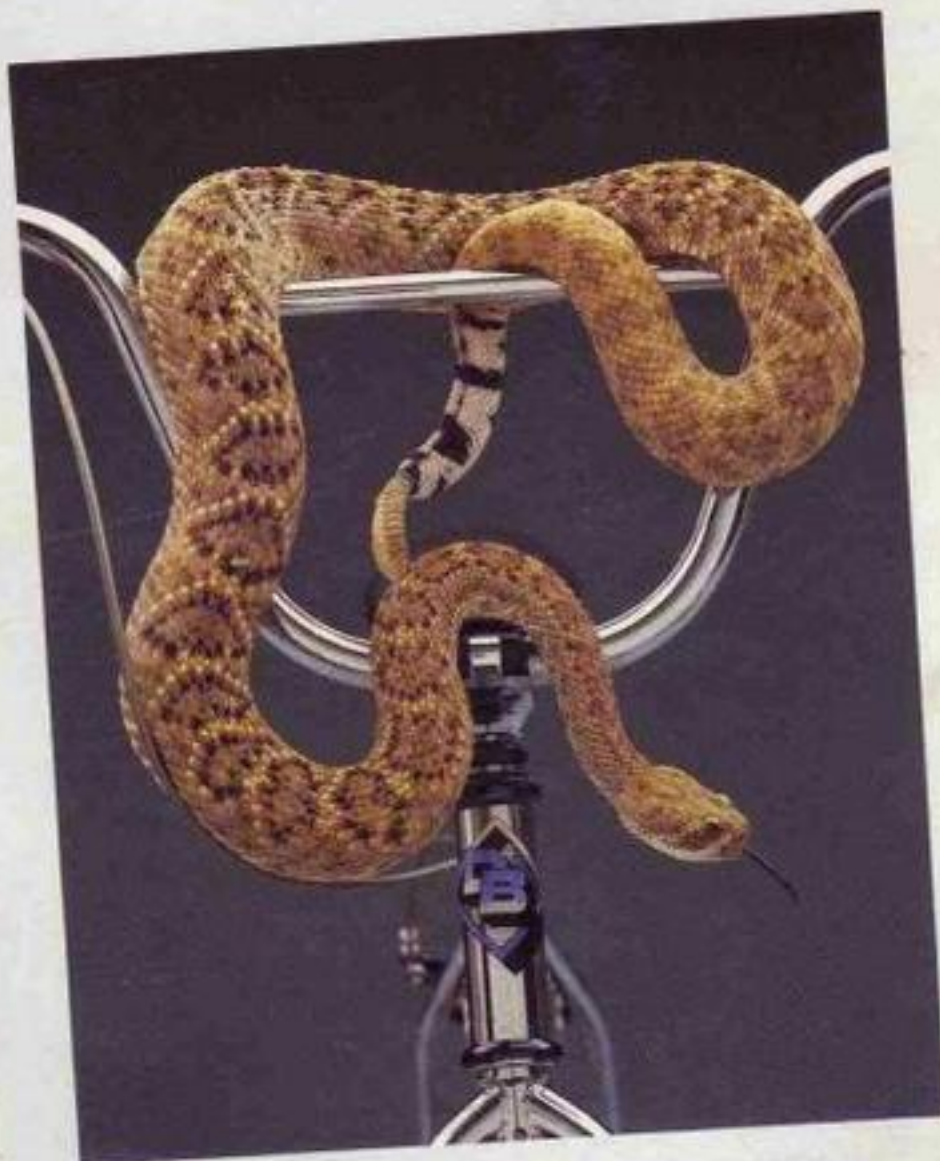


D I A M O N D B A C K

1 9 8 4



R A T T L E
C O M P E T I T I O N

THE DIAMOND BACK PHILOSOPHY

At Diamond Back mechanical engineers take a backseat to racing kids. Other companies can accept gusseting, geometries and stress factors as they come out of the crate, but we won't, and because of that you don't have to!

Every bike in the Diamond Back line is engineered to the scientific nth degree, and then it is thrashed, bashed and ridden until the wheels fall off. Our test riders results are more important than how many bytes, programs or reams of software our computer can handle. We're not embarrassed to say that our engineers spend more time re-engineering than some of our competitors use for development.

We like to win races, but that isn't what the Diamond Back Racing Team is all about. Racing improves the breed, and the Diamond Back stable of bikes is made better everytime one of our testers throws a leg over a saddle. We like to win races, but if we have to lose a race to test a new innovation, improve our product, and guarantee a better machine we'll gladly pay the price. Our customers win everytime we race, whether we win or lose.

WHEN YOU TALK, WE LISTEN

We've grown beyond our wildest dreams because we are sensitive to your needs as a bicycle rider.

At Diamond Back we listen and work with our dealers and their customers. Our goal is to make you happy with our product and as proud to own one, as we are to build one.

Our warrantee system reflects the pride we have in our product.

We back our frame and fork for a lifetime. (The life of the original owner.)

Our network of dealers insures you prompt service and parts availability.

At Diamond Back, we don't sell hype, we sell quality.



