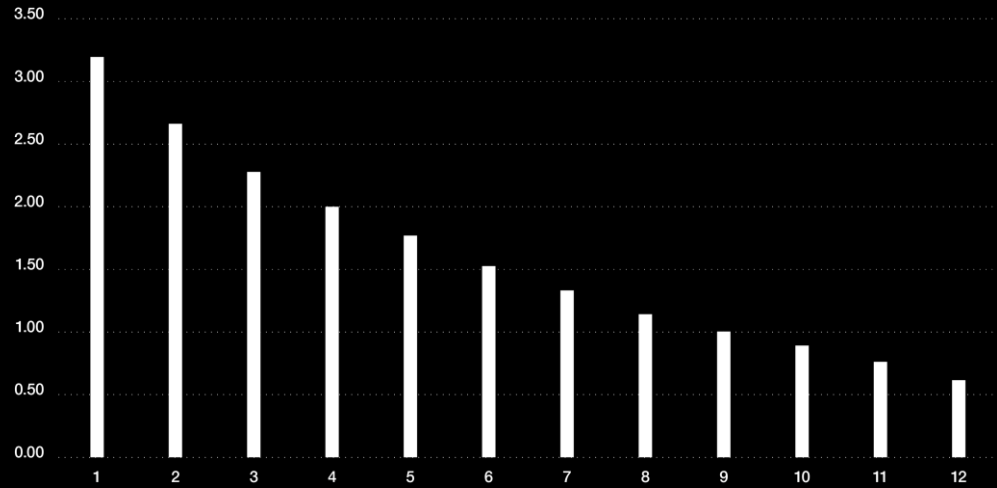


Max 520% range

1x 12  
+ Powershift

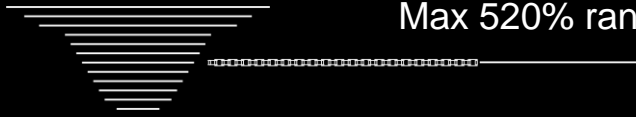


530% range

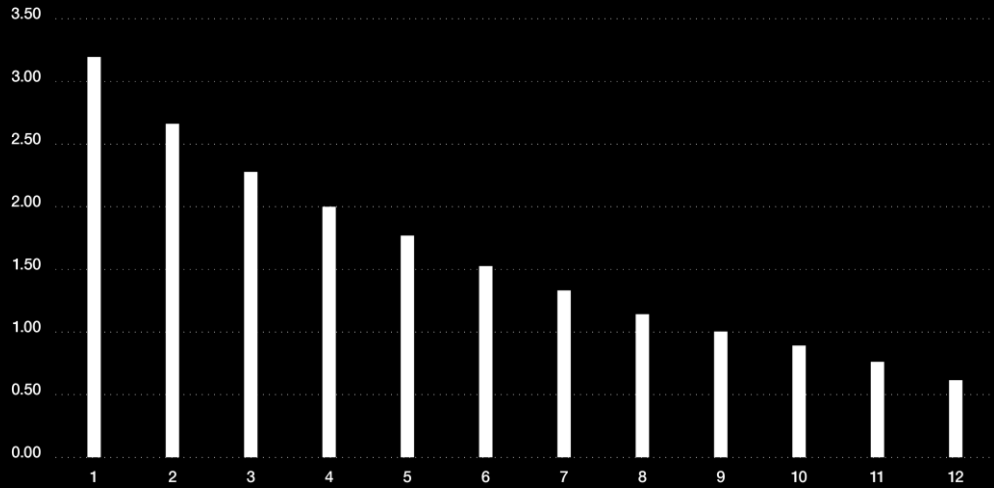
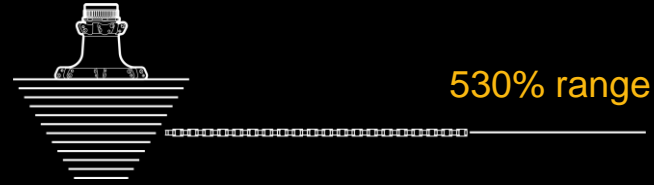


