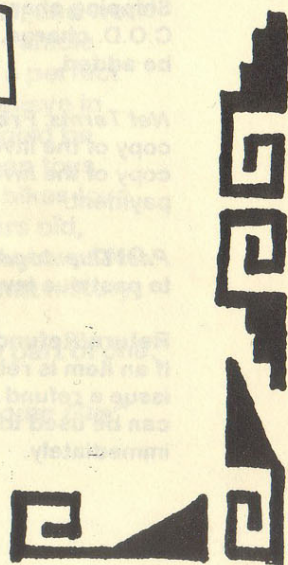
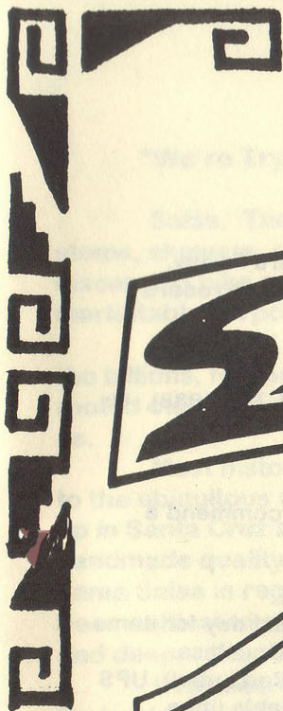




**1995**  
**PRODUCT CATALOG**

611 2nd Street, Petaluma, CA 94952  
ph.: 707-762-8191 fax: 707-762-6847



## SALSA CYCLES GENERAL POLICIES

### **Business Hours :**

7:30 a.m to 4:30 p.m. (West Coast Time), Monday thru Friday.  
During non-business hours, our answering machine will record your message.

### **To Place an Order :**

Please note our 800 phone: 1-800-762-HOTT (1-800-762-4688). Or fax your orders to us at (707) 762-6847.

### **Minimum Order:**

To help defray shipping and C.O.D. Charges, we recommend a \$50.00 minimum order.

### **Shipping Policy:**

We process and ship orders the same day or the next day for items in stock. Orders are shipped via UPS and are C.O.D. unless otherwise previously arranged. UPS next day air (Red Label), UPS 2nd day air (Blue Label), and 3 Day Select are available upon request.

### **Backorders:**

We hold and fill backorders. If a backorder is past 15 days we will confirm that items are still needed. For backorders less than \$50.00, we will confirm that the items are still needed and / or if additional goods are desired.

### **Invoicing/Terms:**

*C.O.D. Orders:* the original invoice is included with your order. Shipping charges include freight and handling, plus a \$5.00 UPS C.O.D. charge. Credit cards can be used . . . a 3% surcharge will be added.

*Net Terms:* Previous arrangements must be made for net terms. A copy of the invoice is shipped with the order for your reference. A copy of the invoice is also sent via regular mail to process for payment.

*Past Due Accounts:* 1-1/2% per month finance charge will be added to past due invoice balances.

### **Return/Refunds:**

If an item is returned or if there is an invoice error, we prefer to issue a refund check rather than to hold credit. However, credit can be used toward merchandise that is being shipped immediately.

## **"We're Trying To Have A Conscience, Here..."**

Salsa. The bike company. They makes bikes, bars, stems, skewers, coffee mugs and other hip accessories for the discerning bike geek, and just happen to sport the most marketable corporate logo this side of Barney.

In spite of a worldwide cult following rumored to be in the billions, few are aware of the true Salsa, and the deeply rooted cultural significance that the Pepperman has for all of us.

Most historians would attribute the beginnings of Salsa to the ubiquitous and short lived Red Bush Cycles that popped up in Santa Cruz around 1976. While the reputation for handmade quality which has become synonymous with the name Salsa in regard to steel frames and stems has really only been cultivated since 1981, the actual story of Salsa is longer and deeper than many of us could imagine.

Evidence of the Salsa culture can be found as we sift far back through the sands of time. There is a disturbing physical similarity between Ross Shafer and the druids responsible for Stonehenge. And, it can be noted that, in a telling matter of cross-continental activity, similarly dated cave paintings of the mythical Kokopelli figure are identical in stance to that of the Pepperman.