YOU CAN'T BUY THIS KIND OF ADVERTISING

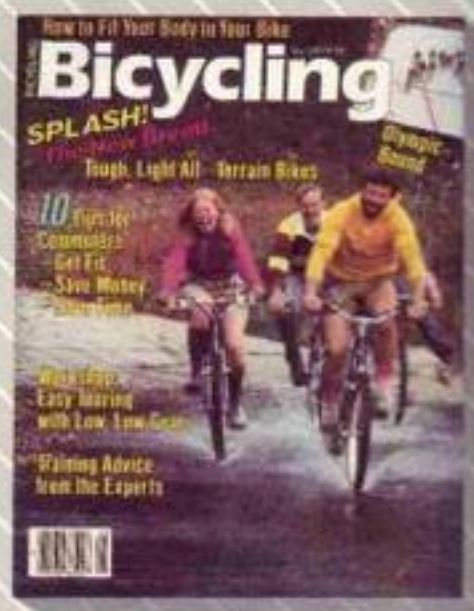
Word of mouth is the best advertising campaign we have going. The toughest test riders in the country use and abuse our bikes everyday. The facts are in, we build machines that can take it. Don't take our word for it...

"Diamond Back took their time putting the Turbo together. The care and attention shows.

Harry's bike gives them a totally classy, aces-up calling card.

An everything-you-need Pro replica racer. No doubt about it, the Turbo smokes."

BMX Action Magazine



"... the best value of the bikes in this test. Component for component, it lines up with or outclasses the other bikes."

OFFROAD TEST
John Schubert
Bicycling Magazine



A MULTITUDE OF CHAMPIONS

NBL Champs . . . ABA Champs
NORA CUP Champ . . . Diamond
Back captured them all. And it was
easy.

Because DB is hot. So hot no
other bike can touch it.

DB is also winners like Doug
Davis and Brent Romero — The #1
and #2 plates for the ABA in 1983
And more honors keep rollin' in.

Because DB bikes make
Champions.

DB Team
Members winning
1983 NBL #1 Titles
in their respective
classes:

Brent Romero
Willie Huebner
Doug Davis
Sean Alstott



'84 THE BEST HAS GOTTEN BETTER

The '84 line of
Diamond
Back's far
exceed the
expectations
of the
industry.
The com-
bination of
sophisti-
cated
componentry
and engineering,
plus a pricing
system that
makes the best
affordable to
everyone . . . This
combination
makes us
unbeatable.



THE MEN BEHIND THE SCENE

MICHAEL BOBRICK

A communication expert whose
enthusiasm, organizational skills
and commitment have moved
Diamond Back to the number one
position in the fast paced world of
BMX. Michael pulls the pieces
together for the Diamond Back
effort.

From racing, quality control,
service, production and customer
relations Michael is the heart and
soul of the Diamond Back enter-
prise. Getting to number one re-
quires meticulous attention to every
detail, staying there demands 110
percent, and Michael gives that.

SANDY FINKELMAN

Our man at the track. The Dia-
mond Back team manager travels
over 50,000 miles a year.

BMX racing guides every phase
of Diamond Back's product
development.

JUNYA (COZY) YAMAKOSHI

The quiet genius behind the
lines. "Cozy" as he's called by his
friends works incessantly designing
and developing with the team the
ultimate bicycles available today.

Working directly with the compo-
nent manufacturers in Japan, Cozy
is able to communicate his
specifications with utmost
efficiency.

The combination of these pro-
fessionals has made BMX history.
It comes from pride. It's personal
with everyone at Diamond Back.
The standards have been set, as
well as the records.

TURBO

"Now you can have the exact same bike I spent 10 years racing to develop."

Harry Leary
DB Pro Racer

Nobody can guarantee success, the whims realities and skills of top-flite Expert level BMX are kept secret by the stars, but one thing that hasn't been a secret on the ABA/NBL circuit has been the actual weapon used to nail down the big one. The Turbo.

Harry Leary isn't into casual curbs bashing and sidewalk hopping. The Turbo isn't either. When things get tough the Diamond back Turbo gets going.

The ultimate Diamond Back pro racing machine . . . the Turbo, named for "Turbo" Harry Leary, is constructed of 100% aircraft quality 4130 chromoly.

The Turbo incorporates an array of unique features: exclusive twin tube chromoly crankset, SunTour XC-II pedals, the incredible "Turbo" Harry double braking system with Dia Compe 890's and Tech 3's.

Sealed bearing doubled butted spoked wheels and Compe III tires, special design DB pro stem and extra large chromoly handlebar.

The Turbo is now ridden by Harry, as well as DB factory pro rookie of the year, Eddy King and ABA/NBL National #1 rider, Doug Davis.





TURBO-LITE KIT

"There is no use muscling around extra weight when you can whip the Turbo-Lite."

*Willy Huebner
DB Seven Year Old Expert*

*Designed for the serious rider under 100 lbs.
An ultralight frameset for the competitor who
recognizes quality. Light, serious and specialized!
Special alloy Turbo Smoke finish.*



FORMULA ONE

"This is the bike that I race, and I couldn't win without it!"

*Brent Romero
Winningest National
Expert (1983)*

Twenty one pounds of race weight dynamite.

The Formula One is the ultimate race bike for the 10-14 year old expert.

