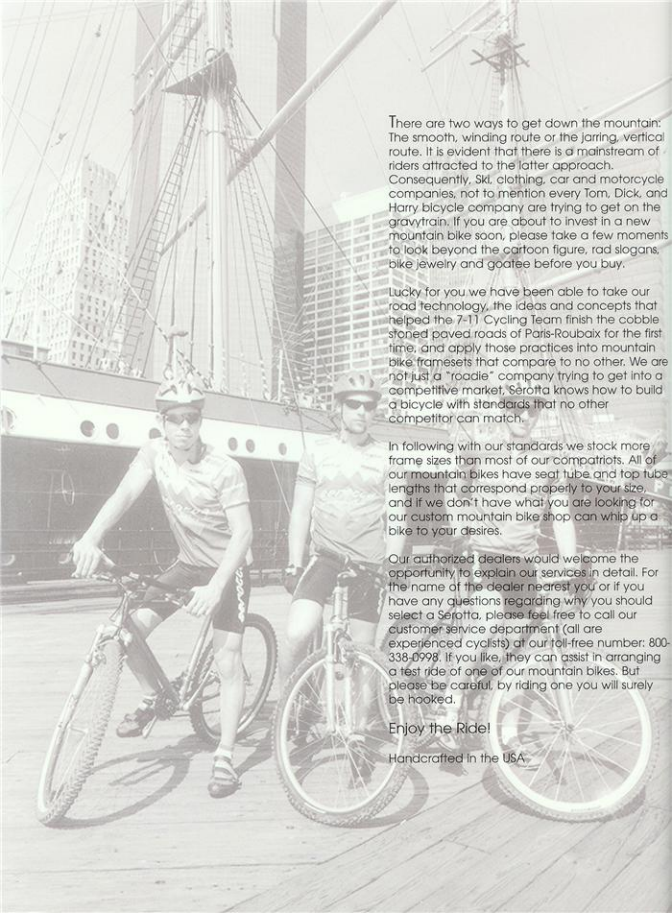




serocca
Competition Bicycles

AGIP

ATA

A black and white photograph of two cyclists standing on a wooden pier. They are wearing cycling jerseys, shorts, helmets, and sunglasses. Behind them is a large, multi-masted sailing ship with complex rigging. In the background, modern city buildings are visible under a clear sky. The overall scene is bright and sunny.

There are two ways to get down the mountain: The smooth, winding route or the jarring, vertical route. It is evident that there is a mainstream of riders attracted to the latter approach. Consequently, Ski, clothing, car and motorcycle companies, not to mention every Tom, Dick, and Harry bicycle company are trying to get on the gravytrain. If you are about to invest in a new mountain bike soon, please take a few moments to look beyond the cartoon figure, rad slogans, bike jewelry and goattee before you buy.

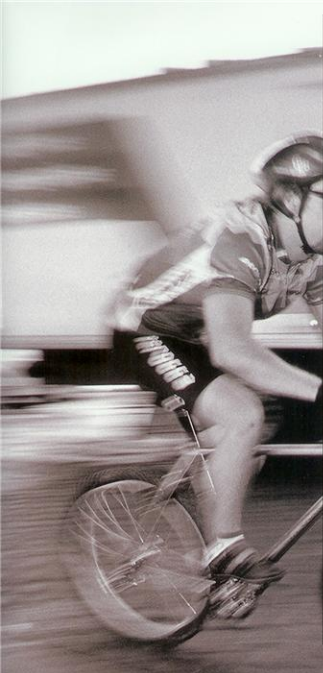
Lucky for you we have been able to take our road technology, the ideas and concepts that helped the 7-11 Cycling Team finish the cobble stoned paved roads of Paris-Roubaix for the first time, and apply those practices into mountain bike framesets that compare to no other. We are not just a "roadie" company trying to get into a competitive market, Serotta knows how to build a bicycle with standards that no other competitor can match.

In following with our standards we stock more frame sizes than most of our compatriots. All of our mountain bikes have seat tube and top tube lengths that correspond properly to your size, and if we don't have what you are looking for our custom mountain bike shop can whip up a bike to your desires.

Our authorized dealers would welcome the opportunity to explain our services in detail. For the name of the dealer nearest you or if you have any questions regarding why you should select a Serotta, please feel free to call our customer service department (all are experienced cyclists) at our toll-free number: 800-338-0998. If you like, they can assist in arranging a test ride of one of our mountain bikes. But please be careful, by riding one you will surely be hooked.

Enjoy the Ride!

Handcrafted In the USA.



The ultimate in high tech mountain bikes. The ATi takes titanium Colorado Concept tubing off-road. The advanced butted and tapered tubes produce a bicycle credited with unmatched handling, efficiency and comfort. The most amazing aspect of this frameset is that it weighs between 2.5 and 3.2 pounds, all this while maintaining a strength to weight ratio that other manufacturers would die to achieve.