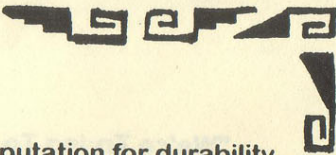
Presently, all that history is scrunched into a 3,500 square foot shop in Petaluma. Fourteen people churn out fine parts that won't break. Steel frames, steel stems, skewers that actually work, all *crafted*, in the real sense of the word, by people who give a shit. People who ride, love bikes, and work at Salsa. A company dedicated to the bicycle, the vehicle described by the possibly immortal Ross as "Such a perfect good world tool." The industrious pepperpeople believe in cycling as a way of life. They believe that bikes should be used, not pampered. That bikes are much more than toys.

Salsa loves bikes, and it could be said that bikes love Salsa. And even if they are really only thirteen years old, that's still a hell of a long time in this *anodization du jour*, CNC today, gone tomorrow industry. The test of time, that history, is something that can't be bought.

It's the stuff of legends. You could become part of one. Or at least buy the T-shirt.

**Mike Ferrentino, "Some Guy"**

# STEMS



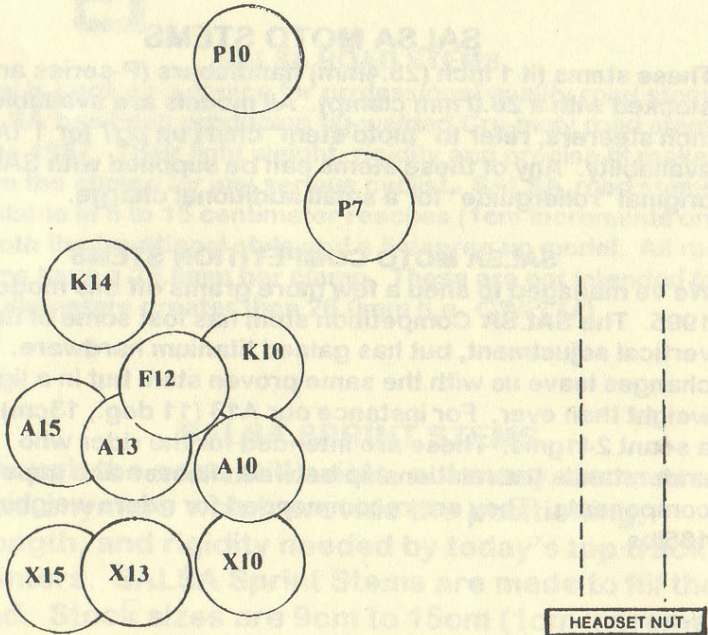
**SALSA STEMS** have a long-standing reputation for durability, and quality construction. We like that, and for the present are happy to stick with the formula that earned this reputation for us. Immaculate tig-welds join together fine American made **CRO-MOLY** steel tubing, most of which is made to special dimensions and exacting tolerances exclusively for **SALSA**. For 1995 all of our stems will go down in weight by about 15 grams, thanks to our new investment cast handlebar clamp.



"As chief mechanic of a pro cycling team, I look for products that hold up. In the middle of an important race you can't afford equipment problems. Lightweight is a bonus. **SALSA** parts give me the best of both worlds--some of the lightest stuff around and it's also the toughest stuff around. In the trenches I give it the highest compliment--It Works!" *Jesse Messick, chief mech., Scott-BiKyle Flyers*

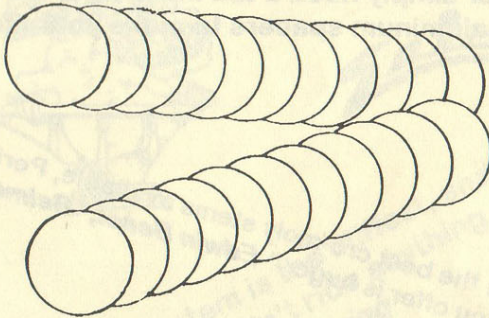
**SALSA CYCLES** is America's premier manufacturer of quality handlebar stems. Proper fit and position allow for better control, comfort, endurance and power. **SALSA STEMS**, which are available for every cycling need, provide great flexibility in establishing a rider's optimum position. There is no match amongst the competition when it comes to variety. When last counted we had 80 different models of stems in stock. And that doesn't include our monthly run of custom stems.