# Gear ratio comparison

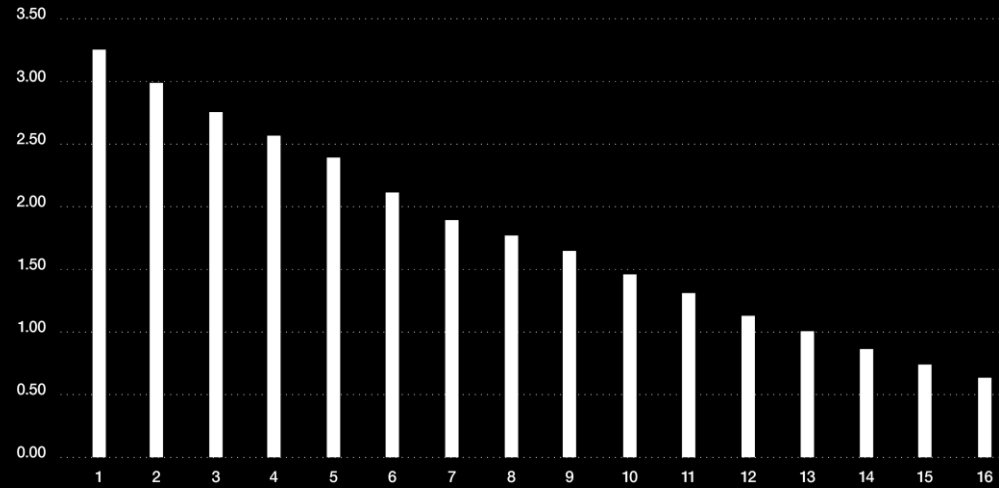
1x 12



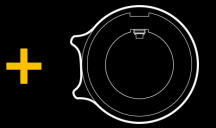
1x 12  
+ Powershift



Average gear step: 16%



Average gear step: 10.5%



+

Powershift gear step: 46%



# Why you need Powershift technology



# The Powershift

## It's **momentum**

Maintain valuable momentum during climbs and transitions, or before an attack

Shift up and down between the 2 Powershift gears instantly, under full load and even whilst not pedaling.

With a reduction gear of 0.7 (virtual second chainring) you won't shift your rear derailleur as much, resulting in a straighter and more efficient chain line.





### Ultimate gear range

Powershift increases the gearing range of the compact 11-40 cassette to 530%. Combining the largest gearing range available today with small steps in between the gears to increase rider efficiency.

This reduces gear grinding and allows you to find the most efficient cadence when you need it.



### More pedal efficiency

Reduce extreme chain lines, which can help increase your overall efficiency and power transfer.

Powershift has the ability to optimise your suspension performance



### Durability

Combining a high grade, one piece steel cassette with a 10% bigger chainring, Classified is able to improve the overall durability of your drivetrain.

The 11-40 cassette also adds increased stability thanks to a shorter derailleur cage.



### Weatherproof

Our modular system design protects the hub and technology from the elements, ensuring that dirt and water stay out.

This means you can focus on the ride and let our technology take care of the rest.



### Shifting under full load

With Powershift technology, you can shift under full load without any compromise, up to 1000 watts.

Thanks to our instant shifting, you'll never lose precious time during your ride, making every pedal stroke count.



### Advanced compatibility

Whether you prefer the precision of electronic shifting or the simplicity of mechanical shifting.

Our proprietary cassettes create a gear ratio fully tailored to your unique needs and terrain to achieve the ultimate performance and efficiency.



# The Powershift MTB System

# 148 Powershift Hub

Introducing our mountain bike hub: the Boost 148 hub. Designed to take your off-road riding experience to the next level. Built with the rugged demands of heavy-duty terrain in mind, **the 148 hub is the perfect companion for the off-road cyclist.**

Our dedicated hubshell design is available in **28h straight pull and 32h J-bend options**, allowing our wheel partners to meet the diverse needs of their customers.