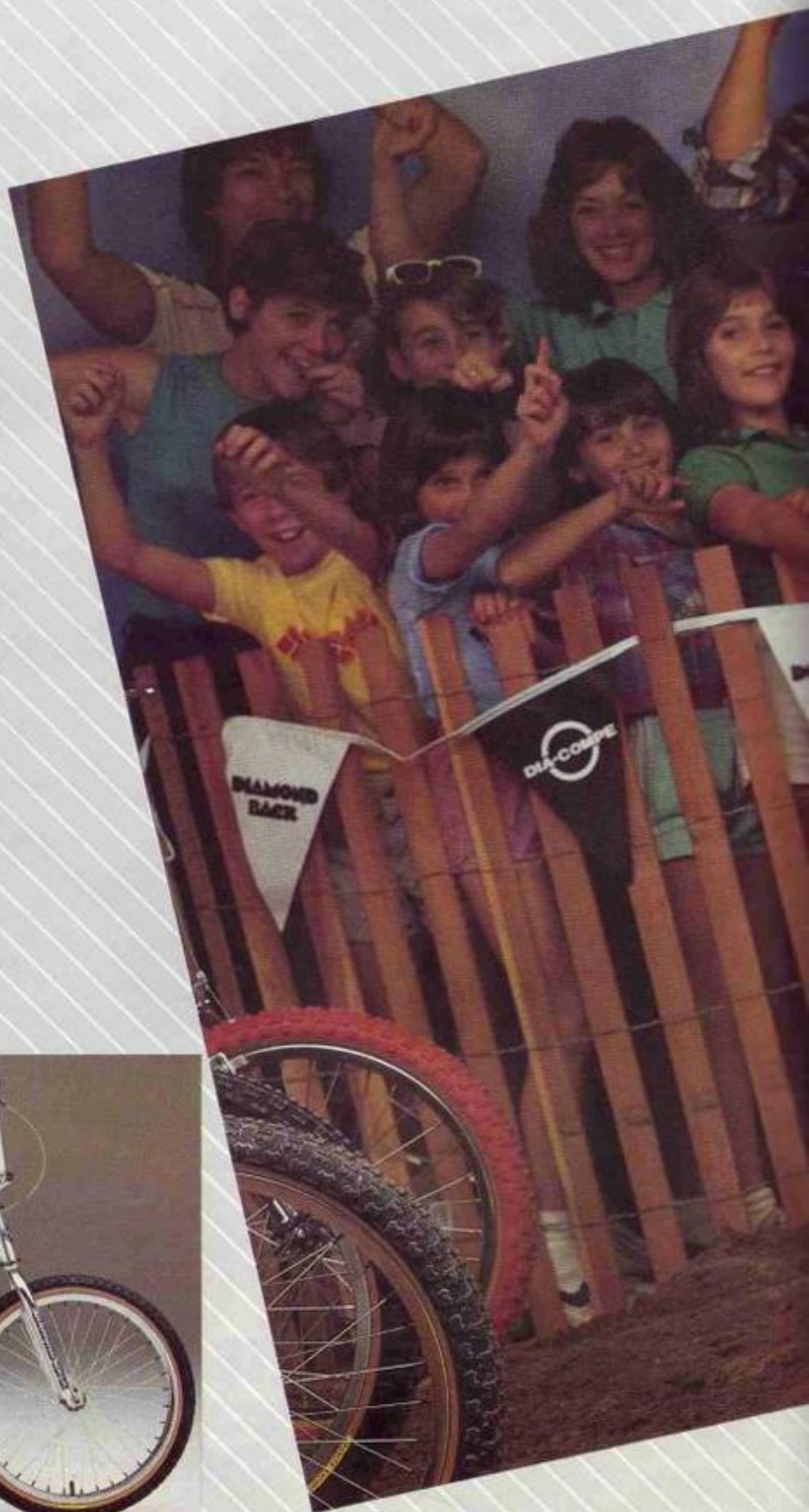
The result of 2 years of intensive testing and racing, the Formula One is the identical machine raced by Diamond Back team champions Brent Romero, Lisa Terry and Jason Wharton.

