

# SHIMANO WORLD

A person wearing a red helmet, sunglasses, a white jacket, and purple pants is riding a black mountain bike through deep snow. The person is wearing red and yellow knee pads and pink gloves. The background shows a large evergreen tree and a clear blue sky.

January-February 1988  
Volume 14, Number 1

**HOW TO ORGANIZE A  
RACING TEAM.**

**STORE DESIGN:  
INCREASING  
YOUR PROFITS**

**SHIMANO INTRODUCES  
NEW DEORE XT, DEORE  
COMPONENTS.**



# ENTER THE SANTE DESIGN CONTEST AND WIN UP TO \$3,000 IN CASH.

Shimano, the world leader in bicycle componentry, is sponsoring a unique \$10,000 competition for cycling enthusiasts.

Shimano challenges custom bicycle builders, design students, bicycle manufacturers, dealers, serious cyclists and anyone else to design and build the most beautiful high-performance bicycle possible using a complete group of Sante components.

Sante has set a new standard for bicycle component design by combining unprecedented styling with outstanding performance.

Therefore, if you've got the talent to design and build a bicycle that matches Sante's styling and performance, you may ride off with up to \$3,000 cash... and have your bicycle featured in

**Bicycling®**

## How to enter

To enter, photograph your Sante-equipped bicycle in color. Your bicycle must be shot against a plain background, and the photos must be clear and sharp. Submit two 8" x 10"



color prints: One an overall view of your bicycle from the derailleur side, the other a frame detail of your choice—including at least one Sante component—that illustrates the bicycle's style and craftsmanship. Also include a description of your bicycle's frame material and design features.

Mail the two photos and your description to:

*Santé*  
by SHIMANO

*Bicycling*  
Sante Design Contest  
33 E. Minor Street  
Emmaus, PA 18098

To qualify, the bicycle

must be equipped with a complete group of unmodified Sante components, including

- Crankset and bottom bracket
- Front and rear derailleur
- Shift levers
- Headset
- Freehub
- Brakeset set
- Any Shimano pedals

## Judging

Your Sante-equipped bicycle photographs will be judged strictly on style. Criteria include overall bicycle design, color and compatibility with the Sante components. The 8 photographed bicycles judged to be the best will compete for the five cash prizes. All entries will be independently judged by the editors of *Bicycling*.

## The 8 Finalists

The 8 finalists will be notified by *Bicycling*. The 8 finalists will then compete to win one of the five cash prizes if they ship their bicycles to *Bicycling* (see shipping instructions below) for the final judging. This final judging will be in three areas:

1. Style: overall bicycle design, color and compatibility with the Sante components.
2. Finish: workmanship.
3. Function: handling, weight and so forth.

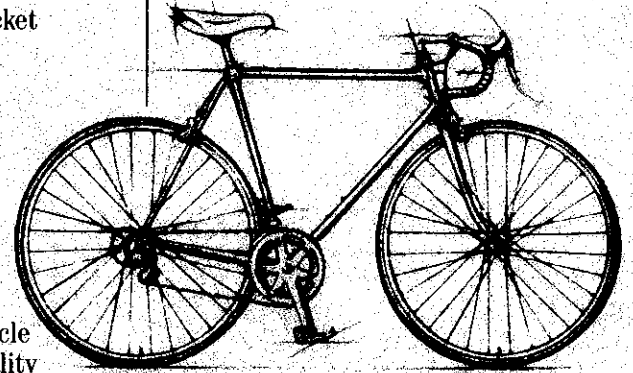
Judges will carefully study and examine each bicycle, and they will road test them. They will then determine first, second, third, fourth and fifth prizes, awarding the appropriate cash prizes to each. The judges' decisions are final. Shimano will notify winners by mail.

Some or all of the finalist's bicycles will be featured in an upcoming issue of *Bicycling*.

Five winners will win \$10,000 in cash

The five winners will split the \$10,000 cash prize list as follows:

- 1ST PRIZE: \$3,000 CASH
- 2ND PRIZE: \$2,500 CASH
- 3RD PRIZE: \$2,000 CASH
- 4TH PRIZE: \$1,500 CASH
- 5TH PRIZE: \$1,000 CASH



## Official Rules:

1. A COMPLETE SANTE COMPONENT GROUP MUST BE USED ON THE BICYCLE TO BE ELIGIBLE. (See component list above)
2. ELIGIBILITY. This contest is open to everyone, including custom frame builders, dealers, bicycle manufacturers and bicycle riders. Employees of Shimano and Rodale Press, Inc., their affiliates, agencies and members of their immediate families are not eligible.
3. ENTER TODAY. All submitted photographs must be received by April 15 to be eligible for the prizes. Please enclose a self-addressed, stamped envelope if you wish to have your photos returned.
4. SHIPPING. Each finalist's bicycle must be fully insured and sent prepaid to:  
**Bicycling**  
Sante Design Contest  
135 N. 6th Street, Emmaus, PA 18049  
Contestants can ship by any carrier. UPS size restrictions require bicycles to be partially disassembled and shipped in two boxes.  
Upon completion of judging, bicycles will be returned to the contestants via UPS. Each bicycle will be insured for the same amount assigned by the contestant. All UPS insurance and shipping charges will be billed COD to the contestant.
5. *Bicycling* will treat each contestant's bicycle with usual care, but cannot be held responsible for damages resulting from shipping, handling and/or road testing.
6. Only one prize per custom frame builder, dealer, bicycle manufacturer or household. Taxes are the sole responsibility of prize winners.
7. *Bicycling* and Shimano retain the sole right to use the five prize-winning entries, their photos and representations for future advertising and/or public relations efforts.
8. The list of prize winners will be available thirty (30) days after the contest entry deadline. Requests should be sent to:  
**Bicycling**  
Sante Design Contest  
33 E. Minor St., Emmaus, PA 18098  
Please include a self-addressed stamped #10 envelope.
9. CONTEST VOID WHERE PROHIBITED. Cash prizes subject to all federal, state and local laws and regulations.

# SHIMANO WORLD

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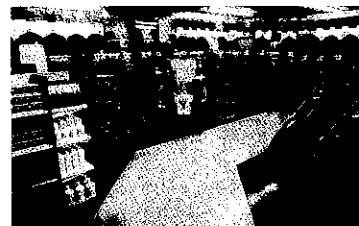
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# AN INTERVIEW WITH NED OVEREND

