



MAVIC S.A

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<http://www.mavic.com>

C A T A L O G U E

R I M S



W H E E L S

1

9

9

7



Jump - a.c. vovla sp. s.r.l. - Photos: Lucy - Dakar Brandel - Miso - Wandepistall - Penoumic



MTB wheels



CROSSLAND

Front
730g, 26 spokes
Rear
930g, 28 spokes

CROSSLAND

SUP

UB



CROSSLAND

BENEFITS
- Lightweight
- Strength
- Versatility

BEST USE
Rough and tough
Cross-Country riding

FEATURES
Hub with patented FTS and integrated free-wheel body. Adjustable, serviceable and sealed cartridge bearings. SUP double walled rim, made in aluminium alloy with double eyelets for bomb proof performance. UB Control braking surfaces. Radial lacing on the front, and on the rear, crossed three drive side, radial non drive.



HUB
New rear hub which features the patented FTS.



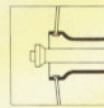
HUB
new hub which features the patented FTS



UB CONTROL
guarantees efficient and silky smooth braking.



RIM CUT
Oversize profile with ultra-thin walls



THE SPOKES

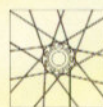
Straight-pull spokes: Under tension, straight-pull spokes offer a 40% increase in resistance over bent spokes.

LACING PATTERNS



• Radial lacing: When the spoke goes from the hub to the rim without crossing over

Another spoke, the wheel is radially laced. Radially laced spokes are shorter, thus lighter and more rigid than cross laced spokes. Straight-pull spokes have no bend that will reduce strength. It is possible to radially lace a wheel with straight-pull or bent spokes.



rim obliges a crossed lacing pattern.

• Crossed Lacing: On the rear wheel, the need to transmit forces between the hub and the

CROSSMAX

THE WHEEL THAT BREAKS THE RULES

SUP
CERAMIC



CROSSMAX

Front
650g (without skewer)
26 spokes
Rear
850g (without skewer)
28 spokes
Wheel bag
New quick release skewer

Atlanta Olympics
2 Bronze Medals.



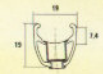
R o a d



LINCHER CLASSIC

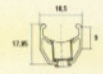
OPEN SUP

Weight: 470g
(Ceramic 483g)
Drilling: 32,36
Ø 700
Recommended tires:
18mm - 23mm



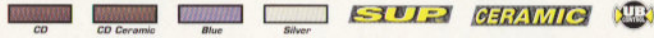
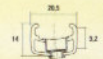
REFLEX

Weight: 410g
Drilling: 28,32,36
Ø 700
Recommended tires:
18mm - 23mm



MA

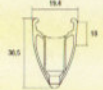
Weight: 480g
Drilling: 32,36
Ø 700
Recommended tires:
18mm - 25mm



LINCHER PROFILED

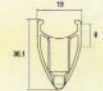
CXP 30

Weight: 520g
Drilling: 24,28,32,36
Ø 700
Recommended tires:
18mm - 23mm



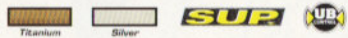
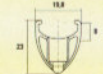
CXP 14

Weight: 570g
Drilling: 24,28,32
Ø 700 and 650 (28")
Recommended tires:
18mm - 23mm



CXP 12

Weight: 480g
Drilling:
32,36 Ø 700
24,28,32 Ø 650
Recommended tires:
18mm - 25mm



OPEN SUP

A top performance rim, reliable and ultra resistant

BENEFITS
Strength, reliability and easy assembly thanks to the SUP Ceramic version offers the ultimate in braking.

BEST USE
Road racing and training

REFLEX

Light fast and strong, this rim has it all!

BENEFITS
Glass smooth braking, with an unbelievable balance between efficiency and lightness

BEST USE
Racing, training and town line sprints - for those in search of a light, strong rim.

MA

A classic, a winner of many races, and the confidence of Mavic fans the world over.

BENEFITS
Smooth riding with the strength of a double wall and stainless eyelets and extra resistance from the CD finish of the MA40

BEST USE
Training, touring and club racing.

CXP 30

Cousin to the Cosmic series, it is strong and cheats the wind with its deep profile.

BENEFITS
The best of both worlds: deep section speed with the strength and easy building of eyelets. Strength with the SUP and perfect braking with the UB Control.

BEST USE
Road racing, triathlon or just blowing your friends' doors off! The high rim strength permits assembly with fewer spokes for lightweight performance.

CXP 14

A deep aero rim for top performance.

