



stronger, lighter, faster

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2012 PRODUCT LINE

atomic 2012 - PEDALS



GENERAL ISSUE PEDALS

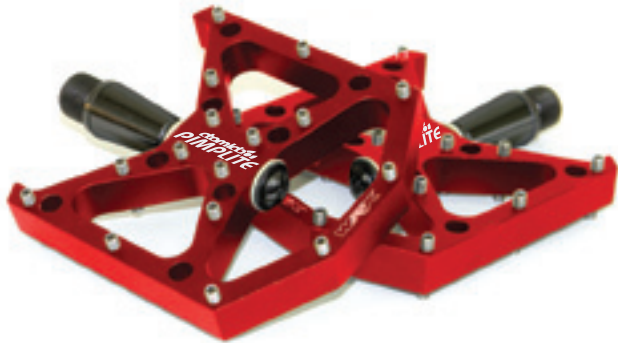
Specs: Thin, ball-bearing pedals with a large, die cast body and cromoly spindles. Uses set screws for for traction pins.

Color: Black or white

Weight: 570g per pair

Price: \$49.95

ALL PURPOSE



PIMPLITE WRX PEDALS

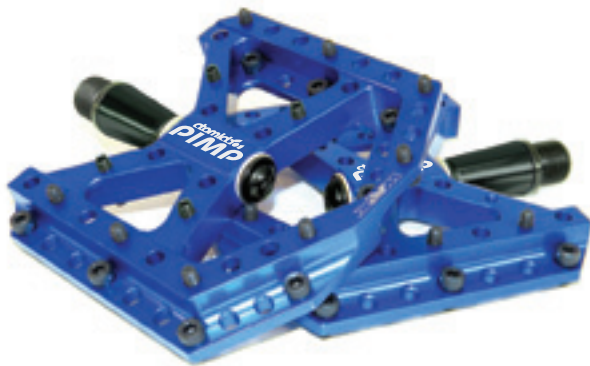
Specs: Super thin CNC machined pedals with extremely light symmetrical pedal bodies. Strong cromoly spindles, set screw traction pins, and I-glide bushings.

Color: Black, red, or blue

Weight: 360g per pair

Price: \$159.95

**HIGH END
GRAVITY/DJ**



PIMP WRX PEDALS

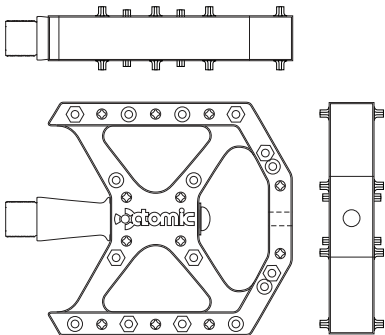
Specs: Super thin CNC machined pedals with durable, off-set asymmetrical pedal bodies. Strong cromoly spindles, allen bolt traction pins, and I-glide bushings.

Color: Black, red, or blue

Weight: 390g per pair

Price: \$179.95

**HIGH END
DOWNHILL**



NEW COMPLITE PRO PEDAL COMING IN 2012
It's a nylon composite version of the pimplite

octomlab 2012 - BARS/STEMS



PIMPLITE HANDLEBARS

Specs: These bars are made from superior 2014 aluminum. They are exceptionally strong and 760mm wide.

Sizes: 1" rise DH and 3" rise DJ (fits 31.8mm stems)

Color: Black, red, or blue

Weight: DH 315g / DJ 345g

Price: \$69.95

**HIGH END
DOWNHILL/DJ**



PIMPLITE STEMS

Specs: CNC Machined from billet aluminum, this stem uses I-beams to create an amazing strength to weight ratio.

