

serotta
Competition Bicycles



Almost twenty five years ago in the picturesque Adirondack Mt. Region, Serotta began making custom and stock bicycles with one objective: To make the best crafted frame in the world. With Serotta becoming the first American made frame to complete the Tour de France and Paris-Roubaix, and more recently becoming the frame with the most Olympic berths accredited to it, we realized our pursuit for perfection was well underway. As individuals looking for an advantage and rave reviews grew, Serotta has grown but still constructs frames with the best materials and utmost care.

Our fundamental goal has always been to elevate the quality of our customers' cycling experience — to be able to go faster, farther and in less effort. Consequently, Serotta's mission is meaningful innovations and unsurpassed excellence in craftsmanship. Prior to market introduction, our frames are run through an exhaustive series of tests to pre-determine any potential problems. Throughout the entire manufacturing process our employees keep one thing in mind, that they are building your bike.

Our competitors have been working very hard at producing more bikes faster and cheaper in a hopeless endeavor to compete with the larger companies. Their bikes are designed and built for the average rider. Unfortunately for them, real people are far from being uniform! At Serotta, we concern ourselves only with the individual customers needs. We have devoted a great deal of time and money to provide you with the best personalized services. The result of this investment is you receive a true value: **YOUR BIKE.**

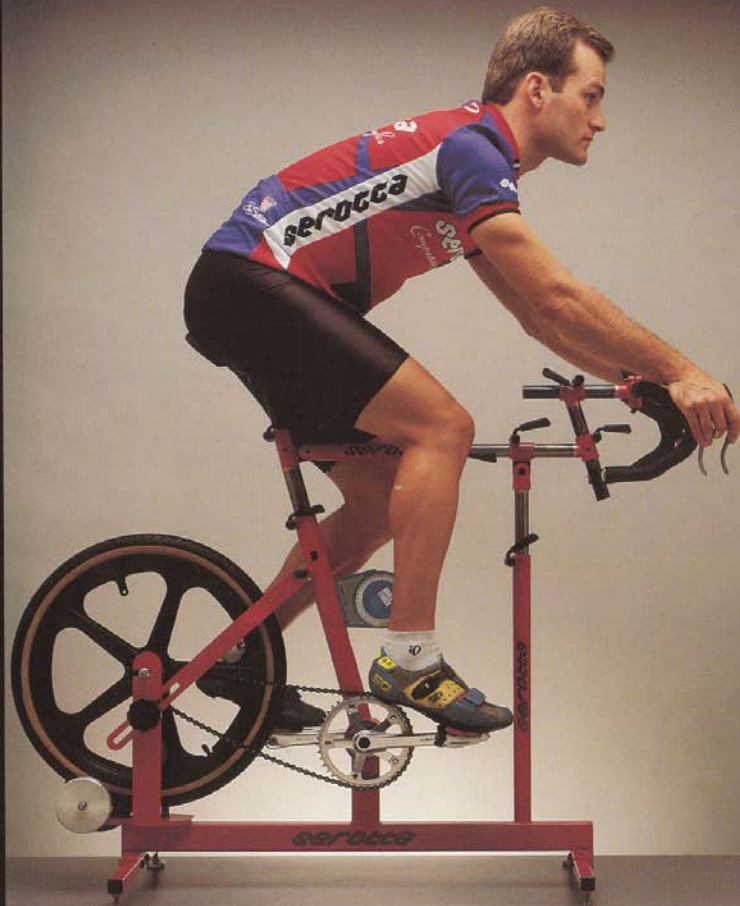
So, if you are considering investing in a new bicycle soon, please take the time to understand what you are about to purchase. Our authorized dealers would welcome the opportunity to explain our services to you. For the name of the dealer nearest you or if you have any questions regarding why you should 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 for a test ride for you. Please be careful, riding one will get you hooked!

Enjoy the Ride!

Road Bike Fit

Performance can be a true measure of success. Study after study has shown that the proper fit of a cyclist to a bicycle will not only increase comfort, but **will** dramatically enhance performance. Keeping this in mind, our bicycles have been designed around the fit, noting that the dimensions and geometry of the bicycle must be relative to the cyclist. Our competitors use the traditional method of bicycle design: they build their bikes around the wheel base and angle's first. Obviously, they are ignoring your needs.

