

PRECISION

WHITE INDUSTRIES

BICYCLE COMPONENTS

CROSS COUNTRY WHEELSET

Our wheels are built using the best components available:

- Velocity Synergy asymmetrical rims
- Sapim double butted stainless spokes
- White Industries Speed Racer rear/Tracker front hubset



These components are hand laced and tensioned to create exceptional wheel durability, low rolling resistance, with minimal rotating mass for a lively fast set of wheels. Proving that the whole is definitely greater than the sum of the parts.

1,500 grams total wheel weight for the set
\$559.95 suggested retail price

**Give us a call for more details
(but get out and ride first!)**

Road wheelsets also available for when you don't feel like getting dirty.

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splatter

Heinekens With The Hertings

BIKE ASKS 4 1/2 QUESTIONS



WITH A COMBINED 49 YEARS OF EXPERIENCE, CHRIS AND ERIC HERTING know something about bicycles. Both brothers were Yeti's first two employees. Eric left Yeti after two years, but Chris stayed for seven, later leaving to start his own aluminum frame-building business—3D Racing. Several national and world champions have since ridden custom 3Ds to victory, disguised as their sponsor's equipment.

Eric went to work for Answer, Shimano, KHS, Onza and Atomic Industries. Currently, he's a product manager/designer at aluminum tubing and component maker Easton Sports. I sat down with the Herting brothers to discuss bikes, aluminum and the relevance of Heineken's keg-style beer cans.

BIKE: Much like Heineken, both of you count on aluminum to make ends meet. Why is it such a good material?

Chris Herting: Its strength-to-weight ratio is the best. It's ideal for racing bikes because of its reasonable cost, light weight and stiffness.

Eric Herting: I remember John Parker (Yeti's founder) saying that the only thing aluminum was good for was beer cans. Two years later we were making aluminum bikes.

BIKE: How does drinking beer affect the design process?

EH: It frees the mind. Isn't that what they said in the '60s?

CH: It's like any creative process. You

hash out a bunch of ideas and find the good ones when you're sober.

BIKE: Why are there no square bike tubes or beer cans?

EH: A round tube is the strongest shape to support multi-directional loads. Hey, we all know you can't put a square peg into a round hole. It's against the laws of nature.

CH: A square can is too hard to hold after you've had a few. Plus, this one has nice ridges so it doesn't slip out of your hands.

BIKE: As designers, how would you improve the Heineken mini-keg?

CH: I'd make it bigger.

—R.I.

ZACH REYNOLDS