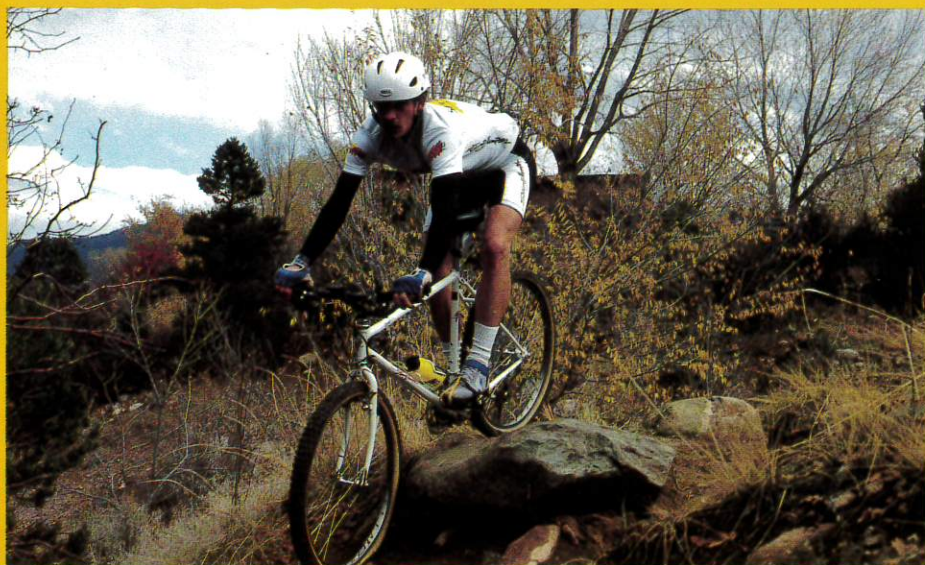


Photo: Pam Overend

**Endurance, skill and competitiveness have made Ned Overend a world champion.**

**Shimano World:** What's a normal day like for a top MTB rider like you?

**Ned Overend:** I end up spending about 2½ to three hours a day training; maybe 1½ hours at lunch riding a road bike and an hour after work riding a mountain bike.

**SW:** How do you train?

**Ned:** My most important training is racing. I race into shape. I also compete in both road and mountain races because I like the variety. It helps keep me fresher. In full training during the summer I may ride five to six hours on my MTB and several hours on my road bike, but this changes every week.

**SW:** What kind of pressures are you under during racing?

**Ned:** Once you do well, you're always expected to win or come close. Even though finishing in the top five is very tough, you almost feel like a failure if you're not in the top three or four. Still, when I race, my goal is to always try to finish in the top five, even if I'm having a bad day.

**SW:** What's your favorite race?

**Ned:** I like the national course in Durango. The Revenge of the Siskiyou in Ashland, Oregon, is a lot of fun. It's not technically demanding, but it's a good course with great views.

**SW:** What part of a mountain race is hardest for you?

**Ned:** Descending. I don't go as fast as some of the other riders, so I try to be consistent. On downhills riders tend to take more chances and have more crashes. I try not to crash.

**SW:** What are your strengths?

**Ned:** I've got good endurance, I'm a good bike handler and I'm competitive. Good fitness and endurance are especially important in climbing hills. I've also got lots of experience because I've been in some kind of racing since 1972.

**SW:** What makes mountain bike racing so tough?

**Ned:** The courses are so different. Some courses are better for one guy's strength, some are better for another's. You also expend more energy than in road racing. Riders can get so exhausted that they can fall apart at the end and get passed.

**SW:** Who does all your mechanical work?

**Ned:** I do. In MTB you need to be your own mechanic. I have to tune my bike for every race. There are so many little mechanical problems you need to be tuned into because your bike gets so banged up. Traveling is also hard on your bike.

**SW:** Where do you see mountain bike racing is heading?

**Ned:** It's getting bigger and better. TV is the key. There are more videos on TV, like on ESPN, and we're getting more sponsors, which means bigger purses and more press. The future is exciting. ●





# HANSSEN WINS NICE TRIATHLON

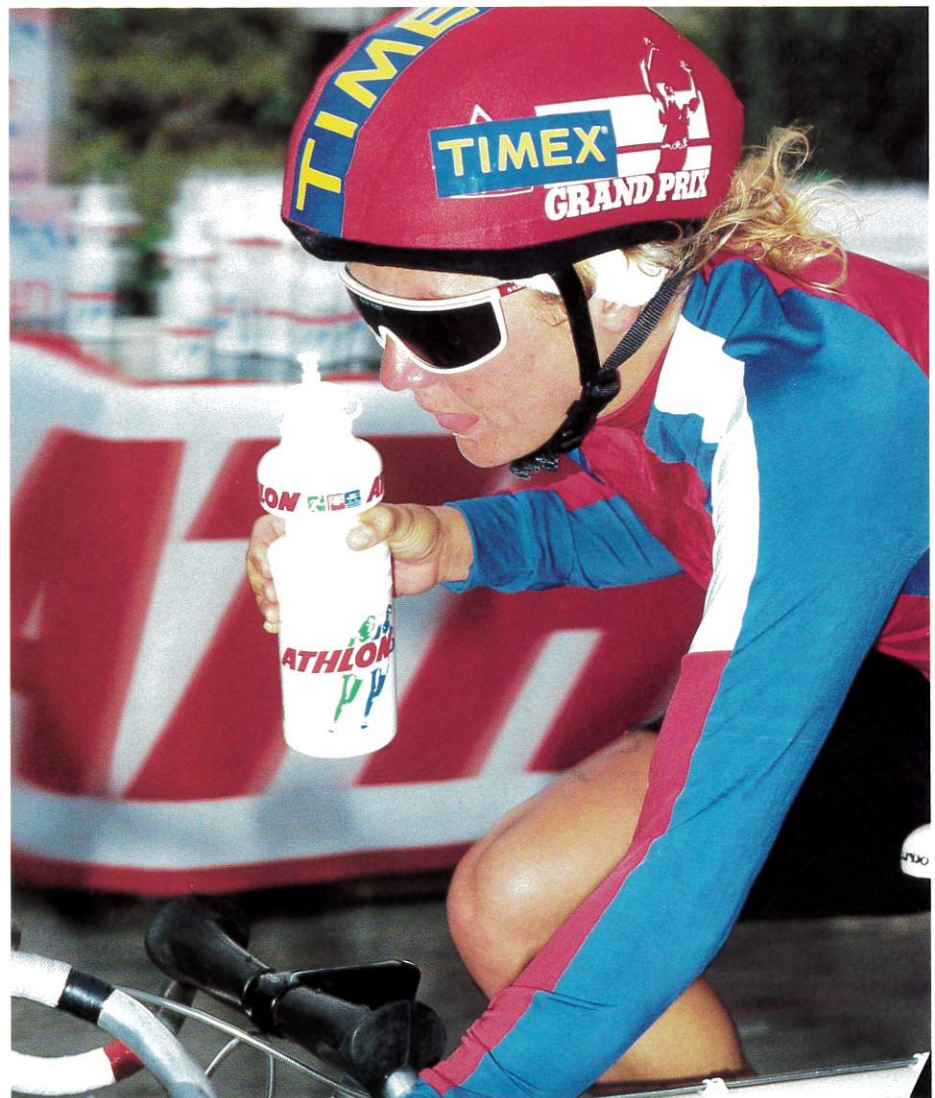
Kirsten Hanssen won the women's division of the recently completed Nice World Championship Triathlon — an ultra course race consisting of a 3K swim, 120K bicycle race and 32K run.

Hanssen, the "queen of the short course," had never gone this distance before in competition. Lined up against her was Colleen Cannon, a tough all-around competitor who had won the Nice Triathlon once before.