Sizes: 38mm or 53mm (fits 1-1/8" steer tubes & 31.8mm bars)

Color: Black, red, or blue

Weight: 38mm 142g / 53mm 165g

Price: \$69.95

**HIGH END
GRAVITY/DJ**

octomlab 2012 - WHEELS



STANDARD ISSUE WHEELS

Rim: Pimplite Std Issue 26"

Spokes: 14g spokes

Nipples: Standard nipples

Front hub: Pimplite 20mm hub or Pimp 9mm hub

Rear hub: Pimp 9sp or Pimp SS hub

Adapters: 9mm and 15mm front adapters are available

Colors: All black with gray spokes

Weight: 9sp 1,409g / SS 1,234g / 20mm 1,054g / 9mm 1,209g

Price: 9sp \$210 / SS \$215 / 20mm \$215 / 9mm \$160

ALL PURPOSE



PIMP 2 WHEELS

Rim: New Pimp2 rim profile 26"

Spokes: 14g spokes

Nipples: Torque nipples

Front hub: Pimplite 20mm hub

Rear hub: 10mm Pimp SS hub or 10mm Pimp 9sp Hub

Adapters: 9mm and 15mm front adapters are available

Colors: All white with black nipples

Weight: Rr 9sp 1,384g / Fr 1,037g

Price: Rr 9sp \$220 / Fr 20mm \$224

GRAVITY



PIMPLITE WHEELS

Rim: Pimplite 26"

Spokes: Triple butted spokes

Nipples: Torque nipples

Front hub: Pimplite 20mm hub or Non-disc 20mm hub

Rear hub: Pimp 9sp or Pimplite 12x135 Hub or Pimplite SS hub

Adapters: 9mm or 15mm front adapters / 12-10mm bolt-on or 12-10mm skewer rear adapters(sold separately)

Colors: All black with gold nips

Weight: Rr 12 1,120g / Rr SS 1,205g / Fr 1,000g

Price: 12mm Rr \$380 / SS Rr \$400 / Fr \$250

HIGH END GRAVITY/DJ



PIMP DHR WHEELS

Rim: New Pimp2 rim profile 26"

Spokes: Triple butted spokes

Nipples: Torque nipples

Front hub: Pimplite 20mm hub

Rear hub: Pimplite 12x135 or 12x150 hub

Adapters: 9mm or 15mm front adapters / 12-10mm bolt-on or 12-10mm skewer 135mm adapters(sold separately)

Colors: Ti gray with black spokes, and black nipples

Weight: Rr 150mm 1,150g / Rr 135mm 1,130g / Fr 1,010g

Price: Rr 150 \$390 / Rr 135 \$380 / Fr \$250

HIGH END DOWNHILL



AVAILABLE
IN 29er

SUPRELITE WHEELS

Rim: Suprelite 26" or 29"

Spokes: Triple butted spokes

Nipples: Torque nipples

Front hub: Pimplite 15mm hub

Rear hub: Pimplite 12x135 Hub

Adapters: 9mm front & 12-10mm skewer rear adapters included

Colors: All black w gold nipples

Weight: 26"Rr 1,001g / 29"Rr 1,061g / 26"Fr 881g / 29"Fr 941g

Price: 26" Rr \$375 / 26" Fr \$260 (29" Rr \$385 / 29" Fr \$270)

ALL MOUNTAIN

octomlab 2012 - RIMS



STANDARD ISSUE RIMS

Specs: Standard Issue uses the same rim profile as our Pimplite rims. The 29mm width is perfect for 2.1-2.35 tires and holds up to the most severe abuse.

Logos: Sticker

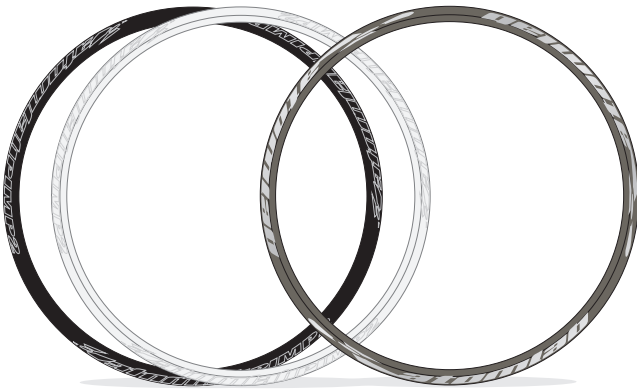
Sizes: 24x32h, 26x32h, 26x36h (Standard Nipple Only)

Colors: Black Only

Weight: 24" 542g, 26" 630g

Price: \$54.95

**ENTRY LEVEL
ALL PURPOSE**



PIMP 2 & DHR RIMS

Specs: The new Pimp2 rim profile is a disc only 34mm wide design. It is significantly lighter than the original Pimp rim and has a profile better suited to downhill and large tires. The rim is available in a special Ti gray DHR version.