BENEFITS
Strength, reliability and easy building from the profiled eyelets and the deep section

BEST USE
Road racing and training.

CXP 12

A nifty little light aero rim.

BENEFITS
Aero performance, reliability and strength, with easy building from the profiled eyelets.

BEST USE
Entry level racing and every day training.

PARIS ROUBAIX SSC

One tough hoop! A Mavic legend and the choice of the pros for the pavé of the spring classics.

BENEFITS
Ultra resistant, unique profile with double eyelets, and the choice of winners.

BEST USE
Competition, training and all the rough stuff!

GP4

The venerable legend of the peloton is back.

BENEFITS
Strength and resistance from the stainless double eyelets and the CD finish.

BEST USE
All types of road hammering

REFLEX

A new generation of high-tech tubular.

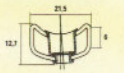
BENEFITS
Lightness and strength from the SUP. Silk smooth incredible braking from the UB Control.

BEST USE
Competition, training and all types of aggressive road riding!

TUBULAR CLASSIC

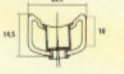
PARIS ROUBAIX SSC

Weight: 400g
Drilling: 28,32,36
Ø 700



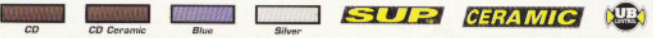
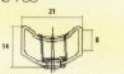
GP4

Weight: 480g
Drilling: 32,36
Ø 700



REFLEX

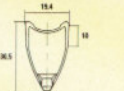
Weight: 375g
(Ceramic version 390g)
Drilling: 28,32,36
Ø 700



TUBULAR PROFILED

CXP 30

Weight: 465g
Drilling: 24,28,32,36
Ø 700



PROFILED EYELETS (a Mavic patent)

A new generation of eyelet, in pressure moulded Zamac alloy with the benefits of:

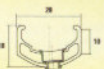
- Easy wheel building
- Better reliability and strength from the addition of an eyelet to the rim.
- More strength from the eyelet permits a weight saving in the rim





121

Weights: 530g
Drilling: 32,36



217

Weights: 410g
(Ceramic 420g, CD double eyelets 440g)
Drilling: 28,32,36,
(32,36,40 CD)



220

Weights: 410g
Drilling: 28,32,36



221

Weights: 440g
Drilling: 32,36



238

Weights: 450g
Drilling: 32,36



121

Built to go ballistic and the #1 choice of the pro downhillers!

BENEFITS

Bomb proof strength and high stability with SUP, peerless braking from the ceramic.

BEST USE

Hurting downhill at breakneck speeds in all levels of competition. Observed trials and riding with heavy loads. Version CD recommended for use with disk brakes.

217

The reference product for Cross country racing

BENEFITS

Bomb proof strength, light and highly efficient with SUP. Unequaled braking power from the ceramic version.

BEST USE

Riding fast and braking very late! Blasting across all types of cross country terrain. Tandem riding (40 hole version)

220

An introduction to high tech and lightweight products

BENEFITS

Lightness and powerful braking for precise riders.

BEST USE

Cross country on all types of terrain for precise riders.

221

A multi purpose rim for forest tracks to neighbourhood trails

BENEFITS

Versatility and silky smooth braking from the UB Control.

BEST USE

Touring or budget cross country racing.

238

A workhorse introduction to Mavic quality rims

BENEFITS

Strength and quality from a double wall eyeletted profile

BEST USE

Touring around and easy trekking

T217

A trekking rim at the cutting edge of Mavic technology

BENEFITS

Easy building, lightweight and strong from the SUP Peerless braking with Ceramic or UB Control

BEST USE

Serious touring and tandems.

T238

A workhorse introduction to Mavic quality rims

BENEFITS

High quality double walled anodised rim with a large braking surface

BEST USE

Touring and easy trekking

T261

Mavic quality for heavy loads and fat tires

BENEFITS

Strength and resistance from the double wall profile

BEST USE

Trekking and touring

X¹¹

Upping the ante in the game of high tech and crush proof BMX rims

BENEFITS

High strength SUP seam welding and milling process on a double walled double eyeletted profile. Higher rim strength allows lacing with fewer spokes for a lighter wheel. Incredible braking power.

BEST USE

Competition, training and circuit racing.

FEATURES

Width : 28 mm

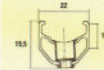


PROFIL
Double walled and bomb proof.