Colleen opened a short lead after the swim. The bicycle race, however, was the most demanding leg of the race. The course began with a flat run of 6-8 miles. Next came a 2-3 mile grade followed by a killer climb straight up along a very narrow road. As dozens of bicycle clubs and on-lookers

rode the course among the triathletes, rain turned the course into a mire of gravel and mud in places. As Terry Mulgannon of *Triathlete* magazine stated: "This was one of the most technically demanding and dangerous races I've ever seen." When it was over, Colleen had a commanding 10-minute lead.

Kirsten refused to give up, however. She passed Colleen at the 9-mile mark of the run and opened a 30-second lead. Because there were so many runners between the two, Colleen never knew how close she remained to the lead, and Kirsten won (6:54:27). Colleen finished second (6:55:02) and Paula Newby-Fraser was third (6:56:35). The winners all rode on Shimano components.●



Kirsten Hanssen struggles to catch leader Colleen Cannon

Triathletes in transition from the 120K bicycle race to the 32K run.



# SHIMANO INTRODUCES NEW DEORE XT, DEORE COMPONENTS FOR 1988

Shimano has a continuing commitment to create components that offer superior design, performance and value — regardless of whether they are designed for championship racing, for leisure city riding or anything in between.

We combine the knowledge gained from championship racing with computer technology to produce component groups that are so perfectly matched and balanced, they seem to work together effortlessly.

This is Shimano's system concept, and it works. Proof of that can be seen in the number of champions racing with Shimano components. And it can be seen in the growing number of serious cyclists who demand complete component groups for higher performance. This in turn creates more sales and higher profits for you.

In the last issue we told you about the line extension for Sante and the introduction of the 600 Ultegra and Exage component groups.

In this issue we are proud to introduce two line extensions that bring a new excitement to the competitive MTB market:

a new headset and competition pedals for Deore XT, a new crankset, hubset, headset and pedals for Deore.

## Deore XT

Deore XT's new components will really please your mountain bike customers. Last year Deore XT components revolutionized the performance of top-end mountain bikes, giving MTB riders a whole new meaning to the phrase "total control." In keeping with Shimano's commitment to the system concept, we offered functions like SIS, Biopace, the U-Brake and our freehub system to the off-road racer.

This year we're introducing the new, super-strong Deore XT headset. The headset is specially constructed to meet the uncivilized conditions of the off-road racer. This lightweight headset incorporates stainless steel for strength and features sealed mechanisms and an extra outer rubber seal. To insure that the inner-mechanism of the Deore XT headset stays clean and dry, sealing decals are provided

to be applied over the brazing holes in the frame's head tube.

Shimano is also introducing a new Deore XT competition pedal. This pedal was developed specifically to be used with a toe clip (and cleat), and its compact design and low cage profile allows high ground clearance in rough terrain.

## Deore

Deore's computer-designed crankset offers a low profile and off-set crank arm featuring Biopace triple chain-rings. The bottom bracket incorporates contact sealed mechanisms for added protection against dirt and grime.

The Deore freehub set has the



Deore XT's new super-strong headset tames the uncivilized conditions of off-road racing.

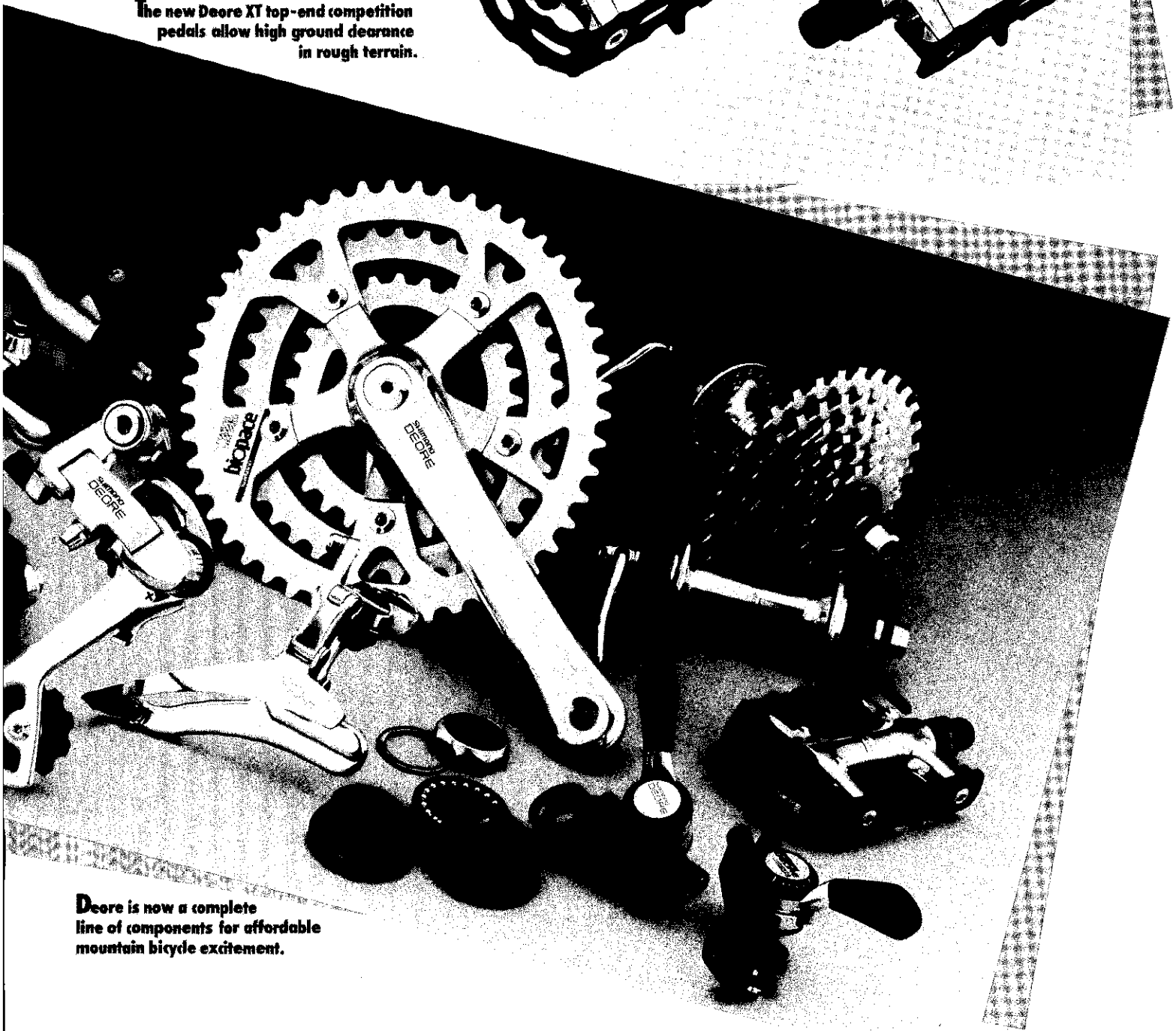
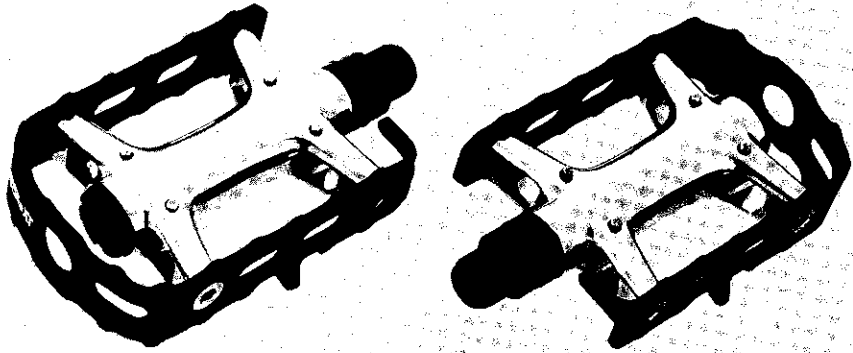
same bolt-on body design as the race-proven Deore XT freehub. The hubset also has contact sealed mechanisms and a quick release adjustment nut with O-ring grip.