Serotta recognizes that as creatures of nature we are not all built the same way. The length and mass of each limb and the orientation of each joint along with levels of fitness and flexibility all represent variables in properly dimensioning a bicycle to you. That is why it's impossible to ensure a perfect fit simply by altering the handlebar and stem. To aid in this process, Serotta has developed the Size-Cycle. It is the only fitting system that uses you as a base of information rather than comparing you to a pool of cyclists. When used by our trained technicians, the Size-Cycle provides the most accurate path to a perfectly proportioned, well-balanced bicycle. Please call our customer service line for the name of the nearest Size-Cycle technician, so that you can get the most out of your new machine.





Serotta Ti:

Our flagship model, the Serotta Ti has consistently overshadowed all other titanium frames on the market. Designed with our 3/2.5 titanium Colorado Concept tubing the Ti road frame is in a class by itself. By the virtue of the design and the geometry of the butted tubing, this bike outperforms all other road bikes, thus making it easy to understand why this Ti frameset is called "The best built titanium frame in the world".

- Ti: Titanium Colorado Concept tubing, tig welded, full braze-on fittings, split cable guides, Serotta 6/4 titanium semi-vertical dropouts, Serotta S-bend chainstays, and a standard 68mm threaded BSC bottom bracket shell. 27.2mm seatpost. 130mm rear spacing. Choose either a composite or aluminum fork to complete the frameset.

Unser Spitzenmodell, das Serotta Ti, hat von Anfang an alle anderen Titan-Rahmen auf dem Markt in den Schatten gestellt. Der Titan-Straßenrenn-Rahmen aus unserem Colorado Concept 3/2.5 Titan-Rohrsatz ist eine Klasse für sich. Das außergewöhnliche Design und die Geometrie der konifizierten Rohre machen diese Rennmaschine leistungsfähiger als jedes andere Rad. Daher ist es nicht verwunderlich, daß dieser Titan-Rahmen vom Coors Light Cycling Team verwendet wird.

- Ti: Colorado Concept Titan-Rohrsatz, schutzgasgeschweißt, alle Anlötteile, geschlitzte Bremszugführungen, Serotta 6/4 Titan halb-vertikale Ausfallenden, Serotta S-förmig gebogene Kettenstreben, Standard 68 mm Tretlagergehäuse mit BSC Gewinde. 27,2 mm Sattelstützen-Durchmesser. 130 mm Ausfallenden-Abstand. Verbundwerkstoff- oder Aluminium-Gabel nach Wahl.

Handcrafted in the USA



Serotta CSI:

The CSI is built from our proprietary design Colorado Concept tubing. Which, by itself distinguishes the CSI from any other professional road racing bicycle. The various Colorado Concept tubes placed strategically throughout the frame gives this bike rocket acceleration while maintaining a supple ride. This truly high tech bicycle does not turn its back on tradition with its lugged and brazed frameset. With size specific tubing we can create a bike that best suits your competitive needs.

- CSI: Colorado Concept Light size specific steel tubing, lugged and brazed, full braze-on fittings, hand cut lugs, split brake cable guides, semi-vertical dropouts, Serotta S-bend chainstays, engraved bottom bracket shell, and brake bridge. Standard 68mm threaded BSC bottom bracket shell, 27.2mm seatpost, and 130mm rear spacing.

Das Serotta CSI wird unter Verwendung unseres speziellen Colorado Concept Rohrsatzes gebaut. Das neue CSI ragt unter allen anderen Profi-Rennmaschinen aus Stahl heraus. Die verschiedenen Colorado Concept Röhre sind an wichtigen Stellen im Rahmen platziert und verleihen diesem Rad eine unglaubliche Beschleunigung und zugleich ein komfortables Fahrverhalten. Diese Rennmaschine ist wahrhaftig High Tech und bewahrt dabei die Tradition eines gemufften und gelöteten Rahmens. Mit größen-spezifischen Röhren können wir Ihnen einen Rahmen bauen, der Ihren höchsten Ansprüchen genügt.