## PRODUCTION MOUNTAIN STEMS

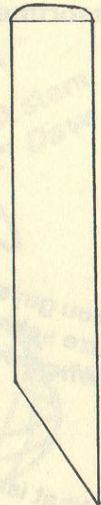


## PRODUCTION ROAD STEMS

**SALSA 5 DEG. "UP": 5cm to 15cm in 1cm increments**



**TRADITIONAL ROAD STYLE: 5cm to 15cm in 1cm increments**



## SALSA MOTO STEMS

These stems fit 1 inch (25.4mm) handlebars (P-series are also stocked with a 26.0 mm clamp). All models are available for 1 inch steerers, refer to "moto stem" chart on pg7 for 1 1/8" availability. Any of these stems can be supplied with SALSA'S original "rollerguide" for a small additional charge.

## SALSA MOTO COMPETITION STEMS

We've managed to shed a few more grams off this model for 1995. The SALSA Competition stem has lost some of its vertical adjustment, but has gained titanium hardware. These changes leave us with the same proven stem but in a lighter weight than ever. For instance our A13 (11 deg., 13cm) weighs a scant 241gms. These are intended for the rider who understands the relationship between finesse and superlight components. They are recommended for riders weighing under 185lbs.

## AHEADSET STEMS

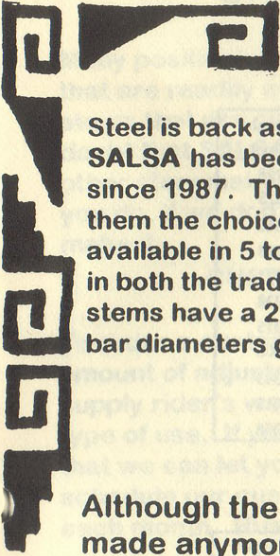
We stock MOTO stems in various angles and reaches for both 1 inch & 1-1/8 inch steerers. We also have 90 degree road stems for 1 inch steerers in sizes from 6cm to 15cm. And just in case you're a bit nervous about lopping that steerer down or simply need a tad more rise, we stock an assortment of aluminum spacers to make your life easier.



"You guys make the best cro-moly stems available, Period! The size selection you offer is huge." *Edwin Benet, Belmont*  
**Wheelworks**

"What isn't there to like about a SALSA stem? The range of sizes is incredible, they don't creak, plus, they're made with love in Petaluma." *Paul Husby, A Bicycle Odyssey*





### SALSA ROAD STEMS

Steel is back as a choice for professional quality road stems. **SALSA** has been producing tig-welded Cro-moly road stems since 1987. Their light weight, rigidity and precise fit make them the choice for any serious cyclist. **SALSA** road stems are available in 5 to 15 centimeter reaches (1cm increments only) in both the traditional style and a 5 degree up model. All road stems have a 25.8mm bar clamp. These are not intended for bar diameters greater than 26.0mm (i.e. *CINELLI*.)

### SALSA SPRINT STEMS

Although the need still exists, not many stems are made anymore which provide the positioning, strength, and rigidity needed by today's top track sprinters. **SALSA** Sprint Stems are made to fill that need. Stock sizes are 9cm to 15cm (1cm increments) in the traditional deep drop style. Clamp size is 25.4mm for steel track bars. We also stock **NITTO**'s heat treated Cro-moly sprint bars in assorted widths.



"The SALSA road stem is the stiffest, snappiest stem I've ever used ! I wouldn't ride anything else !" Dave  
Iltis, Wildrose Mountaineering



## SALSA STEM SPECIFICATIONS

MOTO STEMS (\* Available in O.S.)

Model	Angle	Reach (cm)	H-Bar Clamp I. D. (mm)	Weight (gms)
X10	-5°	10	25.4	298
*X13	-5°	13	25.4	325
*X15	-5°	15	25.4	340
A10	+11°	10	25.4	298
*A13	+11°	13	25.4	321
*A15	+11°	15	25.4	338
*F12	+20°	12	25.4	315
K10	+26°	10	25.4	306
K14	+26°	14	25.4	343
P7	+53°	7	25.4 & 26.0	315
P10	+53°	10	25.4 & 26.0	358

MOTO COMPETITION STEMS

Model	Angle	Reach (cm)	H-Bar Clamp I. D. (mm)	Weight (gms)
X13	-5°	13	25.4	242
X15	-5°	15	25.4	253
A13	+11°	13	25.4	241
A15	+11°	15	25.4	256
F12	+20°	12	25.4	237

MOTO AHEADSET STEMS (for both 1" and 1 1/8" Steerer)

Model	Angle	Reach (cm)	H-Bar Clamp I. D. (mm)	Weight (gms)
X13	-5°	13	25.4	207
X15	-5°	15	25.4	220
A10	+11°	10	25.4	179
A13	+11°	13	25.4	206
A15	+11°	15	25.4	226
K10	+26°	10	25.4	183
K12	+26°	12	25.4	207
K14	+26°	14	25.4	224

ROAD STEMS - TRADITIONAL (-17°) and 5° UP (+5°) all have 26.0 clamp I. D.