The headset has a stainless steel crown race and the same extra outer rubber seals on the lower cup as the Deore XT headset.

And, the new Deore pedal has a slant parallelogram design with an extra durable steel cage.

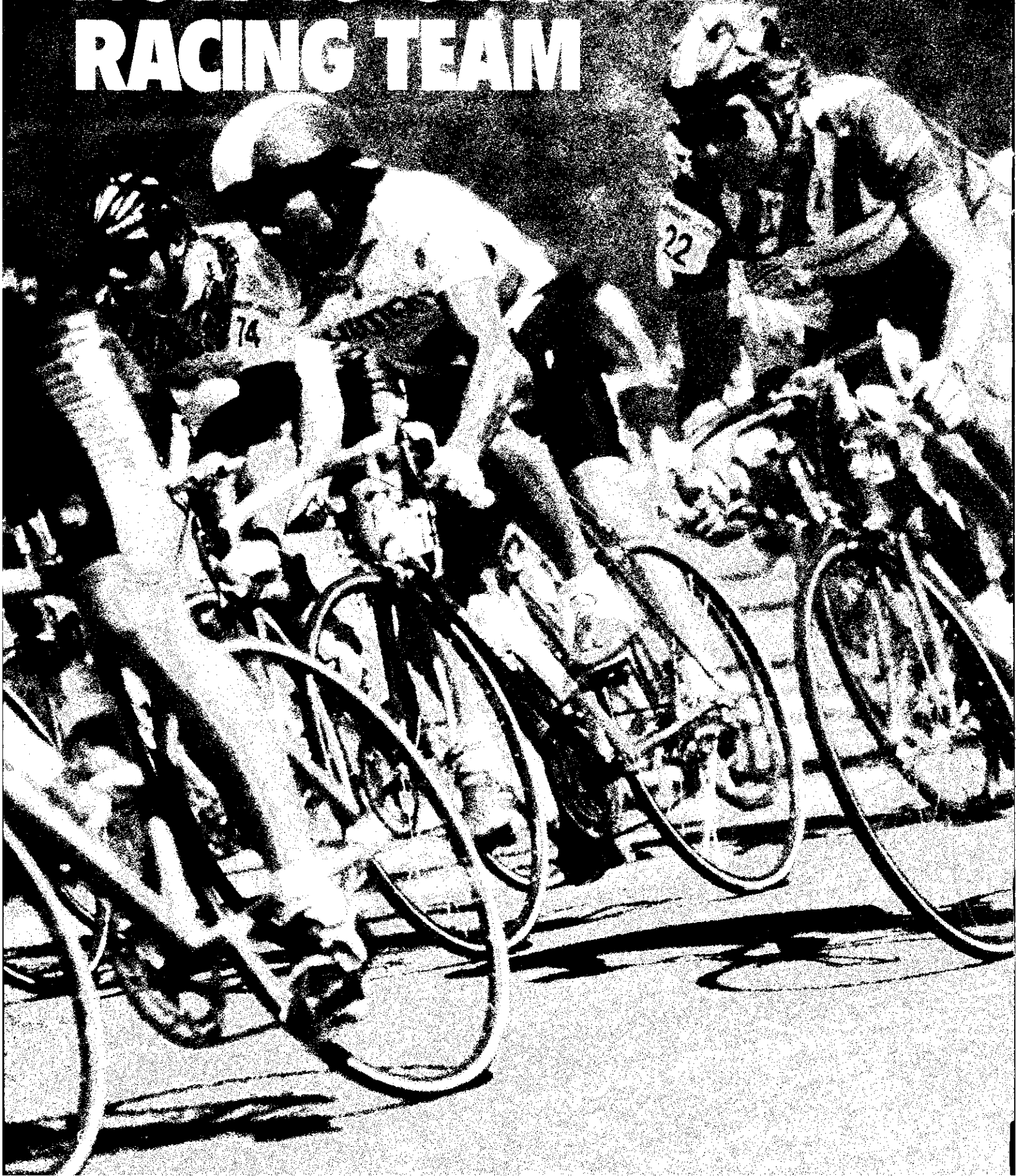
As a result, the Deore group will unify the quality and look of the mid-range mountain bike...for greater sales. ●

**The new Deore XT top-end competition pedals allow high ground clearance in rough terrain.**



**Deore is now a complete line of components for affordable mountain bicycle excitement.**

# HOW TO ORGANIZE A RACING TEAM







In the last issue of *Shimano World* you read about whether or not you should consider sponsoring a racing team. If you've decided to sponsor a team, here are some tips to help make your effort more successful. They come from interviews with:

Denise de la Rosa, owner of de la Rosa's Northwest Cycle in Seattle, Washington. Denise is very active in cycling and is the author of two books: *The Custom Bicycle* and *The 10 Speed Bicycle*. She started the Rainbow Express bicycle club in 1979, and she opened Northwest Cycle in 1980.

Jack Nash of Onion River Sports in Montpelier, Vermont, a former Category 1 rider who has been heavily involved with racing since 1974. Currently Jack's shop sponsors the Stowe team, which he coordinated on the national level until 1984. Jack still fields a regional team.

### **Getting started**

Denise suggested the easiest way to begin sponsorship is to start with an existing club that is running well and that has something to offer you. "Starting with an existing club means less headaches," she said. "There are fewer organizational problems. If something is running well, sponsorship will only

help run it better. Right now there are more clubs than sponsors, and they would love the help."

Typically, clubs have tens or hundreds of members while a racing team usually has five or six individuals. Clubs appeal to everyone, while a team needs riders with equal ability who are strong enough to win races. Teams offer more prestige than clubs, but they're harder to put together and to keep together. If team riders don't get along, you lose the team.

"If you'd rather sponsor a team than a club, you should work with a small group of riders," Jack said. "Be sure most of them are good. And make sure they are joining the team because they really want to race and do well, not because they just want to look the part. Because if they're dedicated and they do well, the whole thing will grow."

### **Finding racers.**

Your first decision is determining your level of sponsorship: national, regional or local. This in turn determines the kinds of riders you'll want. Obviously, racing on a national (or international) level is much more involved and expensive than racing on a local level.