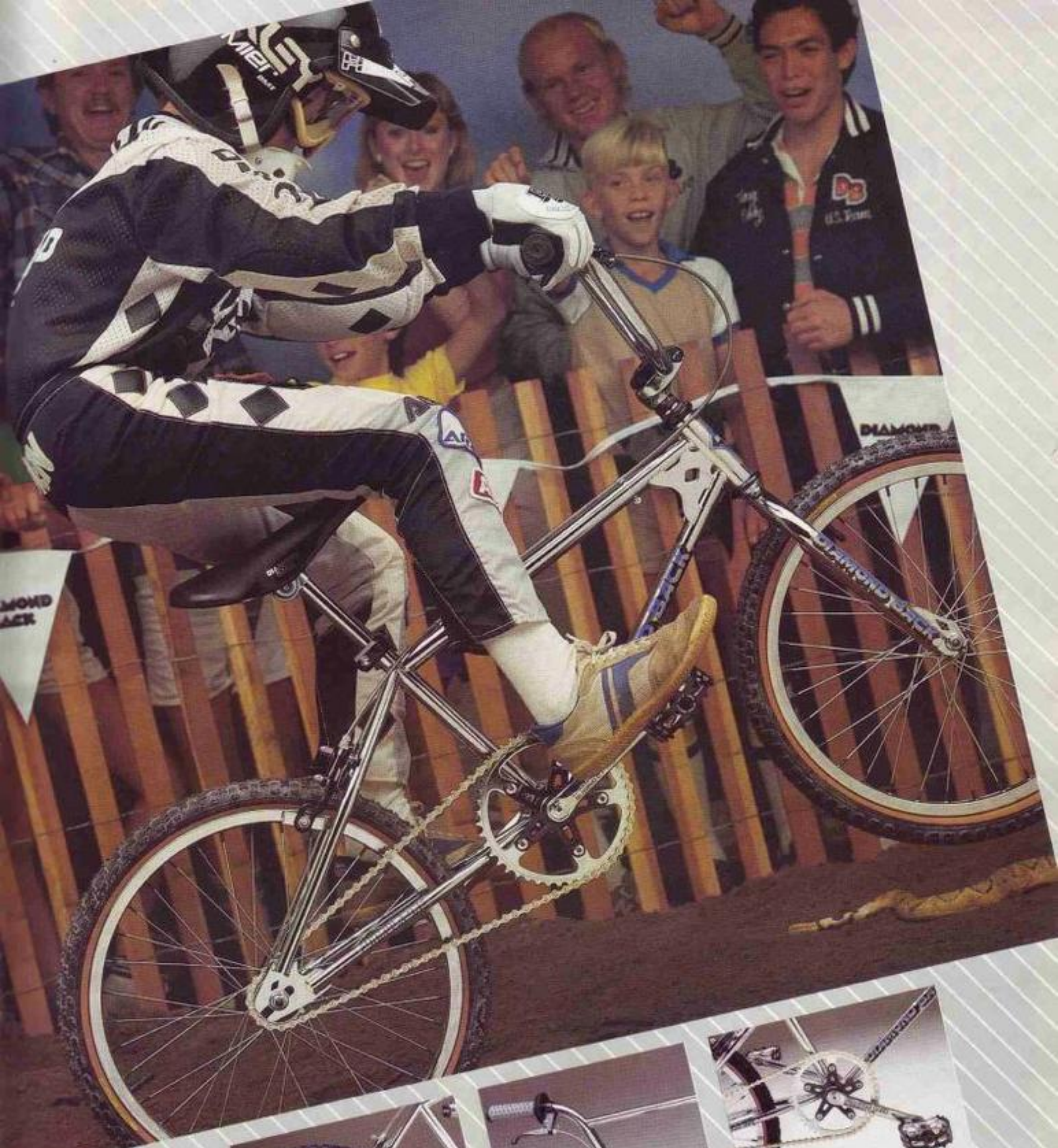
The heart of the Formula One is a doubled butted 4130 chromoly frame and fork.

The revolutionary new superlight Araya 1.5 7X(N) rims, Suzue sealed system hubs and doubled butted chrome spokes make up the lightest, fastest wheels ever for this age rider.

Featuring top name brand componentry like: Dia Compe brake, Oakley B1-B grips, Sugino 3-piece chromoly crankset, SunTour XC-II pedals, genuine Comp III tires — no corners have been cut in building the finest race bike imaginable.

Owning a Formula One is every racer's fantasy. It's what you've spent all those hours practicing for.





Revolutionary 1.5 wheels and tires. Dia Compe 890 rear brake, SunTour 16T chrome freewheel. All new design rear frame triangle and dropout.



New DB forged alloy stem with unique hinged top. Chromoly handlebar, Oakley B1-B grips, Dia Compe Tech III lever.



DB/Sugino chromoly 3 piece 175mm cranks SunTour XC-11 pedals, DID chrome plated 3/32" chain.

PACER 500

"A legitimate race bike designed with Diamond Back quality. A real value!"

*Doug Davis
ABA National #1*

A bike has to be great to replace the legendary Diamond Back Silver Streak.

Only the Pacer 500 can do it.

There is no better value in BMX for the entry level 8 to 14 year old rider.

The Pacer 500 will stand up to the rigors of street riding and track racing.

Get a load of these specifications: chromoly main frame and fork, Dia Compe 890 brake, Araya 7X rims, Sugino stem, Suzue hubs, one piece chromoly crankset, F-1 style grips, Comp III type tires, and DB platform pedals.

With this kind of componentry the Pacer 500 is an awesome value.

The Pacer 500, it sets the pace for '84.





STOP

NO
EBOARDS
NO
CYCLES
NO
FUN

Araya 7X alloy rims with Suzue hubs and chrome spokes. Dia Compe 890 alloy brake. Suntour 16T chrome freewheel.



Chromoly handlebar. Dia Compe Tech III lever. Sugino alloy stem, and F-1 type grips.



Forged chromoly one piece crank. 44T alloy sprocket, alloy platform pedal with chromoly axle. Black and chrome chain.



VIPER

"Absolutely the best entry level bike on the market today."

Eddy King
DB Factory Pro

The Viper is the number one selling bike in the Diamond Back line up.

It's easy to see why.