Reach (cm)	5	6	7	8	9	10	11	12	13	14	15
Weight (gms)	221	228	237	243	252	256	264	272	276	284	299

AHEADSET ROAD STEMS - 90°, for 1" steerers, 26.0 clamp I. D.

Reach (cm)	8	9	10	11	12	13	14	15
Weight (gms)	149	156	162	169	175	183	189	196

SPRINT STEMS - deep drop (-26°) 25.4 clamp I. D.

Reach (cm)	9	10	11	12	13	14	15
Weight (gms)	<i>You don't want to know!</i>						



# SALSA CUSTOM STEMS

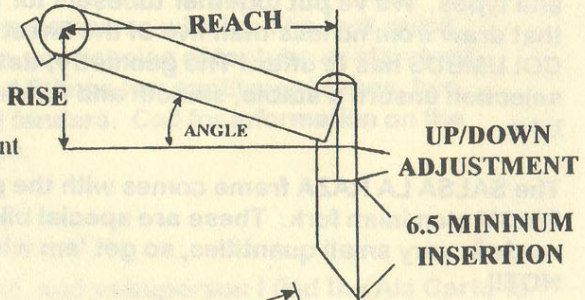
Many positioning requirements cannot be met by stock stems that are readily available, which is why we continue to offer stems that are custom-made to your specifications. There is little doubt that SALSA CYCLES makes more custom stems than any other stem maker in the world. No matter what type of cycling you do, if we don't stock the stem you need, we can probably make it.

## CUSTOM STEM ORDERING PROCEDURES

To order a custom stem, supply us with reach, minimum rise and amount of adjustment desired, using either method #1 or #2. Also supply rider's weight, handlebar diameter, steerer diameter, and type of use. If you are using a Cunningham fitfinder, tell us so that we can let you know what information we need from it. We schedule our custom stem batches for the second Monday of each month. Rush orders are available for an extra charge.

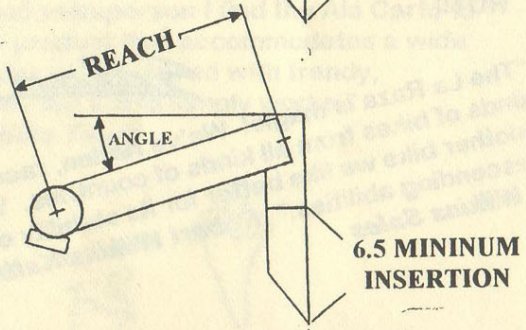
### METHOD 1

rise, reach and amount of adjustment

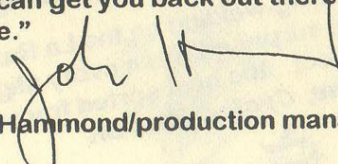


### METHOD 2

angle, reach, and amount of adjustment



"Over the years I've heard every conceivable way to measure a stem. Please spend a few minutes studying our diagrams and ordering instructions. To assure that you get what you want, ordering by our method really is necessary. Once you've got it figured out, give us a call so we can get you back out there on your bike. That's why we're here."

  
John Hammond/production manager

# FRAMES

# La Raza

More and more folks who discovered cycling via the mountain bike are checking out the joys of the road. In 1995 we will have available a very limited supply of finely made SALSA LA RAZA road frames. They will be available in seven sizes from 39cm to 57cm.

Thanks to the mountain bike, it is now possible to sell a well thought out tig-welded road frame that does not follow traditional design rules. We've down-sized the seat tube by 5cm (2inches). These days high quality long seatposts and stems in a variety of angles are readily available (thanks again to fat tires). This along with careful design allows for frames that can fit a wider range of body sizes and types. We've put together tubesets for the LA RAZA that draw from no less than five of the finest road sets that COLUMBUS has to offer. The geometry, design, and tube selection ensure a stable, smooth and flawlessly handling bike.