Whether you're tackling steep inclines or navigating rough terrain, the Boost 148 hub delivers unrivalled performance and durability.



# Ringshifter

Experience the next generation of shifting with Classified's latest innovation: the **fully wireless** Ringshifter.

The shifter boasts a sleek appearance and an unrivalled shifting performance - literally a flick of your thumb!

Featuring a unique magnetic **spring back mechanism**, the Ringshifter delivers unparalleled durability and a smooth, responsive feel.

Position your shifter where it suits you best - whether it's on the left or right on your handlebar, it always blends seamlessly between the other controllers on your cockpit.



Rechargeable



# Cassette

Introducing the latest addition to our cassette range: the **11-40 12-speed**.

With a **gear ratio of 530%\***, this cassette is designed to take your cycling experience to the next level. Thanks to our proprietary design. The cassette comes in at just **248 grams**.

Our proprietary design ensures that this cassette is also compatible with our 142 hub, giving you maximum flexibility in your gear setup. Whether you're a XC racer, trailbiker or bikepacker, this cassette can handle any terrain with ease. Experience the ultimate in cycling performance with Classified's 11-40 12-speed cassette.

\*530% includes 0,7 ratio



# Wheels

Experience the ultimate in cycling performance with our new **M25/30** wheelset

We've evaluated the use cases of our innovative Powershift technology and designed the M25/30 wheelset with it in mind. **With tailored stiffness and compliance**, our wheelset provides the optimal balance between **performance and comfort**, allowing you to ride with confidence in any terrain or conditions.

<b>Riding style</b> XC, Light trail	<b>Rim type</b> Lightweight carbon Hookless	<b>Powershift</b> Designed to fit a 148 powershift	<b>Front hub</b> Classified 110mm
<b>Wheelset weight</b> 1365g	<b>Rim depth</b> 25	<b>Inner / Outer</b> 30 / 35	<b>Hubshell</b> 28h / SP / Centerlock 32h / JB / 6Bolt

## **Recommended tire size & max tire pressure**

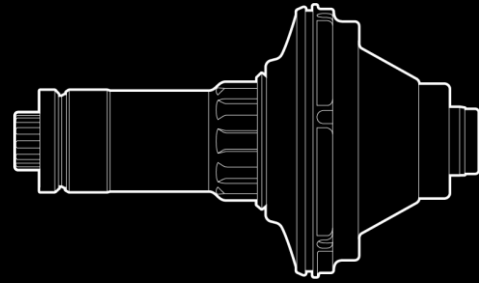
35-61c, 58psi / 4Bar



# Our MTB Collection

## 148 Powershift Hub

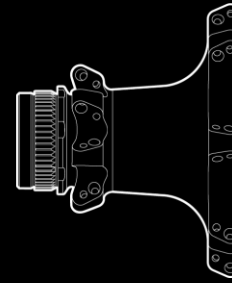
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O.L.D. 148mm BOOST  
Weight 485g

## Hubshell

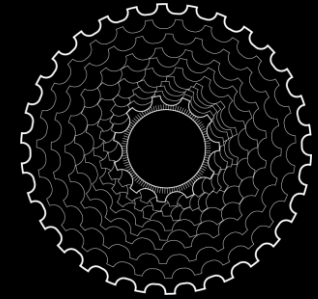
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Holes 28h SP or 32h JB  
Weight 125/165 g

## Cassette 11-40 12s

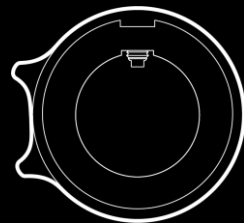
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Ratio 530%  
Weight 248g  
Gears 11-12-13-14-15-17  
19-22-25-29-34-40

## Ringshifter

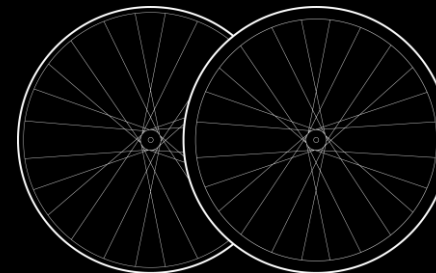
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Connect Bluetooth  
Charging Magnetic connector  
Weight 24g

## Carbon wheels

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Depth 25mm  
Width 30mm  
Weight 680g / 685g



# Everybody's talking about Classified

“Classified is a really big advantage here, because I was able to powershift down during the most important part of the race. It really makes a big difference, because if you can stay on the bike and be more efficient and that can be a race winning move.”

