

## SEGMENTATION OF THE PRODUCT OFFER BY LEVEL

RIMS	Clincher Road		Tubular Road		Mountain bike		Trekking	BMX
TYPE	Classic	Profiled	Classic	Profiled	X-Country	Downhill		
<b>3</b> <ul style="list-style-type: none"> <li>Rim SUP with UB Control or Ceramic</li> <li>Eyelet rim</li> <li>Superior finish</li> <li>Several stickers with SUP and CERAMIC logos</li> </ul>	Reflex	CXP30	Reflex	CXP30	217	121	T217	X <sup>X</sup>
<b>2</b> <ul style="list-style-type: none"> <li>Sleeve jointed rim with UB Control</li> <li>Eyelet rim</li> <li>Simple stickers with UB Control logos</li> </ul>	Open 20				220		T221	
	Open 20D				221			
<b>1</b> <ul style="list-style-type: none"> <li>Standard sleeve jointed rim</li> <li>Eyelet rim</li> <li>Simple stickers</li> </ul>	MA	CXP14 CXP12 CXP10	Paris-Roubaix GP4		238		T238 T261	