Diamond Back's famous quality, handling, and styling are all here, at a price that can't be beat.

Available with either of two braking systems; a Suntour coaster brake and a front caliper brake, or a freewheel hub with Dia Compe 890 front and rear caliper brakes.

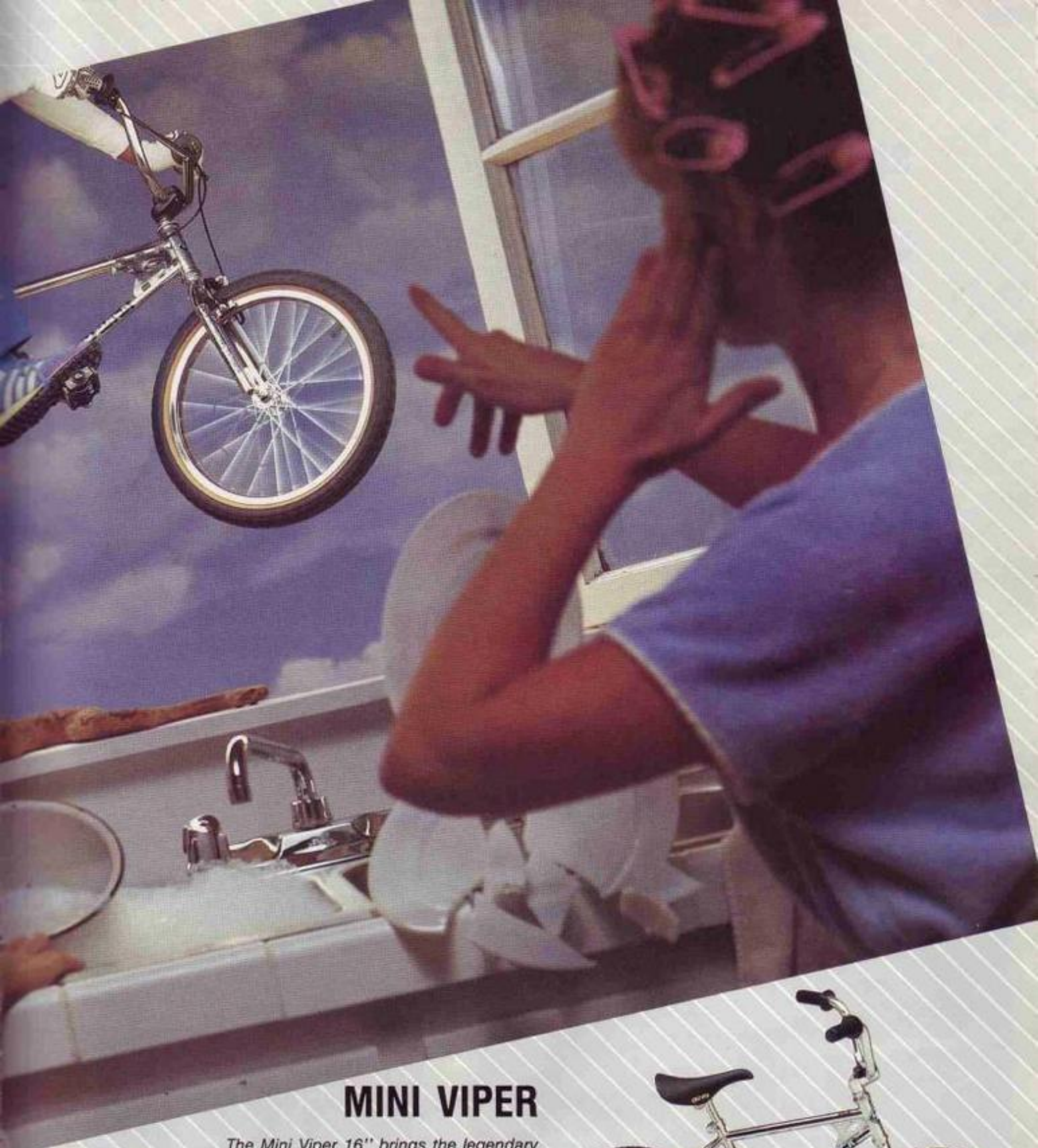
Rugged construction guarantees that the Viper will stand up to the roughest riding and handling young riders can dish out.

You can throw the kitchen sink at the Viper without worrying about your investment going down the drain. Each component has been engineered and designed to provide years of service. The spokes are motorcycle gauge mounted to heavy duty rims which are double reinforced.

The Diamond Back Viper is twice as strong as it has to be at half the price.

Colors: Chrome/Black or Blue





MINI VIPER

The Mini Viper 16" brings the legendary Diamond Back quality and styling to the beginning rider. Designed for the concrete track (sidewalk) the Mini Viper 16" looks like it was bred strickly for the races.

A scaled down version of the Viper, the Mini Viper 16" is the perfect bike for the 4 to 6 year old who knows enough to demand a Diamond Back.

Colors: Chrome/Red/Black/Blue



SAND STREAK

"When I'm racing I ride my Turbo, but when I'm out cruising, having fun and styling around I ride a Sand Streak."

Harry Leary
DB Pro Racer

The Sand Streak loves sand, but it doesn't have to be in the Middle East or west of Malibu.