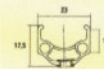
T217

Weights: 470g
(Ceramic 480g)
Drilling: 36,40,
Ø 700
Recommended tires:
22mm - 28mm



T238

Weights: 500g
Drilling: 36
Ø 700
Recommended tires:
22mm - 28mm



T261

Weights: 540g
Drilling: 36,40,48
Ø 700
Recommended tires:
28mm - 35mm



X¹¹

Weight: 375g
Drilling: 32,36
SUP UB Control
Ø ETRTO
406 X 21mm (20")



WHY CHOOSE MAVIC ?



MAVIC : QUALITY PRODUCTS AND MEDAL PERFORMANCES!

name means that nothing has
left to chance. All products
undergo numerous tests of quality
before being released onto the
market.

tests with the best engineers
and extensive field testing with every level
of rider.

quality controls at each phase of
production.

result - Gold medal winning
products.

Atlanta, the French track team
at the boards on Mavic Carbon
bikes. Pascal Richard won Gold on
Cosmic Carbone in the road

el Martinez (France) and Susan
Mattei (USA) both won Bronze
medals in MTB on the new
Cosmicmax wheel from Mavic.

Champions Mavic !

ROAD :

Lance ARMSTRONG
Laurent JALABERT
Alex ZÜLLE

Chris BOARDMAN
Pascal RICHARD

MTB :

Nicolas VOUILLOZ
John TOMAC
Ned OVEREND

Miguel MARTINEZ
Mike KING

Susan DE MATTEI

TRIATHLON :

Simon LESSING
Isabelle MOUTHON

TRACK :

Florian ROUSSEAU
Félicia BALLANGER
Marty NOTHSTEIN
Erin HARTWELL

MAVIC : the best technology - hard at work for cycling

To innovate means turning great
ideas into hard realities. That's why
Mavic is equipped with the best
tools and technology to make real
products that stand the test of
time:

- The latest CAD CAM computers
- New, high performance materials
developed for Mavic
- High tech manufacturing machines
designed and conceived by Mavic.
- Real benefits for the cyclist: SUP,
UB Control, Ceramic, FTS

MORE TECHNOLOGY...

(rush of adrenaline)

(the big fright)

(go to the extreme)

(destroy the stop watch)

... FOR MORE
SENSATIONS.

(endure the pain)



MAVIC. AT THE VERY HEART OF CYCLING

Investing totally in
the world of
competition, Mavic is
present at the
world's most
important events
with technical
assistance. Present
on the Tour de
France for more than
twenty years
providing the
breakaways with
products to help
them win. Official
and unique Supplier
to the Olympic
Games in Atlanta of
technical assistance
for all the cycling
events - just as
Mavic did in
Barcelona in 1992..
Through these
efforts, Mavic has
earned the
confidence of the
world's greatest
athletes.

MAVIC FANATICS - ALL AROUND THE WORLD

A multitude of hard riding

cyclists have already made the
choice to ride on Mavic!

Whether to dare, in search of
new sensations or to push the

limits, in search of higher

performance... MTB, road,

triathlon... on all types of terrain,

all around the world, Mavic

products and innovations will

help the rider to achieve more

than ever before.



What's new !

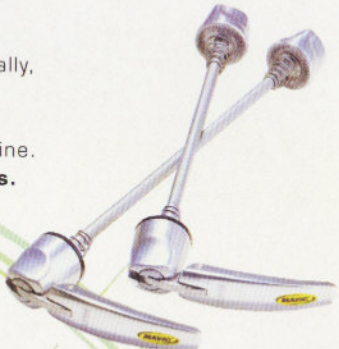
ROAD

Helium

is incontestably, one of the lightest wheel sets available today - and exceptionally, one of the most rigid.

This combination results in a wheel that is a veritable anti gravity speed machine.

Helium. The machine to erase the hills.



QUICK RELEASE SKEWER
Safety above all else !
A lightweight skewer that offers high efficiency.
- High closure ratio
- Distinct open and closed positions
- 58 g front and 62 g rear
Delivered with all wheels and available separately.



HUB
The new rear Mavic hub with the patented FTS. For a light and extremely strong hub.

ITS REASON FOR BEING
This wheel was designed in response to a request from the top pro teams - and principally team ONCE for Laurent Jalabert. Launched to the pros in July, it graced the bike of ONCE, Gan, Motorola and MG Technogym during the Tour de France 1996.



OVERSIZE RIM PROFILE
An important innovation : oversize profile with ultra-thin walls. For a very light and strong wheel.



HUB CONTROL
Ultra-smooth breaking surfaces by milling the sidewall.