*Professional MTB Rider*

“A game changer. Same benefits as a wide cassette without the huge jumps between gears. Lightning fast shifts under full power.”

*Wayne Lee - ATOMIK Carbon*

“The benefits of the Classified Powershift 148 system over a traditional 1x mtb drivetrain is the ability to have a tighter gear range on the cassette while keeping the overall gear range on par with current 1x systems. The increased efficiency of better chainline and gear selection can only improve overall performance.”

*Reynolds*

“Mountain bike racing is unique in its mix of slow sections followed by fast acceleration. A quick and reliable gear change with one click provides a big advantage. Shifting your virtual front chainring can accomplish the same gear change in muddy conditions, without the inefficiencies of shifting across the cassette. This is noticeably more efficient and beneficial for all riders, whether racing or not”

*Nobl Wheels*

# How to get Powershift on your MTB

Option

# 1

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## **Powershift Set + Classified Wheelset** **€2,699**

Buy the Powershift Set in conjunction with a Classified wheelset. This full-package option includes Classified wheelset, the Powershift hub and a Classified cassette of your choice. It's our no-fuss, immediate installation option.

### **Included**

- Powershift hub
- Smart Thru Axle
- Classified wheelset
- Ringshifter
- Torque arm
- Cassette

Option

# 2

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## **Powershift Set for Custom Wheels** **€1,549**

Buy the Powershift Set (with hubshell). You can install it on your new bike or upgrade an existing one. It's perfect when you want to lace your own wheel of choice around the Powershift hub.

### **Included**

- Powershift hub
- Smart Thru Axle
- Hubshell
- Ringshifter
- Torque arm
- Cassette

Option

# 3

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## **Powershift Set for Partner wheelset** **€1,449**

Buy the powershift hub to be combined with your dream wheel build via one of our partners

### **Included**

- Powershift hub
- Smart Thru Axle
- Ringshifter
- Torque arm
- Cassette

You've tried 1 by,  
now try 1 better.