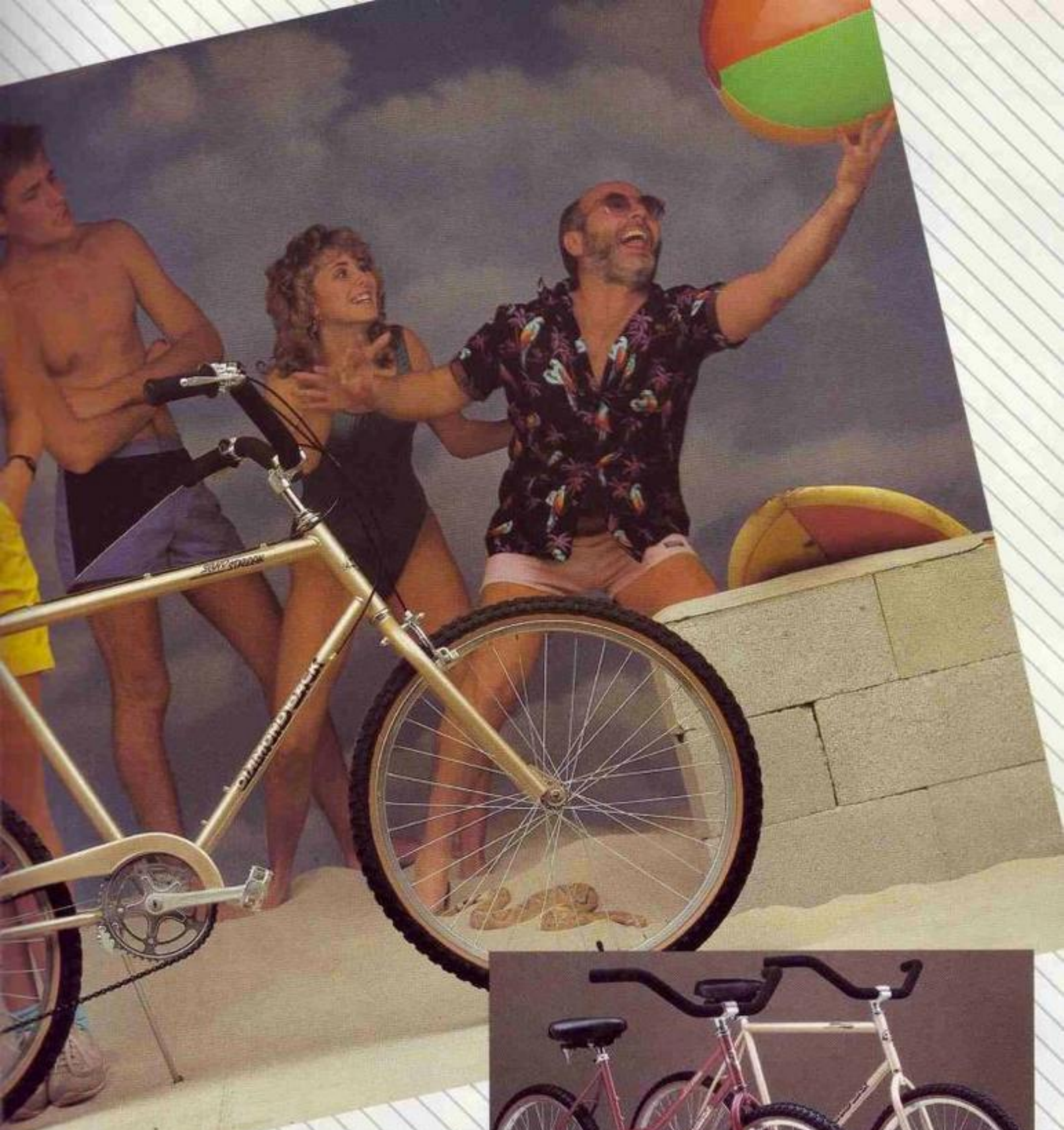
Nothing is more fun than a bike that can go anywhere. Throw a leg over the Sand Streak and enjoy it. Virtually maintenance free, the Diamond Back Sand Streak demands only that you open the garage door to get rolling.

Sand Streaks are the epitome of comfort from the fat tires to the cushy seat; the Sand Streak lets you sit up and take notice of the world. The cruiser style bars are padded with distinctive foam grips.

The Sand Streak is available in 20-inch and 23-inch men's frame sizes, a single-speed coaster brake model or the new five-speed caliper model. Now you have a choice. You can have your fun and fit it too!

Colors Men's: Red/Beige
Colors Women's: Rose/Beige





LADIES SAND STREAK

The Ladies Sand Streak is almost identical to the men's Sand Streak except that it is scaled down to a 19-inch frame, with a convenient step-through design. The ladies comes in single speed coaster or five-speed caliper model.



MEAN STREAK

Imagine touring down the back-roads of America on a 15-speed, popping wheelies across a vacant lot, flying around a BMX track or winding up a mountain trail.

Now imagine the Diamond Back Mean Streak.

The frame in an ATB (All Terrain Bike) is of utmost importance. The Diamond Back uses Tange Champion #5 chromoly main tubes. Strong and light.