- CSI: Colorado Concept Light größen-spezifischer Stahl-Rohrsatz, gemufft und gelötet, alle Anlötlteile, handgefeilte Muffen, geschlitzte Bremszugführungen, halb-vertikale Ausfallenden, Serotta S-förmig gebogene Kettenstreben, graviertes Tretlagergehäuse und Bremssteg, Standard 68 mm Tretlagergehäuse mit BSC Gewinde. 27,2 mm Sattelstützen-Durchmesser. 130 mm Ausfallenden-Abstand.

Handcrafted in the USA





Time Trial:

This frame has been used by the U.S. and Russian national cycling teams. This bike's superb balance of aerodynamics and responsiveness makes it the easiest way to buy time.

Track/Omnium Bike:

This multi-event track bike is available in steel or titanium Colorado Concept tubing. We also have great designs for specialty bikes including: pursuit and sprints.



What is Colorado Concept Tubing?

Until the late 1980's pretty much all tubing looked the same: straight. Some had internal reinforcements called "butts" to aid in strength and rigidity.

Never afraid to break with tradition Serotta asked "Is this the best way to design and manufacture a tube?" We looked at each tube of a frame and analyzed the stresses and demands placed on the individual tube. An ultimate bike frame should make full use of the cyclist's energy output while at the same time minimizing rider fatigue due to harshness in the ride or unnecessary weight.

With these designs in mind, Serotta has developed a proprietary line of tubes that we call 'Colorado Concept'. Each tube is designed to provide optimal performance based on the designated properties of the specific tube location as well as the owners' build and intended use of the frame. From the massive double butted and tapered titanium down tube as used on the TI road and ATI mountain down tube to our often copied S-bend chainstays, all tubes embody the basic philosophy of Serotta — meaningful innovation and detailed craftsmanship. Want to know more? Please feel free to call us for our pamphlet:

"The most commonly asked questions"



We Do Custom!

Custom bikes have always been one of our specialties. We can create a bike for you in either steel or titanium Colorado Concept tubing. By choosing one of our Ti, CSI or TG frames, you can create a bike to fit your specific needs. For a flat fee, the frame can be built as a one-off with seat tube, top tube and head angles designed to measure. If you are in the market for a more specific bike, below are a few models that are regulars in our custom shop.

C4:

This true triathlon frameset uses our titanium Colorado Concept tubing. For the angles and dimensions of the frame we are allowing you to choose what will best suit your performance level. The front triangle incorporates ovalized tubes which aids in producing a more aerodynamic front exposure. This bike sports a geometry proven in National Championships and utilizes 26" wheels for reduced drag and rapid acceleration. Ray Browning, professional multisport athlete and renowned authority on endurance sport training states: "It's the sweetest bike I've ever ridden."

Tandem:

Somewhat new to our lineup of frames, our tandem can be built in either titanium or steel. Each one of our tandems goes through our custom shop as a one off frameset. This allows you to receive a frameset built exactly to your specification. The Serotta tandem is supplied with fork, stem, and stoker's stem.



Serotta TG:

This tig welded Colorado Concept tubing frame gives the rider excellent performance at an affordable price. All of the ride qualities that have made Serotta famous are retained in this bicycle. The TG possesses a level of comfort and razor sharp handling not found in any of our competitors bikes.

- TG: Colorado Concept steel tubing, tig welded, split brake cable guides, full braze-on fittings, aluminum seat collar, semi-vertical dropouts, Serotta S-bend chainstays. Standard 68mm threaded BSC bottom bracket shell, 27.2mm seatpost, and 130mm spacing. The TG is supplied with a Prologue aluminum fork or you can select our new F-1 composite fork.

Dieser Rahmen aus einem schutzgasgeschweißten Colorado Concept Rohrsatz bietet Ihnen eine ausgezeichnete Leistung zu einem erschwinglichen Preis. Auch dieses Rad hat die außergewöhnlichen Fahreigenschaften, die Serotta berühmt gemacht haben. Das TG hat ein Maß an Komfort und eine messerscharfe Kurvenlage, die Sie bei unserer Konkurrenz vergeblich suchen.