Visit <https://www.classified-cycling.cc/service/faq>

# FAQ's



# How does the weight compare to other systems?

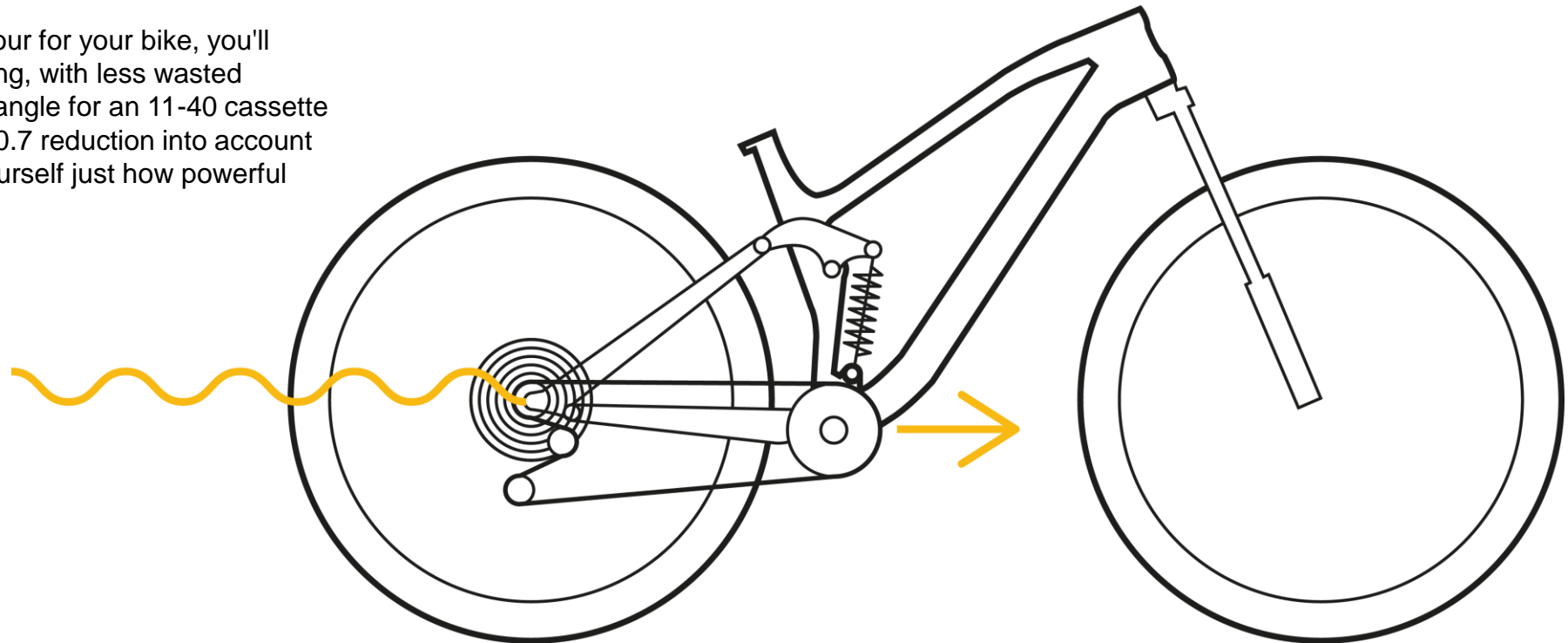
Type	Classified 148	Shimano XT	SRAM GX	Shimano XTR	SRAM XX1
Classified wheelset M30/25 exc. PS-Hub	1365				
PS-Hub 148mm	485				
Torque arm	29				
DT XRC1501 inc. hub		1583	1583	1583	1583
CC Cassette 11-40	248				
SRAM XX1 Eagle XG 1299 (10-52)					374
Full Pin XG-1275 (10-50)			452		
Shimano XTR (10-51)				367	
Shimano Deore XT (10-51)		470			
<b>Total</b>	<b>2127</b>	<b>2053</b>	<b>2035</b>	<b>1950</b>	<b>1957</b>
		-74	-92	-177	-170

# Changing the frame game

## Experience the ultimate in pedal efficiency

Get the most out of your suspension and ride with the Powershift hub. Thanks to our advanced Powershift technology and smaller range cassette. You can enjoy a more consistent and predictable chainline, reducing the impact of variables on your suspension set-up.

With a more constant anti-squat behaviour for your bike, you'll experience smoother, more efficient riding, with less wasted energy. With a simple analysis in chain angle for an 11-40 cassette versus a 10-52 cassette and taking the 0.7 reduction into account for your linkage design, you'll see for yourself just how powerful our Powershift hub can be.



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Key Launch moments



# Key launch moments for you and your network

**9am 4.04.2023** Lifting the embargo

**9am CET 4.04.2023** First social media buzz moment

Classified shares 30sec launch video

You create social posts via your owned social channel (Marketing assets to be found in shared folder)

**1pm CET & 6pm CET 12.04.2023** Classified dealers invited to the internal MTB launch call

**16.04.2023** GMBN video released on Youtube and social media

**20.04.2023** Sea Otter Classic MTB activation – Dreambuild bike giveaway

**28.04.2023** Riva Del Garda Bike Show MTB activation

**23.05.2023** Product launch and official product availability – Public Product video



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# B2B PRODUCT AVAILABILITY



# Product availability timeline

**27.04.2023** Pre-order shipments – Classified will ship all your pre-orders to you.

**1.05.2023 – 19.05.2023** MTB dealer activation – Classified MTB product at your dealers!

**23.05.2023** Public product availability at MTB launch dealers