Logos: Pimp3: stickers / DHR: Laser Etched

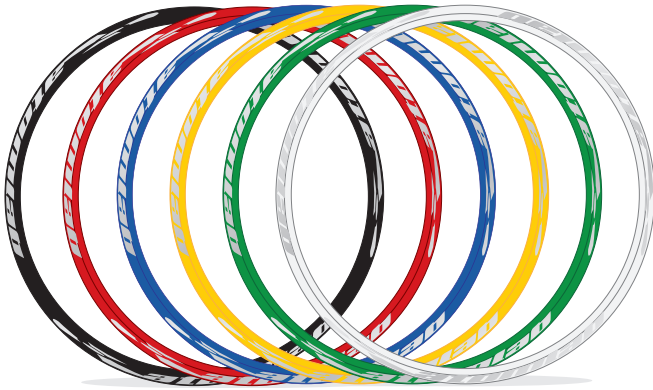
Sizes: 26x32h (Torque Nipple only)

Colors: Pimp2: Black or White / DHR: Ti Gray

Weight: 26" 630g

Price: Pimp2 \$59.95 / DHR \$74.95

GRAVITY



PIMPLITE RIMS

Specs: The Pimplite is the for stiff, strong gravity and dirt jump rims. The 29mm width is perfect for 2.1-2.35 tires and holds up to the most severe abuse.

Logos: Laser Etched

Sizes: 26x32h (Torque Nipple only)

Colors: Black, white, red, green, blue, or gold

Weight: 26" 620g

Price: \$74.95

**HIGH END
GRAVITY / DJ**



SUPRELITE 26 & 29er RIMS

Specs: The Suprelite has been designed for aggressive all mountain riding. It is stiffer and stronger than other 25mm wide rims.

Logos: Laser Etched

Sizes: 26x32h or 29x32h (Torque Nipple only)

Colors: Black or Ti Gray

Weight: 26" 500g / 29" 580g

Price: \$74.95

ALL MTN / LIGHT GRAVITY

atomlab 2012 - HUBS



PIMPLITE REAR HUBS

Specs: These precision CNC machined hubs use our exclusive six pawl, 60 click cassette bodies for super fine engagement. These are some of the lightest thru-axle hubs available.

Options: 12x135, 12x150, or Singlespeed / 32h only

Color: Black

Weight: 20mm 170g / 12x135 280g / 12x150 310g / SS 370

Price: 20mm \$119.95 / 12x135 & SS \$279.95 / 12x150 \$289.95

HIGH END ALL PURPOSE



PIMP HUBS

Specs: These inexpensive standard axle hubs have a bolt-on, skewer compatible, axle design. The hub bodies are CNC machined and they have sealed bearings.

Options: 9mm Front, 9speed or Singlespeed Rear / 32h only

Color: Black

Weight: 9mm Front 325g / 9sp 525g / SS 350g

Price: 9mm Front \$79.95 / 9sp or SS Rear \$119.95

ALL PURPOSE



HUB ADAPTERS

Specs: We offer a number of different adapters so that our hubs can be used with a variety of dropouts and forks.

12-10mm Bolt-on Adapter: \$34.95

12-10mm Skewer Adapter: \$19.95

9mm Front Axle Adapter: \$29.95

15mm Front Axle Adapter: \$29.95

Singlespeed Kit: \$34.95

ALL PURPOSE

atomlab 2012 - PROMO

100% COTTON TEES

Styles: Logo Tee: white

Stronger Tee: black

DH Tee: red

Sizes: Small, Medium, Large, or X-large

Price: Logo \$16.95 / Stronger & DH \$21.95



MESH HAT

Color: Black

Logo: Embroidered

Sizes: One Size Fits All

Price: \$19.95



STICKERS

Styles: Assorted logos and sizes

Price: To Be Determined