The SALSA LA RAZA frame comes with the popular SR PRISM aluminum fork. These are special bikes and will be made in very small quantities, so get 'em while they're HOT!!

*Salsa*



"The La Raza is magic! We've ridden, raced, and toured on all kinds of bikes from all kinds of countries. We've never found another bike we like better for its stability or its climbing and descending abilities." *Robert Wilkins/Kathleen Koenig, Koenig & Wilkins Sales*

"The Jelly Bean paint jobs are easy to touch up after you biff." *Kevin Davidson, American Cyclery*



"The tig-welding on the La Raza was absolutely superb, no one was surprised when every alignment check was virtually perfect...the best sorted frame I've ever ridden, period." *Hilary Stone, Cycling Plus UK*



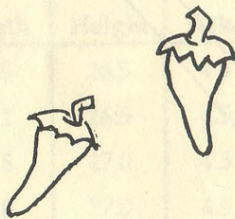
# Ala Carte

There's a lot of history behind these bikes. The kind of history that only uncountable miles (and smiles) can provide. Though certainly not in weight wars with some of today's modern wonders, these durable (there's that concept again) frames are guaranteed to provide a pretty righteous smiles per dollar ratio. All SALSA frames are entirely handmade in Petaluma, California, using carefully selected custom tube sets from Columbus.

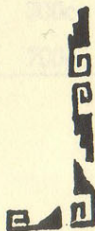
The stock fork is the Ritchey Logic Unicrown, however at an extra cost the Rock Shox Mag 21, Judy XC and Judy SL suspension forks are available. The head tube is raised a bit for optimum suspension geometry.

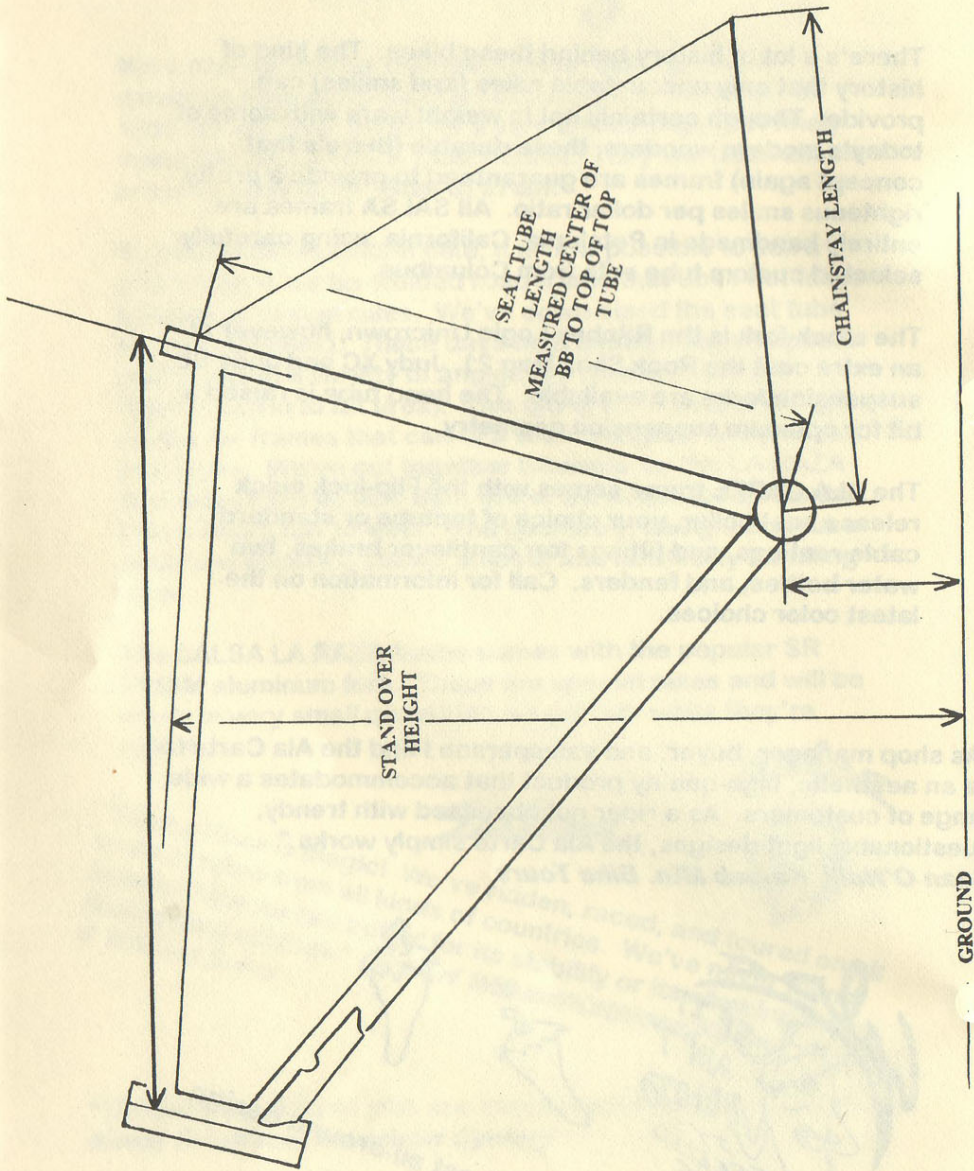
The ALA CARTE frame comes with the Flip-lock quick release seat collar, your choice of toptube or standard cable routings, and fittings for: cantilever brakes, two water bottles, and fenders. Call for information on the latest color choices.