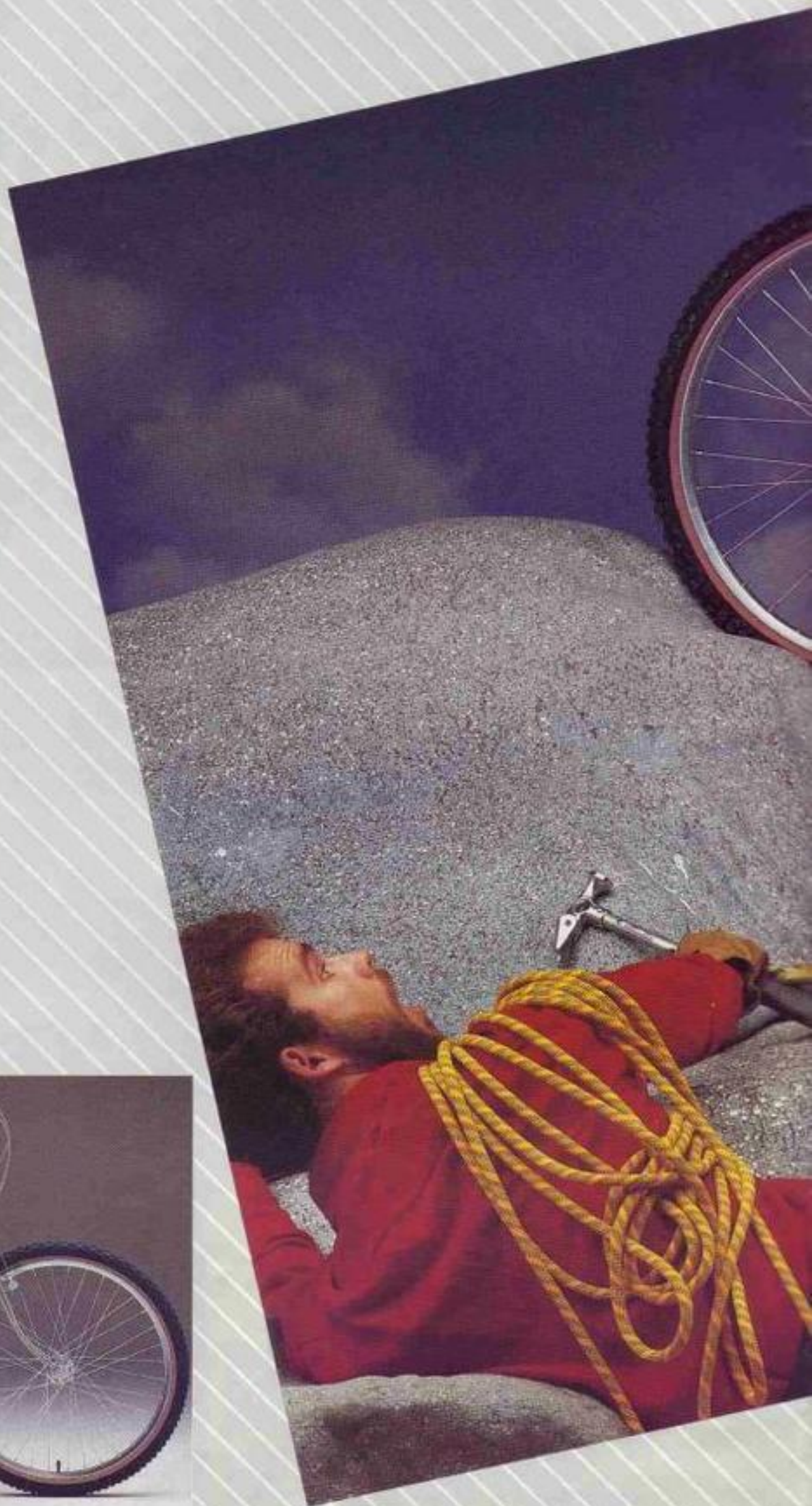
Sometimes strength means over-kill, and the result is dead performance. The Mean Streak is alive and kicking with the best drive train found on track or trail. Imagine a Sugino Triple Aero tour crankset (of course the bearings are sealed against the elements) powered through SunTour XC-II pedals (mounted on chromoly axles) and the pay-off coming with the all new SunTour Le Tech derailleurs (of course they come equipped with Microlite shifters; would you accept less).