"One of the most common ways of finding riders is holding time trials," Jack said. "This will help you find local riders in the area with talent. You can hold weekly time trials to see who has potential and to check progress. Then you ask the best ones if they want to be on your team."

Another method for finding riders is contacting a USCF [United States Cycling Federation] state or district representative and getting a list of riders in your area. Ask them to send resumes so you can pick some riders.

Another method is going to races at the beginning of the season and scouting riders. (In most areas of the country the season runs from April to October.)

"If you prefer to sponsor a club," said Denise, "you can get a list of them from the USCF. The list will tell you which clubs have sponsors and who they are. Most clubs have programs and ride schedules, so you can scout the riders and talk to members. Most deals for club sponsorship are usually made between seasons."

## Coaching and Training

Coaches can be expensive, and good ones are hard to find. A list of coaches may be obtained from the USCF.

Whether or not you coach your team yourself depends on how much you know. If you're serious about coaching, you should know all the weaknesses of each of your riders, then set up a separate training schedule for each. This kind of involvement, however, isn't for beginners. Interestingly, many good riders don't make good coaches because they don't know what they did right to be as successful as they were. Others fall into the natural tendency of coaching in their own image, that is, training their riders to ride as they did. Since riders are individuals, what worked for others doesn't necessarily work for them. Or, as Denise said: "Be sure you know what the consequences are before you teach someone something, because no one thing works for everybody."

If you're a beginner, you can let your riders train themselves or get training from their bicycle club for competing on a regional level. Another possibility is to hold clinics and bring in coaches for a day or so to cover all the aspects of racing. There are also several good books and lots of information available on coaching. In fact, Jack suggested you stock these and other books to help your customers and your team, and to create another profit center.

## Logistics

Any racing team faces some basic logistics problems: Where will they race? When? How will they get there? What's the cost?

"You can get schedules of all the races from the USCF," Denise said. "In addition, many local areas have racing calendars. Your USCF rep should have their names."

"*Velo News* also has race listings," said Jack. "You simply decide on the level your team will race — national, local — then determine which races you want to enter."

How many races should you enter? It depends on how good your riders are and what your budget is. You want to pick races where your team will be competitive. It doesn't make sense to travel long distances to lose. So begin by competing on the local level and trying to win as many races as you can at home. Pick races so your team can become more experienced. Then start traveling to compete against racers you don't know.

"Many sponsors ask about providing mechanics," Jack said. "You really don't need a mechanic for a one day race. However, you do need mechanics and managers for stage races. As for transportation, if you have a shop van or other vehicle, you can take your team from race to race. Otherwise they'll have to make their own arrangements."

You should also check your insurance policy to see if your team is covered — especially while training. USCF-sanctioned races carry liability insurance.

"Another consideration," Denise said, "is don't give riders equipment they don't need. That's like throwing away money. Clothing is a good investment because you know how many pieces you need, and you get to advertise your shop on it."

To find out more about sponsoring a team, call your local USCF rep to get the official rules, regulations and other important information.

Racing is fun. It's exciting. And, it enables you to put something back into the sport. All it takes is a little genuine caring. ●



Photo: Leslie Tripp

The Stowe Cycling Team of Montpelier, VT: Andrew Brewer, David Richardson and Joe Speeth.

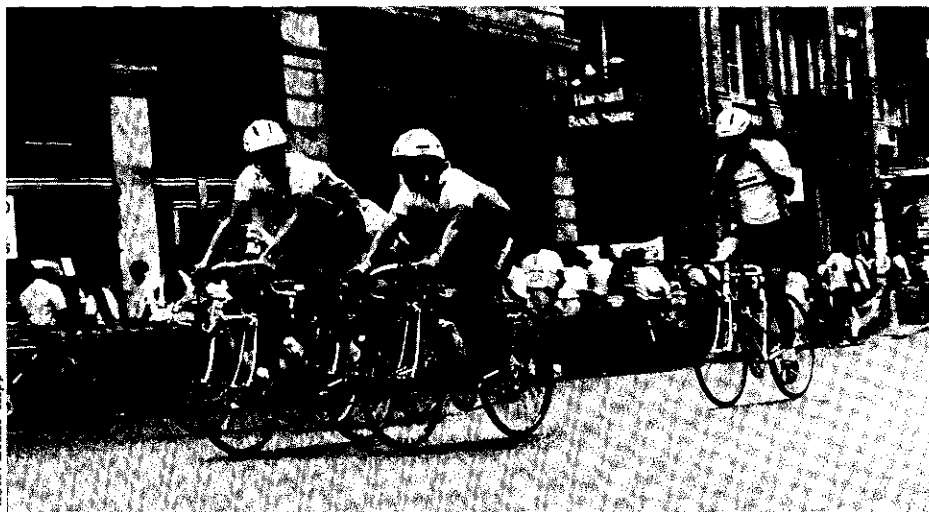


Photo: Leslie Tripp

Geoff Barber, David Richardson and Scott Harding of the Stowe Cycling Team racing in the Wheat Thins series.



# INSTALLING HEADSETS FOR SANTE AND DEORE XT

Shimano has developed several new headsets for 1988. Among them are the Deore XT and Deore headsets for off-road riding and the Sante headset with a special non-loosening fine adjustment mechanism.

The Deore XT headset features double sealed mechanisms to keep out water, and stainless steel construction for strength and corrosion resistance. Yet, it is still lighter than most alloy headsets.

To make proper installation easier, the following tips may be helpful:

To install the Deore XT headset (see illustration), first install the dust seal. Then load up the lower cone bearing race with grease.

Install the lower internal bearing seal and bearing retainers correctly. The top retainer is reversed like a Dura-Ace track headset for added strength.

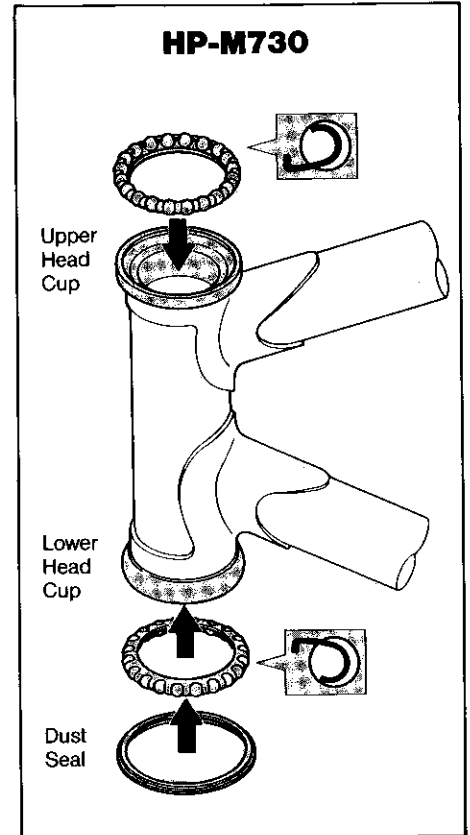
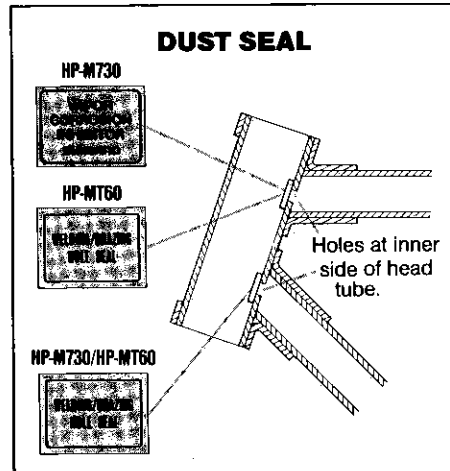
A special set of seals for the headtube is provided to eliminate condensation moisture inside the frame tubing from entering the headset. These seals cover the welding or brazing holes. The top tube seal also contains a special material that absorbs water vapor and inhibits corrosion.