QUICK RELEASE SKEWER
2 distinct positions : open and closed.



HUB
The new rear Mavic hub with the patented FTS. For a light and extremely strong hub.



OVERSIZE RIM PROFILE
An important innovation : oversize profile with ultra-thin walls. For a very light and strong wheel.



CERAMIC
A brake surface coating for peerless breaking power.

MTB

Crossmax

With two years of R & D, the Crossmax is proving to be the product that all top racers have been waiting for.

A development process with names such as John Tomac and Ned Overend.

Resulting in a wheel that breaks the current rules of lightness and strength, the new Crossmax rule is Light = Strong !

The wheel that breaks the rules.



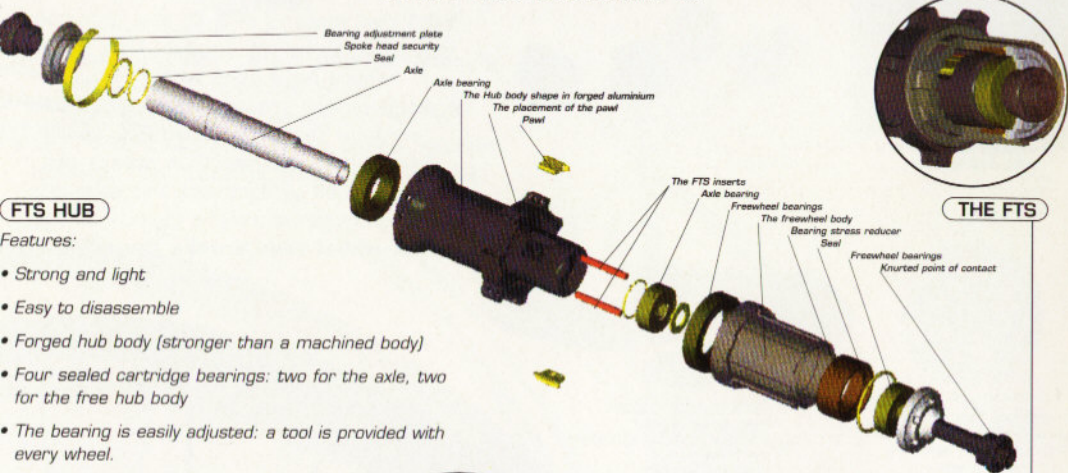
QUICK RELEASE SKEWER
Safety above all else !
A lightweight skewer that offers high efficiency.
- High closure ratio
- Distinct open and closed positions
- 58 g front and 62 g rear
Delivered with the Crossmax and available separately.



Mavic hubs 1997



- A new hub development which is at the heart of all '97 Mavic wheels
- Shared technology for road and MTB wheels
- All rear hubs feature the FTS

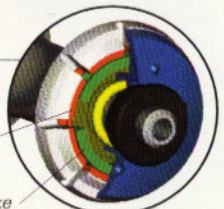


FTS HUB

- Features:
- Strong and light
 - Easy to disassemble
 - Forged hub body (stronger than a machined body)
 - Four sealed cartridge bearings: two for the axle, two for the free hub body
 - The bearing is easily adjusted: a tool is provided with every wheel.

ROAD HUB SPECIFICS

- Adapted machining for the passage of bladed spokes
- Steel ring insert as anchor for the straight pull spokes
- Spoke head ring: prevents a broken spoke from entering the hub
- Knurled contact on the rear; drive side, to prevent movement of the hub in the drop out.



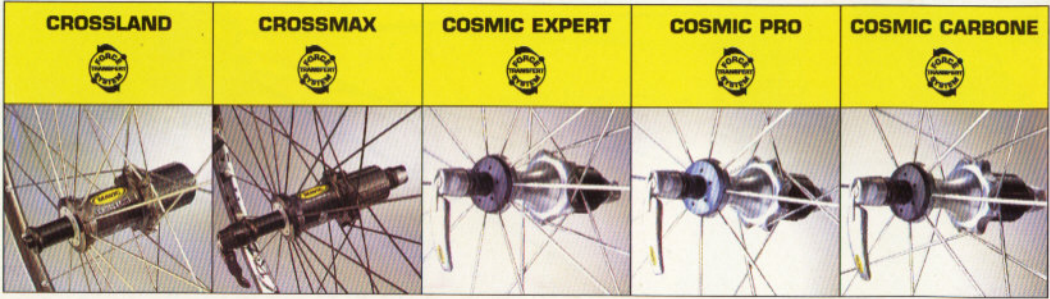
Fonction:
The Force Transfer System is a Mavic patent.
The contact area between pawl and hub body is reinforced with a stainless steel rod. This gives strength and resistance where it is needed, allowing more extensive use of aluminium, hence the weight reduction.