"As shop manager, buyer, and salesperson I find the Ala Carte to be an aesthetic, high-quality product that accommodates a wide range of customers. As a rider not obsessed with trendy, questionably light designs, the Ala Carte simply works."  
*Sean O'Neill, Kaibab Mtn. Bike Tours*



"The ALA CARTE is bitchin' !! The best all-around design that I know of. It does everything great !"  
*Eric Baldwin, Cyco-Path*





# Ala Carte

## SPECIFICATIONS

Size	Head Angle	Seat Angle	Toptube Length	Standover Height
34.0	70.0	73.0	51.8	68.0
39.0	70.0	73.0	53.5	71.0
43.0	71.0	73.0	56.3	74.0
46.5	71.0	73.0	57.6	76.5
50.0	71.0	73.0	59.1	79.0
54.0	71.0	73.0	61.0	82.0

# La Raza

## SPECIFICATIONS

Size	Head Angle	Seat Angle	Toptube Length	BB Height	Fork Rake	Standover Height	Wheel Size
39.0	71.5	74.0	48.5	26.5	4.5	67.0	26"
42.0	72.0	73.5	50.1	26.5	4.5	68.5	26"
45.0	72.5	74.5	52.5	27.0	4.5	73.5	700c
48.0	73.0	74.0	54.0	27.0	4.5	74.5	700c
51.0	73.0	73.5	56.0	27.0	4.5	77.5	700c
54.0	73.5	73.0	58.0	27.0	4.0	80.0	700c
57.0	74.0	72.5	60.0	27.0	3.8	83.5	700c

# COOL PARTS

**SALSA FLIP-OFFS:** We are really happy with the success we've had with these. Many shops and riders tell us that these are the BEST! Well, I know it sounds like bragging, but we think so too. The wheel Q.R.'s are available with heat-treated 17/4 stainless or 6/4 Ti rods. The seat Q.R. is only available in stainless. Our suspension set includes a stainless front and a Ti rear, for riders who want as much weight savings as possible, but they don't want to sacrifice front end rigidity. Flip-offs are now available in a plethora of colors. The weights are as follows:

- Stainless - 104 grams
- Titanium - 85 grams
- Suspension - 94 grams
- Seat Q.R. - 44 grams

*P.S. Flip-offs come in such lengths that one size fits all. For safety's sake please trim the excess rod off once you've sized them for your bike. (This makes these puppies even lighter.)*

*P.P.S. Always allow the cam full engagement. (This means: Don't let a fork tube or frame stay stop the lever travel when closing.)*

**SALSA FLIP-LOCK:** Simply the most elegant Q.R. seat collar made. We developed this in conjunction with DKG, and we're happy to see these spec'd on some of America's finest bikes. Available in many sizes. Black only.



*"I want a QR that is easy to use and lasts as long as the legendary Campagnolo skewers. And, I want it half the weight! We've only found one skewer that fills that order--SALSA." Kyle Schmeer, Cycles BiKyle*

# COOL STUFF

You've seen 'em. T-shirts, mugs, waterbottles, jerseys, etc., sporting that pepper logo in those hot colors. SALSA has clothing and accessories for everyone from the youngest future cyclist to the serious enthusiast. Heck, there are a lot of absolute non-cyclists out there sportin' SALSA Ju-Ju.