The identical installation procedure is used for the Deore headset, which has the

same outer dust seal and stainless steel lower cone as the Deore XT.

The Sante headset features stainless steel construction. Its fine notch-type adjustment cup design provides non-loosening precision and finer adjustment for longer headset life.

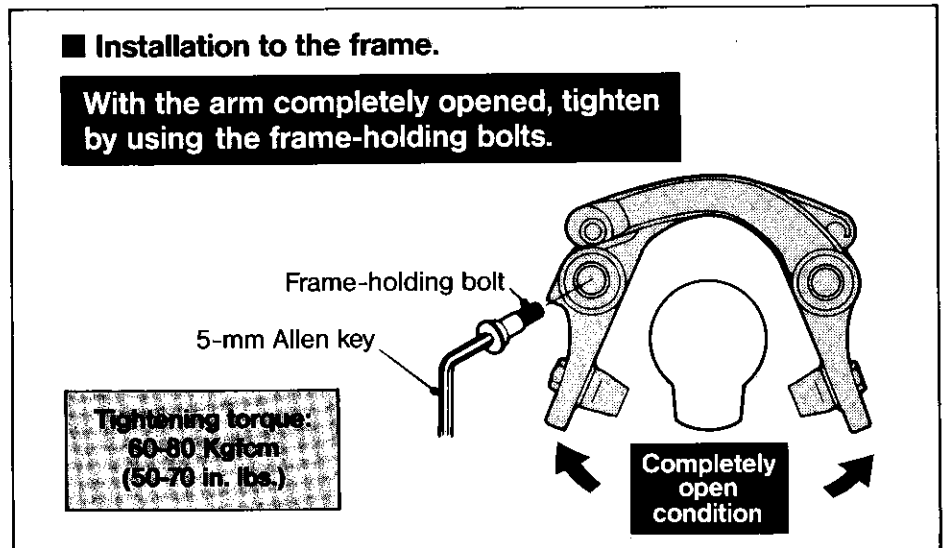
When installing the Sante headset, be sure to install the dust seal correctly after the bearing retainer for maximum durability. ●



## CORRECT ASSEMBLY OF THE U-BRAKE

To make centering Shimano's U-Brake easier and to make sure both arms release properly after the brakes are applied, check to make sure the return spring tensions have been set properly by doing the following:

1. Return the spring adjustment screw to the original position.
2. Loosen the arm fixing bolts.
3. Open the arms completely (after removing the wheel, if necessary) and retighten the arm fixing bolts.
4. Only a few turns of the spring adjustment screw should be necessary to position the U-Brake correctly around a properly dished and true wheel. ●





# STORE DESIGN

## INCREASING YOUR PROFITS

by Clark Richey

Bicycle retailing is emerging as a major specialty category worth professional attention. If you don't provide your customer with the best possible shopping environment, someone else will. The interesting thing is, when a store becomes better organized and aesthetically appealing, it also becomes more efficient, productive, easier to maintain and profitable.

You can build your reputation on a lot of things such as service, professional product knowledge, full assortment, price, convenience, location or numerous other elements, but unless you provide your customer easy access to all parts of your store, clearly define your categories

and establish a strong attractive identity, you will never realize your sales and profit potential.

Today, shoppers demand more from the stores they shop and from the merchandise offered them.

### Store Layout

When I design a store, I always put myself in the place of the customer. When a store is organized with a lot of common

sense, it is easier for the customer to understand what the store represents. The very first consideration is to provide the customer with a well-defined and dedicated aisle pattern that allows them to move freely through the store, visually exposing all the merchandise in an uncluttered environment. This is accomplished through a traffic circulation pattern called "the loop."

the opportunity to make dramatic merchandise statements at every angle. Imagine the sales results you will gain from each of these merchandise focal points.

### Category Statements

Once the loop is in place, you can define the major categories and sub-categories by blocking each of them from the aisle to the wall or in the center core.

Placement of each category must be well thought out so they flow logically one to another. This produces add-on and impulse sales opportunities beyond your expectations.

### Focal Points

Each major category should be highlighted by using an architectural focal point on the wall. It is important that you do not overdo the focal points. They should be limited to no more than six unless the selling space is 15,000 square feet or more. Focal points are created by doing something different from the rest of the walls. This can be accomplished through introduction of a contrasting fixture system, increase in height, architectural angles, a change of color,



Before: A disorganized store inhibits shoppers.



Photo: Clark Richey

After: A carefully planned store increases sales.

### The Loop

The loop is simply a defined uninterrupted aisle that begins and ends at the entrance/exit. The loop should be directed to the right, where possible, to take advantage of the natural urge for people to turn that direction. By using subtle angles, the loop will create a circular pattern through the store until it reaches the exit. This provides the merchant





accent lighting or a combination of any or all of these.

Each focal point should then be merchandised, in tonnage, with a representative example of the highlighted category. Do not attempt to show everything the category has to offer because it will create confusion.

Focal points are also created on the aisle through merchandise statements. Each statement must be kept simple. If you try to say too much, the customer will pass it by, which means lost sales.

### Fixturization

Most small shop owners and, actually, most chains fail to realize the importance of coordinated fixturing systems. Fixtures are more than shelves to stack merchandise. Fixtures should, of course, provide the ability to house goods, but they must also be flexible for change and become a part of the overall look.

Many new developments allow you a range of choices in fixture systems. Such things as slatwall, grid, wire racking, wall skin systems or traditional gondolas provide flexibility to merchandise hard or soft goods by adding or subtracting brackets and accessories. By so doing, you can keep your store fresh looking by changing your merchandise features frequently without altering the "look" or "layout."

Fixtures can become the decor or, at least, enhance and complement the decor. They should never compete or distract from the "look" or image. Be particularly cautious when using vendor fixtures. Vendors provide fixtures as a service to you, but they are actually trying to highlight their own products over

competitive choices. There is nothing wrong with that as long as you make your decision to use these fixtures with an overview of your store. If the vendor fixture distracts from your decor or over shadows your merchandise mix, don't use it. Occasionally, vendor fixtures are our only choice because the merchandise dictates special consideration. If so, use it. But make your own decision on placement and location.