The Benefits:

- A very light hub
- A very strong hub
- Efficient energy transfer.

MTB HUB SPECIFICS

- Oversized 17mm axle in 7075 aluminium
- Large surface contact with the drop outs:
 - smooth on the front for maximum contact with suspension forks and to avoid damage to the drop out
 - Knurled contact on the rear; drive side, to prevent movement of the hub in the drop out.
- Spoke head ring: prevents a broken spoke from entering the hub.



Making more than just rims



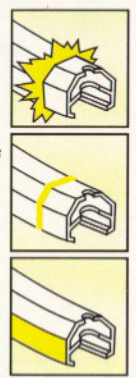
Making more than just a hoop for your tire, we have developed different technologies which result in a generation of super strong rims with exceptional braking power. SUP is the foundation for these rims which then receive a braking treatment of Ceramic or UB Control - so you can ride faster and brake later!



Strength where you need it

The joint is the rim's weakest aspect, but with Mavic's SUP process the joint becomes virtually as strong as the rest of the rim! SUP is a three step process:

- Joint welding
- Removal of the weld flashing
- Milling the sidewall



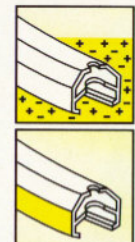
Joint welding
Removal of the weld flashing
Milling the sidewall

The Benefits

- Bomb proof rims - the joint has 90% of the strength of the rest of the rim
- Silk smooth braking, as all trace of the joint has disappeared



All cyclists demand powerful and efficient braking.

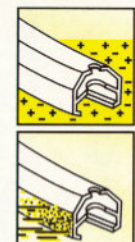


Anodisation
Milling the sidewalls

- UB Control rims are milled after anodisation to increase the braking surface available today. A plasma beam torch spreads ceramic oxides onto the rim sidewall, creating a durable, abrasive contact for braking.
- The Benefits:**
- Better brake pad grip on the rim
 - Silk smooth braking
 - Perfectly parallel sidewalls



High tech sidewall coating for peerless braking power.



Anodisation
Ceramic coating

- In hard braking situations, speed control is highly dependent on the characteristics of the rim. Mavic Ceramic rims offer the most advanced braking surface available today. A plasma beam torch spreads ceramic oxides onto the rim sidewall, creating a durable, abrasive contact for braking.
- The Benefits:**
- Shorter braking distances
 - Enhanced wet braking
 - Long rim life - ceramic dissipates heat and is highly resistant to wear.



ANODISATION

The anodised surface of the rim resists corrosion and give the rim its aesthetic qualities and make it easy to clean. The king of anodisation is the renowned "CD" or hard layer treatment which bring a higher surface rigidity for an even stronger rim.

| | A R I M F O R E V E R Y R I D E R | | | | | |
|---------------------|-----------------------------------|-----------------|----------------|-------------------|---------------------|--------------------|
| | High Strength | Ride efficiency | Smooth braking | Effective braking | Extra power braking | Long sidewall life |
| S.U.P. | X | X | X | | | |
| UB CONTROL | | | | X | | |
| S.U.P. + UB CONTROL | X | X | X | X | | |
| S.U.P. + CERAMIC | X | X | X | X | X | X |

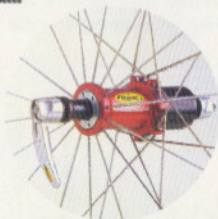
R o a d



HELIUM

Front spokes - 28
Rear spokes - 28
Tubular or clincher
Ø 700
HG or ED
Wheel bag
New skewer

SUP



HELIUM

BENEFITS
- Lightweight : one of the lightest available, for fast acceleration.
- Rigid : for high efficiency.

RECOMMENDED USE
Designed for road racing and training.

FEATURES
Hub with patented FTS and integrated free-wheel body. Adjustable, serviceable and sealed cartridge bearings. Aluminium alloy SUP rim anodised red, with UB Control braking surfaces. Front wheel : straight-pull radially laced spokes. Rear wheel : straight-pull spokes, crossed three on the drive side and radially laced non drive side. Quick release skewer with high closure ratio.

Weight front : 650 g
rear : 850 g

COSMIC EXPERT

BENEFITS
- Versatility, lightweight and easy servicing
- Aerodynamic
- Strength

BEST USE
THE all-rounder for all types of aggressive road riding.