- ATi: This frame is built with Colorado Concept oversized tubing. Tig welded, split cable guides for brakes and gears, full braze-on fittings and semi-vertical dropouts. Standard 68mm threaded BSC bottom bracket shell, 27.2mm seatpost, 135mm spacing rear spacing and a 1 1/8" head tube. Suspension forks optional.

Das ATi bringt einen Colorado Concept Titan-Rohrsatz ins Gelände und ist damit das absolut beste High Tech Mountain Bike. Die genialen, konfigurierten Rohre schaffen einen Rahmen, der Fahrverhalten, Effizienz und Fahrkomfort bietet, die unerreichbar sind. Am beeindruckendsten ist das geringe Gewicht des Rahmens, das zwischen 1,2 und 1,5 kg liegt, wobei ein Verhältnis von Gewicht und Belastbarkeit erreicht wird, von dem andere Hersteller nur träumen können.

- ATi: Colorado Concept Oversize Titan-Rohrsatz, schutzgasgeschweißt, alle Anlötlstellen, geschlitzte Bremszugführungen für Schalt- und Bremszüge, halb-vertikale Ausfallenden, Standard 68 mm Tretlagergehäuse mit BSC Gewinde, 27,2 mm Sattelstützen-Durchmesser, 135 mm Ausfallenden-Abstand, 1 1/8 in. Steuerrohr-Durchmesser. Auf Wunsch mit Federgabel erhältlich.

Handcrafted in the USA



Looking for a mountain bike that can handle anything you throw at it? The TIMAX offers a truly high performance advantage that will satisfy the most demanding rider. The straight gauged bi-axially ovalized front end abolishes torsional flex, allowing the bike to track positively over any terrain. If you like to hammer and fly down the single track, this bike will be the ultimate performer for you.

- TIMAX: Built with Colorado Concept oversized and bi-axial ovalized titanium tubing. Tig welded, split cable guides for brakes and gears, full braze-on fittings and semi-vertical dropouts. Standard 68mm threaded BSC bottom bracket shell, 27.2mm seatpost, 135mm spacing rear spacing, and a 1 1/8" head tube. Suspension forks optional.

T Obwohl das TIMAX unser preiswertestes Titan-Mountain Bike ist, bietet es eine wirklich außergewöhnliche Leistungsfähigkeit, die auch anspruchsvollste Fahrer zufrieden stellt. Das nicht konifizierte, biaxial ovalisierte Vorderteil verhindert ein Verdrehen des Rahmens, was die Spurtreue des Rads in jedem Gelände verbessert. Falls Sie gerne mit vollen Tempo schmale Waldpfade hinabrasen, ist dieses Rad Ihr Traum-Bike.

- TIMAX: Colorado Concept Oversize und biaxial ovalisierter Titan-Rohrsatz, schutzgasgeschweißt, alle Anlötteile, geschützte Bremszugführungen für Schalt- und Bremszüge, halb-vertikale Ausfallenden. Standard 68 mm Tretlagergehäuse mit BSC Gewinde. 27,2 mm Sattelstützen-Durchmesser. 135 mm Ausfallenden-Abstand. 1 1/8 in. Steuerrohr-Durchmesser. Auf Wunsch mit Federgabel erhältlich.

Handcrafted in the USA





The ATX is a lightweight all out steel off-road racing machine. Built with Colorado Concept steel tubing this bike sticks to the dirt on single track and glides over the roughest downhill terrain. Matched with a Rock Shox Judy XC or a Manitou III, the critics agree that the balance of the ATX far exceeds that of any of its rivals.

- ATX: Made out of Colorado Concept size specific steel tubing. Tig welded, split cable guides for brakes and gears, aluminum seat clamp, full braze-on fittings and semi-vertical dropouts. Standard 68mm threaded BSC bottom bracket shell, 26.8mm seatpost, 135mm spacing, and a 1" head tube. Suspension forks optional.

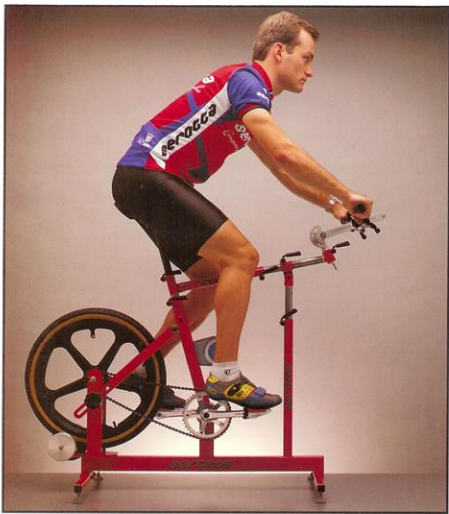
Das ATX ist ein kompromißloses, superleichtes Renn-Mountain Bike. Dieses Rad ist aus einem Colorado Concept Stahl-Rohrsatz gebaut. Es verliert auch im rauhesten Gelände nicht die Traktion und gleitet über extremste Downhill-Abfahrten. Zusammen mit einer Rock Shox Mag 21 oder einer Manitou III Federgabel übertrifft das ausgewogene Fahrverhalten dieses Rads bei weitem das aller Konkurrenten.