## SALSA SHIRTS

- \* Expertly silkscreened
- \* Three clever and colorful stock designs
- \* Everybody needs one!!
- \* Special editions periodically

All SALSA adult shirts are 100% cotton and available in large and extra-large. Moto Babies are available in two child sizes.

## SALSA HEADWARE

- \* hats and berets with multicolor embroidered graphics
- \* Sublimated Headbands

## SALSA JERSEYS

- \* AUSSIE brand
- \* Short sleeve and long sleeve
- \* Bitchin' graphics
- \* Join the Team

## COFFEE CUPS

- \* 16pg. instruction manual
- \* Holds hot beverage, not pencils
- \* How many do ya want?

## SALSA WATERBOTTLES

- \* Sip with the Pepperman

## SALSA STUFF

- \* Banners
- \* Stickers
- \* Pins/Buttons
- \* New Handlebar tape
- \* Pepper ties (finally, a tie that even Ross will wear)

## OTHER PRODUCTS WE CARRY

- \* Stay-tuff chainstay protectors
- \* Nitto Cro-Mo track bars
- \* Ti stem bolts
- \* Aheadset spacers
- \* DKG products



"Ross and I have been connected by clothing for at least 10 years. I printed his T-shirts when I owned a T-shirt company and he wore our clothes when my sister and I started manufacturing clothing. I always thought that I knew what was cool and he didn't. But you know what? I have had to change my mind recently. Just check out all the cool new products he has been putting out. His jerseys, hats, and T-shirts are off the charts. And I haven't even mentioned the wool shirt that he is coming out with." *Jed Clark, House of Ed/Salsa Caliente*

# Salsa News & Clues

Yow! Did 1994 go fast or what? Salsa has had a great year. Many thanks to all of you who have continued to support us. For next year we intend to continue doing our best to support the Independent Bicycle Dealer. The IBD is the heart and soul of our industry, let's keep it that way!

If you look closely at our brochure you'll probably notice a few changes. Unfortunately a lot of the new stuff just isn't ready for the shows. Here's a brief rundown on what we hope to have ready by next spring:

***BARS, BARS, BARS:*** Thanks to 3TTT, we are once again offering SALSA handlebars. All of these are made in Italy from the very finest materials and are currently undergoing thorough testing. Check out these different models:

***PRO-MOTO:*** Old name, new bar. A brand new butted, 7075 aluminum bar. These bars are even butted at the ends for protection against bar-end crunch. The weight will be in the 140gm range.

***MO-MOTO:*** Steel is real! Real strong for real long that is. We're utilizing Columbus's super strong Nivicrom steel for a nearly indestructible MTB bar that weighs under 200 gms. Kind of a back to the roots thing...you know, handlebars you can forget about. JUST GO RIDE!!!

***GO-MOTO:*** This is intended for the downhill gang. The GO-MOTO features a 50mm rise for better positioning and a cross-brace for maximum strength.

# Salsa





## Salsa News & Clues (continued)

**JOE-MOTO:** It seems that height adjustment is not so easy to come by in a lot of stems these days. Especially those intended for use with threadless headsets. The JOE-MOTO is intended for the "average Joe" who doesn't feel real comfy reaching way down to those bars. These babies have 80mm of rise. Between these and the GO-MOTO bar we hope to solve a lot of positioning problems.

**NOTE:** We intend to offer all of the above bars with both a 5 and 11 degree pullback. There's a lot of wrist pain out there that the 11 degrees will help with (especially for us old farts).

**MANGOS DE AMOR:** We're bringing them back! This time made in Italy by 3TTT.

**FLIP-OFFS:** We not only hope to do away with delivery delays, but we've got a couple of improvements up our sleeves intentionally to make the best, even better.

**STEMS:** New tools, processes, and designs allow us to streamline stem production. Enough that we can sell our stems at half the price we did 10 years ago. We've got the sizes, we've got the reliability, we've even got light ones! Make SALSA your first stem choice.

**CLOTHING:** This is really a job for our friends at *Salsa Caliente*. But along with our T-shirts, jerseys, and hats, we hope you'll like our casual wool pullover, made by our pals at *Salsa Caliente*. Speaking of jerseys, John Hammond (prod. manager and jersey design god) has a new one for us. We dig it, and hope you will too!