- TG: Colorado Concept Stahl-Rohrsatz, schutzgasgeschweißte, alle Anlötlteile, Aluminium-Sattelklemme, geschützte Bremszugführungen, halb-vertikale Ausfallenden, Serotta S-förmig gebogene Kettenstreben. Standard 68 mm Tretlagergehäuse mit BSC Gewinde. 27,2 mm Sattelstützen-Durchmesser, 130 mm Ausfallenden-Abstand, Prologue Aluminiumgabel serienmäßig oder Stahlgabel auf Wunsch.

Handcrafted in the USA

F-1

Serotta eases into composites with the new F-1 fork. This is no clone. In developing the F-1, Serotta brought together a team of experts in the composite and materials fatigue field with experiences ranging from boat to formula car racing. Painstakingly, we achieve a new height of performance and endurance quality in a composite fork. By mimicking the comfort of aluminum, the lightweight of composites and the positive response of steel the F-1 delivers performance beyond comparison.

The F-1 is available in three versions: a steel threaded steering column, and both threaded and unthreaded titanium steering columns.

Serotta führt mit der neuen F-1 Gabel erstmals Verbundwerkstoffe ein. Dies ist keine Nachahmung einer bestehenden Verbundwerkstoff-Gabel. Bei der Entwicklung der F-1 hat Serotta ein Team von Experten für Verbundwerkstoffe und Materialeigenschaften eingesetzt, um ohne Rücksicht auf Kosten neue Maßstäbe für Leistungsfähigkeit und Haltbarkeit bei Verbundwerkstoff-Gabeln zu setzen. Indem der Komfort von Aluminium, das geringe Gewicht von Verbundwerkstoffen und das spurtreue Fahrverhalten von Stahl in einer Gabel vereinigt worden sind, erreicht die F-1 Leistungen, die bisher unerreichbar waren.

Die F-1 gibt es in drei Versionen: mit Stahl-Steuerrohr mit Gewinde und mit Titan-Steuerrohr sowohl mit als auch ohne Gewinde.

STS

The world certainly did not need another titanium stem. We thought it could use a great titanium stem. Simply put, the STS is the most intelligently built TI stem on the market. It is unbelievably light (185 grams for a 120mm standard road stem) and it responds well to sprinting and climbing, yet adds an increased measure of comfort by toning down some of the high frequency vibrations.

The STS is available in the following lengths and versions: -17 degree and 0 degree and, 100mm, 110mm, 120mm, 130mm lengths. For an additional up charge we can build a stem to suit your specific needs.

Die Menschheit hat ganz sicher nicht auf noch einen Titan-Vorbau gewartet. Aber wir haben uns gedacht, daß sie sehr wohl einen großartigen Titan-Vorbau gebrauchen könnte. Der STS ist ganz einfach der am genialsten konstruierte Titan-Vorbau, den es zu kaufen gibt. Er ist unglaublich leicht (185 gr. für einen 120 mm Standard-Straßen-Vorbau). Der STS ist verwindungssteif genug für Spurts und Bergfahrten und ermöglicht dennoch eine Erhöhung des Fahrkomforts, da er hochfrequente Schwingungen teilweise abdämpft.

Der STS ist in den folgenden Längen und Ausführungen erhältlich: -17° und 0°. Längen von 100 mm, 110 mm, 120 mm und 130 mm.





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 silmond 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.





ATi



TIMAX



ATX

1995 SEROTTA TI, CSI, AND TG DIMENSIONS

SIZE	SEAT TUBE	TOP TUBE	HEAD ANGLE	SEAT ANGLE	CHAIN STAYS	WHEEL BASE
48	48	51	72.5	74	41	95.4
50	50	53	72.5	74	41.5	97.2
52	52	53	73	73.5	41.5	96.7
53L	53	54.5	73	73	41.5	97.8
54L	54	55	73.5	73	41.5	97.8
55L	55	55.5	73.5	73	41.5	98.3
56L	56	56	73.5	73	41.5	98.8
57L	57	57	73.5	73	41.5	99.8
58L	58	58	73.5	73	41.5	100.8
59L	59	58.5	73.5	73	41.5	101.3
60L	60	60	73.5	73	42	103.3
62L	62	61	73.5	73	42	104.3

All frames are measured center to center.

All measurement are in centimeters.

Custom work done for all sizes and angles.

All frames and specifications subject to change without notice.

Call us

for

our

1995

Serotta

Mountain

Bike

Catalog.

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