- ATX: Colorado Concept größenspezifischer Rohrsatz, schutzgasgeschweißt, alle Anlötlteile, geschlitzte Bremszugführungen für Schalt- und Bremszüge, Sattelklemme aus Aluminium, halb-vertikale Ausfallenden, Standard 68 mm Treiflagergehäuse mit BSC Gewinde, 26,8 mm Sattelstützen-Durchmesser, 135 mm Ausfallenden-Abstand, 1 in. Steuerrohr-Durchmesser. Auf Wunsch mit Federgabel erhältlich.

Handcrafted in the USA



Mountain Bike Fit



Michelangelo once stated, "No two bodies are alike". Which is why every Serotta mountain bike is available in a wide range of sizes. Look at our competition's size charts. Most of them have fewer sizes and many have built their frames with all of the top tubes the same length. To get the most out of your bike it has to fit you properly, and that is why Serotta bikes have top tube and seat tubes that are proportional.

Exhaustive research by Serotta, two professional teams, and medical professionals has consistently found that there is a direct correlation between performance and proper fit. The traditional method of sizing a cyclist for a frame is by measuring all limbs and placing them into a formula that can be more confusing than advanced physics and as vague as economics. The problem is that the size, shape, tilt and symmetry of our bodies can greatly affect our riding postures, as can levels of fitness and flexibility. There are just too many variables for an accurate conclusion to a sizing formula.

In our pursuit of a more accurate means of determining proper fit, the Size-Cycle was developed by Serotta. With this tool, your dealer can precisely locate your optimum position on a bicycle. The outcome is a perfect fit to help increase your performance level.

Handcrafted in the USA

Mountain Bike Custom Shop



Still trying to find a mountain bike that fits you right? We can create an off-road bike for you in either steel or titanium Colorado Concept tubing. By choosing one of our ATI, TiMAX or ATX frames, you can create a bike to fit your certain needs. For a flat fee, the frame is built as a one-off with seat tube, top tube and head angles designed to measure. If you want to out shine your buddies talk to us about our custom styling service. We can do masking, fades, and other special effects to make your mountain bike a true original.

TiMAX Dual Suspension:

This new frame was placed under the rigors of our Factory Team. Our professional pilots did the testing on this bike throughout the NORBA and the treacherous Northeastern race series. This bike is designed around a rear suspension and a Serotta TiMAX titanium front triangle. Through the materials and the design methods this bike will give the rider far superior traction and handling in all conditions. This bike can be built for you with any desired geometry and tube lengths. Just give our technicians a call and we can design a bike around your needs.

1995 SEROTTA ATI, TiMAX, AND ATX DIMENSIONS

SIZE	SEAT TUBE	TOP TUBE	HEAD ANGLE	SEAT ANGLE	CHAIN-STAYS	WHEEL-BASE
37	37	54.5	69.5	73.5	42.5	102.34
40	40	56	71	73	42.5	102.64
43	43	57	71.5	73	42.5	103.38
46	46	58.5	71.5	73	42.5	104.96
49	49	59.5	72	72.5	42.5	104.17
52	52	60.5	72	72.5	42.5	106.19

All frames are measured center to center.
All measurement are in centimeters.
Wheelbase is based on a suspension fork.
Custom work done for all sizes and angles.
Top tube measured by the horizontal length.

All frames and specifications subject to change without notice.



1995 Frame Colors

- Bodacious blue
- Burgundy to champagne fade
- Mint green
- Onyx
- Pearl strawberry
- Big boy blue
- Pavé purple
- British racing green
- Red to yellow fade
- Cha-ching green
- Cannibal orange
- Khaki

Colors shown are depicted as accurately as printing will allow. There may be variations between true color and printed color.



1995 Decal Colors

1. Black with gold outline
2. Purple with gold outline*
3. Solid white
4. Red with black outline*
5. Yellow with black outline
6. White with black outline*
7. Red with gold outline*

*Decals for polished titanium frames.

Accessories

Choose from our fine line of Serotta team clothing. All are manufactured by Pearl Izumi. The short sleeved jerseys are made with FIELDSENSOR fabric and they come with 3/4 length zippers for those hot summer rides. We also have in stock long sleeved slmond jackets, long sleeved team jerseys, and a Serotta team short.

To finish off your bike with the proper Serotta style add a matching frame fitted pump or any other Serotta accessory to help your bike stand out from the rest.

Interested in a road bike?

Call (800) 338-0998 for our 1995 road bike catalog.

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