Colorful 350 DEG hubs & new PURE Carbon MTB rims

Discover a limited edition of the 350 hub in three unique colors with the fast engaging DEG system as well as new MTB rims, made with the unique PURE Carbon process.

Dare to Dazzle

Dare to dazzle with the new 350 DEG hub, now dressed to impress in limited colors and featuring the high-engagement Ratchet DEG freehub system. Built to withstand even the most challenging terrains, this hub is long-lasting and glamorous, like a good eyeshadow for your bike. The Ratchet DEG system ensures that every twist and turn is seamless. The 350 DEG blends rugged reliability with a touch of elegance, designed for the fierce demands of mountain biking without touch-ups needed. Available in three striking, limited-edition shades, the 350 DEG hub lets you express your style while conquering the trails. Whether you prefer a bold pop of color or a subtle, sophisticated look, build your wheels with these new hubs and dare to dazzle!

Ratchet DEG system

The patent pending Ratchet DEG System was designed by taking a different angle than the common high engagement freehub systems, to deliver a smaller engagement angle and maximized reliability. The simultaneous full engagement of the ratchets provides a larger contact patch than pawl hubs and thus a more balanced load distribution, resulting in higher reliability.

Break the Mold

DT Swiss had to break the mold to make the new carbon rims truly stand out. A new rim manufacturing process, unique to the industry, creates durable yet light rims through maximum carbon layer compression, while a 100 % quality control technique of each rim certifies minimum imperfections. No final step is needed to dress up the surfaces; the process creates rims that are ready to go, straight out of the mold.

PURE Carbon Technology

Traditionally the industry standard constructs the parts of a carbon rim separately, which can lead to irregularities when joining the parts together. Our PURE Carbon technology allows us to construct a high impact resistant rim where the fibers in the outer layers are not cut and thus have continuous strands in the impact areas. This results in a more consistent structure with minimal imperfections.