### Color in Fixtures

Fixture manufacturers have responded to the retail industry by providing products with a "look" in design, types, texture, strength and flexibility and also in a vast array of color choices. This enables you to make your fixtures an integral part of your store's total look. Take advantage of color. Remember, simplicity is always important and everything must coordinate: flooring, walls, ceilings, signage and fixtures. Don't overdo it! Remember, your store must accommodate your customers — not your vendors, not your employees, not yourself! The amazing thing is, when you follow this principle your sales will increase, your profits will rise, your morale will uplift, your turnover will improve, your pilferage percent will decrease and your store will become easier to maintain.

Next issue I will discuss the importance of creating an image that is unique and effective in rounding out your overall design; such areas as color, signage and lighting will be covered. In future issues, I will discuss merchandise presentation techniques and display treatments that provide the final touch to the store than maximizes its sales and profit potential. ●

## SHIMANO TRIATHLON SHORTS

Lightweight, 6 oz. 6 panel contour cut triathlon shorts with gripper elastic comes in black or blue with a three-color stripe and Shimano sublimation, sizes XS to XL.

The Shimano triathlon short is made of Tricot Antron nylon/Lycra fabric. Its stretchability makes it very aero and comfortable. The padded synthetic liner is machine washable and dryable.

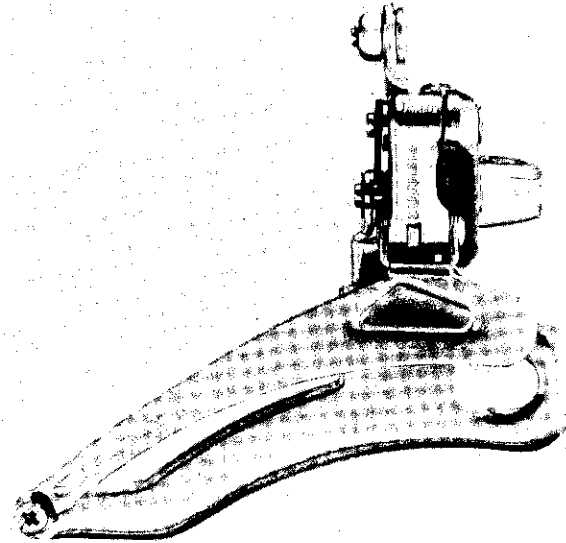
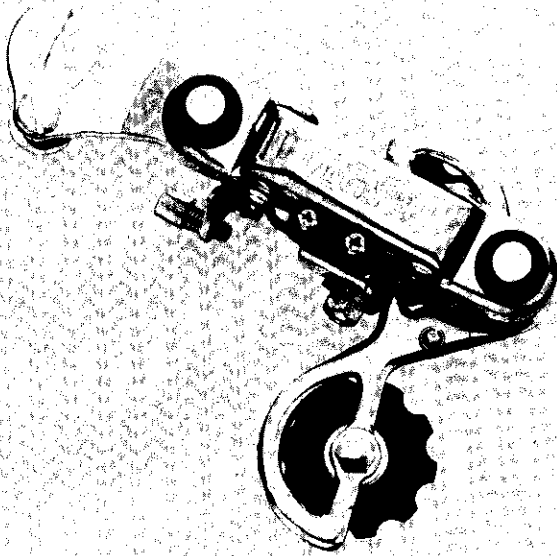
For more information, and to order your Shimano triathlon shorts, contact:  
Canari  
6360 Clairemont Mesa Blvd. #105  
San Diego, CA 92111  
(619) 277-3377

*Clark Richey's Seminar, "Design: Success Depends On It" can be heard on cassette with a 50 page supporting text and over 30 graphic examples for \$49.95 plus \$5.50 tax/postage/handling. MasterCard or Visa are accepted. This volume is a "must" for every specialty store owner/manager. Write or call Creative Retailing, Inc. at 18022 Cowan, Suite 200D, Irvine, CA 92714, Ph: 714-553-8611.*



# SHIMANO VALUE COMPONENTS

EVERYDAY



## RD-TY10-SS tourney rear derailleur.

Although Shimano is known for state-of-the-art components, we also produce inexpensive components that can be "mixed and matched" with our own or other manufacturers' low-cost components.

These components are designed for the broader market. Still, they must pass our rigid quality control standards, and they must deliver solid value for the money.

## RD-TY10-SS Tourney Rear Derailleur RD-TY10-GS (long cage) Tourney Rear Derailleur

This rugged, economical rear derailleur offers excellent cost/performance value. The Shimano dual pivot servo-pantagraph design also offers excellent shifting performance.

Two models, SS and GS types, allow use with medium or wide ratio gearing systems. An integral adaptor allows rear axle mounting for dropouts without derailleur hangers.

- Fast, easy installation and adjustment
- Least expensive name brand replacement rear derailleur
- Smooth, reliable shifting
- Cable adjuster

## FD-AX55 (long cage) front derailleur.

- Heat treated cable fixing bolt and nut
- Capacity
  - SS: 28 max, 30 total
  - GS: 34 max, 34 total

## SL-QS10 (alloy) Stem Shift Levers SL-QP10 (resin) Stem Shift Levers

- Weight: 3.0 oz. (85g)
- Type: Friction
- Double lever
  - Down tube, 1-1/8" clamp diameter
  - Handle stem, 7/8" clamp diameter
- Single lever
  - Down tube, 1-1/8" clamp diameter
  - Handle stem, 7/8" clamp diameter
- Comes equipped with inner cable
- Simple installation
- Non-slip lever design

## FD-AX50 (short cage) Front Derailleur FD-AX55 (long cage) Front Derailleur

- Capacity
  - Short: 14T maximum
  - Long: 22T maximum, 8T minimum
- Weight
  - Short: 5.2 oz. (149g)
  - Long: 5.9 oz. (167g)
- Steel body and chain guide

- Trap-Ease mechanism for smooth shifting.
- Heat-treated chain guide, clamp and anchor bolts for durability
- Hinged clamp design for easy installation
- Clamp diameter
  - 1" (25.4mm)
  - 1-1/8" (28.6mm)

## Benefits of Shimano Value Components

Many of your customers who are familiar with Shimano components from racing news or advertisements in magazines will feel a certain pride in using Shimano value components.

Even if your customer has never heard of Shimano, you will feel confident that you are using the best components for the price — components that have passed strict quality standards.

Finally, using Shimano performance/value components helps you achieve the reputation as a shop that sells quality — from top of the line on down.

All of the components listed above are available through your Shimano distributors. ●

# TIPS FOR BECOMING A SHIMANO WORLD CONTRIBUTOR

## Submitting materials

Most of you have something to share with other dealers. It could be a tricky repair job, a better way of doing business, a funny story, creating a new profit center, a strange experience, racing stories, expert tips or something else. If so, we want to hear about it.

So, if you own or work in a bicycle store, write us a letter about something that interests you or something you're an expert on. The material must be original, not reprints from somewhere else. And please be sure all the names and places are spelled correctly. Then mail it to us.

If you want your material returned, or if you want a reply from us, just say so in your letter.

## Submitting photography

Photos make any material come alive. Because of the certain limitations of our printing presses, we ask that you use 35mm slides or 2½" transparencies for color and 8" x 10" prints for black and white.