FEATURES
Hub with patented FTS and integrated free-wheel body. Adjustable, serviceable and sealed cartridge bearings. Deep section rim with patented profiled eyelets and visible nipples. Radial lacing on the front and on the rear, crossed two drive side, and radial on the opposite side.

Weight : 835g front
1080g rear

COSMIC PRO

BENEFITS
- Aerodynamic
- Rigidity / efficiency

BEST USE
Fast riding on rolling courses.

FEATURES
Hub with patented FTS and integrated free-wheel body. Adjustable, serviceable and sealed cartridge bearings. Deep section aluminium alloy SUP rim with integrated nipples. UB Control braking surfaces. Radial lacing on the front and on the rear, crossed two drive side, radial on the opposite side.

- Weight :
Tubular - 890g front
- 1080g rear
Clincher - 900g front
- 1090g rear



COSMIC CARBONE

BENEFITS
- Aerodynamic
- Versatility
- Lightweight

BEST USE
THE choice of the champions for Time-Trials and Triathlons.

FEATURES
Hub with patented FTS and integrated free-wheel body. Adjustable, serviceable and sealed cartridge bearings. Aluminium alloy SUP rim with UB Control braking surfaces. A 50mm, deep section, unidirectional carbon, aerodynamic profile with integrated nipples. Radial lacing on the front and on the rear, crossed two drive side, radial on the opposite side.

- Weight :
Ø 700
880g front / 1090g rear
Ø 650
730g front / 795g rear

COMETE

The wheel with the most medals in Atlanta.

BENEFITS
The ultimate wheel in aerodynamics and rigidity.

BEST USE
Time-Trials and track racing.

FEATURES
A lenticular shaped carbon disk wheel with an aluminium SUP rim and UB Control braking surfaces. The carbon is unidirectional and laid up in interlocking layers for lightness and rigidity.

Hub with patented FTS and integrated free-wheel body. Adjustable, serviceable and sealed cartridge bearings.

- Weight :
Road, clincher/tubular 1300g
Track, tubular 980g



501 HUB

The 501 hub is built for performance :
lightweight anodised aluminium with sealed, serviceable and adjustable cartridge bearings.

An exceptional level of smoothness and rolling efficiency linked to the easy servicing and adjustment are the 501's principal qualities.

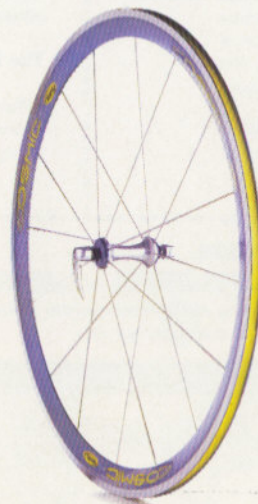
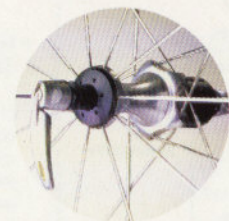
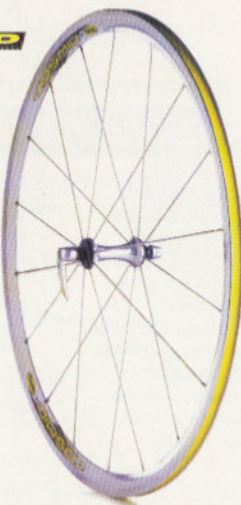
Available separately

- Drilling : 28, 32, 36
- Rear : screw on free hub
Width : 130mm
Weight : 290 g
- Front :
Width : 100mm
Weight : 245g

COSMIC EXPERT

Front spokes - 18
Rear spokes - 20
Tubular or clincher
Ø 700
HG or ED
New skewer

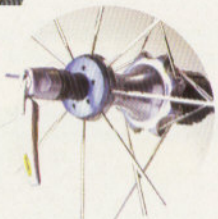
SUP



COSMIC PRO

18 flat spokes
Tubular or clincher
Ø 700
HG or ED
Wheel bag
New skewer

SUP



SUP



COSMIC CARBONE

16 flat spokes
Tubular or clincher
HG or ED
Wheel bag
New skewer

Gold Medal at Atlanta for Pascal Richard (Switzerland)

SUP



COMETE

Road and track versions
Tubular and Clincher
Ø 700
HG and ED

Atlanta Olympic
4 Gold Medals,
5 Silver Medals,
3 Bronze Medals.