**BEER:** Ask Richard!





## Salsa News & Clues (continued)

**FRAMES:** We will continue to offer the ALA CARTE (mtb) and LA RAZA (road) frames in limited numbers. If after the show-go-round we feel the interest is there, these are some things we'd like to do:

**FULL-SUSPENSION:** I like the simplicity of this AMP inspired bike we're showing. The rear end is supplied by CHUMBA-WUMBA, a small, quality-oriented manufacturer that is dedicated to the bike industry. Ted (Chumba-Wumba's top dog), even owns a bike shop.

**BMX:** Max (my son) and his best friend Stevie have gone nuts over this sport. I'll be danged, but it turns me on too. The family scene that is so common to BMX is just the kind of thing the rest of cycling needs to go BIG TIME! Hey, I'm even getting a cruiser so I can race.

**TRAVEL:** As the head honcho here at Salsa I travel a fair amount. In doing so I sorely miss my daily rides. Until I saw the Bicycle Frame Torque Couplings from S&S Machine I hardly considered traveling with my bike. The various hinged, small wheeled, and other such compromised "travel bikes" just never called out to me. This travel system is different. Why? Because after about 10 minutes of assembly time I've got a regular bike that feels absolutely normal. The thing even breaks down to a size that the airlines don't charge extra for. Check it out, this is one of the coolest things to hit cycling since the balloon tire!

**GOOD LUCK IN 1995!**



After so many pages on our products it's about time you get an idea of who's behind them:

**Ross Shafer** (Head Honcho, 18 yrs.) - Bad back, bad temper, loves bikes.

**John Hammond** (Prod. Mngr., 9 yrs.) - Most talented jersey designer alive today, politically reactive, looks young for his age.

**Richard Green** (Welder, 7 yrs.) - Incredible welder, thick glasses, likes country western music.

**Jeff Piehl** (Welder, 6 yrs.) - Obsessed with drums, longest commute, named after Blind Lemon Jefferson.

**John Hurt** (Powder Coater, 4 yrs.) - Handsome, loves gossip, Ross's most reliable movie critic.

**Sean Walling** (Framebuilder, 4 yrs.) - Beefcake, sold his first motorcycle after about 500 miles, wants to be a fireman.

**Richard Norgrove** (Operations Mngr., 3.75 yrs.) - Brewmaster, finally has a ponytail, wants to do it all.

**David Carreno** (Production, 3 yrs.) - Always smiling (?), has very hairy offspring, speaks more languages than the rest of us.

**Loretta Esparza** , (Office Mngr., 2 yrs.) - Best phone in the biz, has a thing about dogs, loves chocolate.

**Brian Adams** (Framebuilder, 1.5 yrs.) - Imported from the UK, easily addicted to motorcycles, needs to marry (work permit expires in 6 mo.)

**Tami Haste** (Shipping, 1.5 yrs.) - Industry heartthrob (relax Steve), chemist, should teach Smiling.

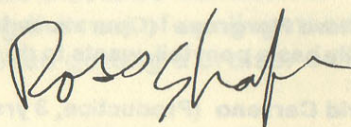
**Trane DeVore** (Prod., 6 mo.) - Very stylish, worked at Salsa for a couple of years in high school and came back (?), named after Coltrane.

**Terilyn Meloy** (Shipping, 6 mo.) - People person, wants to be a sales rep, has no intention of growing up.

**Allan Hermansen** (General Mngr., Brand New!) worked at Salsa thru college, got a real job for a few years and is back (he ought to know better), has plans for Salsa to turn pro!

## THE LAST PAGE

I love bikes...big ones, little ones, road, mountain...if it's got two wheels (yep, that means motorcycles too), it's OK in my book. The bicycle has so much to offer us all. This beautifully simple machine has given me health, friends, a lifestyle, transport, adventure, many lessons (good & bad), and lots of FUN! Salsa Cycles didn't emerge from the ashes of defense contracts gone south. Nor are we the "bicycle division" of some mega-corp. Salsa has grown from my own obsession with bicycles-- Thankfully I've got a crew of folks that shares this obsession. LONG LIVE THE BICYCLE! LONG LIVE THE EARTH!



### RULES OF THE ROAD (and off road)

1. Always wear a helmet!
2. Obey all traffic laws and/or observe proper trail etiquette!
3. Check and maintain your equipment!
4. Present a positive image of cyclists!
5. Have fun!



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