Be sure to write the photographer's name, the event and/or location, and names of the people in the shot on the back of a print or on the slides. If there isn't room, put the information on a separate piece of paper. Mark the paper and its photo with a letter or number so we'll know which descriptions go with what photos.

Mail slides and transparencies in clear plastic slide files. Send them flat, packed with sheets of cardboard in front and in back to prevent damage. You can also use a "bubble-pack" or similar kind of padded envelope if you like.

Mail black and white photos packed between sheets of cardboard.

To get your photos returned, just say so in your letter.

The photos should be of good quality: sharply focused, properly exposed and no scratches or dirt on them.

Obviously, the photos should illustrate your article, such as capturing the excitement of a race, the important points of merchandising, etc.

## Articles

The articles we're most likely to publish are ones about your expertise or your experiences. Generally they run from 500 to 1000 words. Articles for specific departments like "Everyday" and "Technology," for instance, run about 500 words.

What to write? As a rule, anything that interests you about bicycling probably interests a lot of other people. Possible areas including merchandising, sales, store displays, racing, theft prevention, advertising and others. Or just drop us a

I N F O R M A T I O N

note on a funny situation that happened to you.

If you're writing about repair work or something technical, you might consider sending in a series of 4 to 6 photos illustrating the repair with a short caption for each photo explaining what you did.

Few articles will be used without photos.

If we do use your material, you'll receive a complimentary gift.

## Feedback

Our purpose at *Shimano World* is to give you exciting and useful information about the bicycle world. So if you have any ideas for articles or departments, if you have reactions to past articles, or if you have any suggestions to make *Shimano World* better, please write to us.

Send your materials, photos or suggestions to:

Tim Roberts  
Shimano World  
One Shimano Drive  
Irvine, CA 92718 ●



## Teore Shimano,



## SERVICE PLUS

ServicePLUS is designed to answer your technical questions and to process your small service part orders.

For parts, please have:

- Shimano part numbers
- Name of Distributor you have an open account with (for billing).
- Your shop's customer number with Distributor

### 800-423-2420

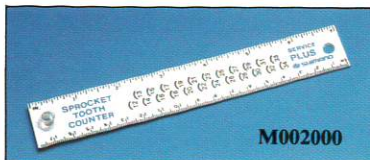
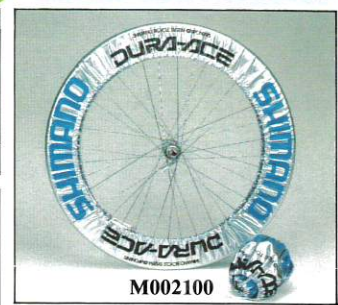
NATIONWIDE  
AND IN CANADA

Hours: 9 a.m.-3 p.m. (PST)

IN CANADA, ServicePLUS answers technical questions only. Small parts are ordered through distributors.



# DEALER SALES AIDS



ORDER FORM INSIDE - ALL ORDERS SHIPPED C.O.D., FOB Irvine, CA

ITEM	SIZE	DEALER COST/UNIT	STOCK NUMBER
Sales Manuals - Each explains product benefits, specifications and selling product features.	Sante 600 Ultegra Exage	8 1/4" x 11 3/4" 8 1/4" x 11" 8 1/4" x 11 3/4"	1 Free w/order when requested PO380 PO360 PO370
Shimano Quality Retailer Window Decal-High quality 4-color, silk-screened (won't fade) decal, printed on two sides; can be placed inside or outside your window.	9 x 6 1/2"	\$1.07	MX0011
Shimano Team Sticker-High quality, 7-colors, silk-screened (won't fade).	8 1/2" x 3 1/2"	25-pk/9.36	MX0012
NEW Videotape-"Technology Continues the Tradition." An excellent video on the evolution of bicycle technology. 20 minutes.	VHS BETA	10.70 10.70	M00090 M00100
Dura-Ace, SIS and Biopace Videotape-Use the tape to generate in-store sales.	VHS BETA	10.70 10.70	M00070 M00080
SIS Point-of-Purchase Card-SIS Cards fit our Point-of-Sale Clips (Above) and work great for attracting customers to your SIS equipped bicycles.	---	5 Free w/order when requested	PO710
New 105 Bike Point-of-Purchase Card-Cards fit our Point-of-Sale Clips (Above) and are excellent for drawing customers to your New 105 equipped bicycles.	---	5 Free w/order when requested	PO700
Point-of-Purchase Ad Reprints-Increase your sales with these reprints from Shimano's powerful consumer advertising program. Now Beautifully laminated in plastic. While supplies last.	Sante' SLR 600 Ultegra Dura-Ace	12" x 18" 9" x 12" 12" x 18" 9" x 12"	1 FREE! with any order when requested PO802 PO801 PO803 PO800
Sprocket Tooth Counter-Conveniently measures the number of teeth on any cog from 12 to 34 teeth. Also includes measuring scales in inches and centimeters.	---	(4 counters/bag) 6.44	M002000
Bike Point-of-Purchase Clip-Molded nylon clip snaps on top tube, handlebar, or stem. Holds price/description card directly or extended with use of a bicycle spoke. Clip only, card/spoke not included.	---	(20 clips/bag) 2.46	M001800
Shimano Shop Apron-Durable 100% cotton shop apron perfect for shop mechanics. Large pocket. Adjustable, heavy-duty cord tie.	One size fits all	6.42	M001600
Large Shimano Window Decal.	3" x 27"	8.56	MX0010
Official Team Shimano Shirt-The shirt that's more than a T-shirt. 3 separately dyed pieces of 50/50 cotton/polyester form-cut & stitched together to create Shimano's unique corporate color combination.	Adult Small " Medium " Large " X-Large	6.96 " " "	M00150 M00151 M00152 M00153
Blue Kiss-Cut Shimano Decal-Easy application. Press on surface and peel off. Individual die-cut letters remain for professional hand-done look.	---	(10 decals/bag) 4.30	MX0008
White Kiss-Cut Shimano Decal-Same as above, but white lettering.	---	(10 decals/bag) 4.30	MX0009
Shimano Sew-On Patch	---	.59	MX0001
Racing Wheel Covers-Nylon lined inside with water resistant rubberized outer skin. Shimano and Dura-Ace Logos.	---	15.52/pair	M002100
Water Bottle-Bright, 3 color Shimano logo design. Wide mouth top. American made. \$1.30 each in case quantities of 50 only.	20 ounces	(50 Bottles/Case) 69.55	M002400
Shimano Cycling Cap-High quality cotton cycling cap with Shimano Logos and 3-color stripe.	One size fits all	2.84	M002200
Shimano Head Band-High quality 100% cotton with elastic. 3-color screen printed.	One size fits all	4.12	M002300
SIS Poster-Eye-catching, brightly colored poster lets customers know you sell the SIS.	11" x 38"	1.25	M002500
Shimano Banners-Shimano 3-color logo silk-screened on heavy duty 8 mil poly, with rope ties. Great for in-store or event use.	Large 3' x 8" Med. 18" x 48"	7.44 5.89	MX0050 MX0040

Prices subject to change without notice.