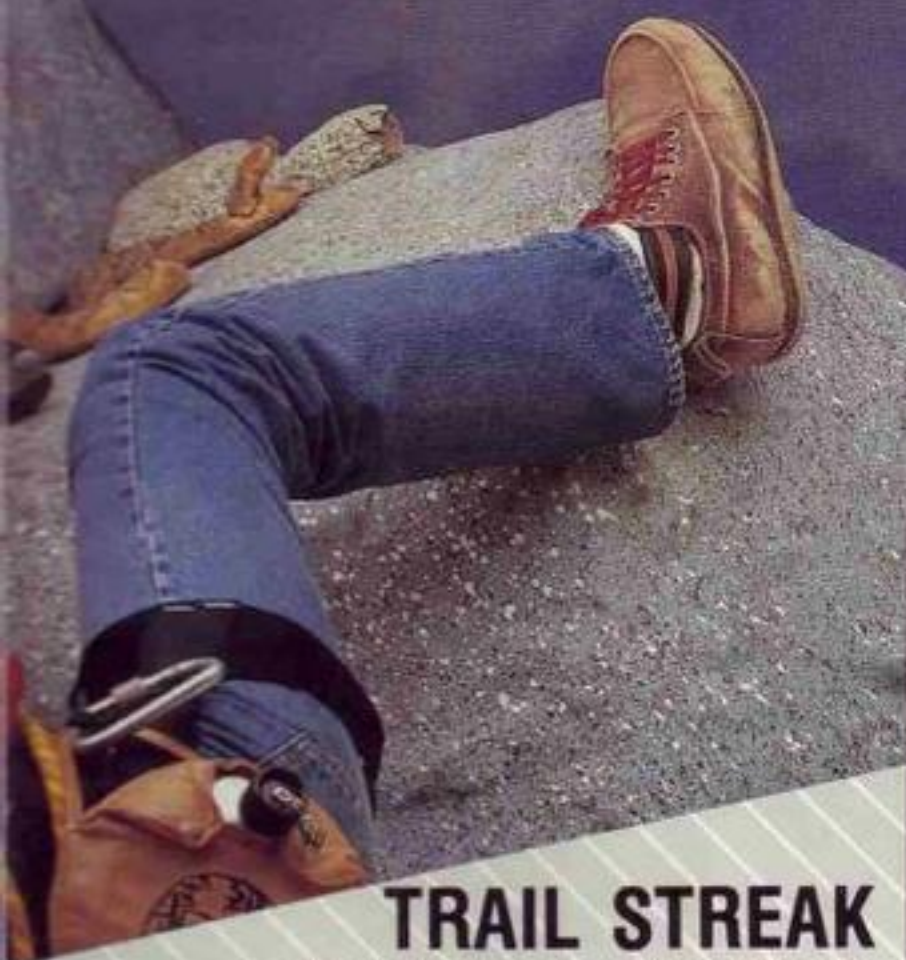
The true test of an All Terrain bike is its pucker power. Stopping on a dime and giving back nine cents change. The Mean Streak uses top-of-the line Dia-Compe cantilevers so efficient your hands are almost connected to your brain; think about stopping and it's done.

The Mean Streak is the perfect bike because it's designed and engineered to be perfect. The only thing that could make it better is a day off, a couple of friends and a long road.



Colors: Silver/Black





TRAIL STREAK

The Trail Streak captures the spirit of the hard core race fanatic without compromising the practicality, needs and bank book of the average off-road enthusiast. Diamond Backs race proven handling, geometry, quality and components make the Trail Streak into the best All Terrain Bike buy this side of the Himalayas. Colors: Cobalt Blue/Silver



SPECIFICATIONS

	HARRY LEARY TURBO	FORMULA 1	PACER 500	VIPER A=Coaster Brake B=Freewheel	MINI-VIPER 16"	SAND STREAK A=Coaster Brake B=5 Speed	TRAIL STREAK	MEAN STREAK
Frame	Full chromoly.	Full chromoly, 3 main tubes, double-buffed	Chromoly 3 main tubes.	Hi-Tension steel.	Hi-Carbon steel.	Hi-Carbon steel, oversized main tubes.	Chromoly 3 main tubes.	Chromoly 3 main tubes.
Fork	Butted chromoly.	Butted chromoly.	Chromoly.	Hi-Tension steel.	Hi-Carbon steel.	Hi-Tension steel, oversized blades.	Hi-Tension steel, cast fork crown.	Tange mangalay, cast fork crown.
Headset	Tange MTX, Turbo Smoke.	Tange MTX, Turbo Smoke.	Chrome plated.	Chrome plated.	Chrome plated.	Chrome plated.	Chrome plated.	Tange Falcon, sealed system.
Handlebar	DB Chromoly, large.	DB Chromoly, oversize medium.	DB Chromoly, medium.	DB chrome plated.	DB mini chrome plated.	Steel cruiser type.	DB Chromoly with integral stem.	DB Chromoly with integral stem.
Grip	Oakley B-1B, black & silver.	Oakley B-1B, black & silver.	F-1 type, black & silver.	F-1 type, black & silver.	DB foam.	Foam cushion.	Foam cushion.	Foam cushion.
Stem	DB/Sugino Turbo, chrome plated.	DB/Sugino F-1 with hinged top.	DB/Sugino alloy, chromoly shaft.	DB/Sugino alloy, chromoly shaft.	DB/Sugino alloy, chromoly shaft.	DB/Sugino alloy, chromoly shaft.	See handlebar.	See handlebar.
Brake	Dia-Compe 890 front & rear, Tech-3 levers, chrome plated.	Dia-Compe 890 rear, Tech-3 lever, Turbo Smoke finish.	Dia-Compe 890 rear, Tech-3 lever, black.	(A)SunTour coaster brake & MX 890 rear. (B)Dia-Compe 890 front & rear, Tech-3 levers.	SunTour coaster brake.	(A)SunTour coaster brake. (B)Dia-Compe 1020 front & rear, Touring levers.	Dia-Compe 980 cantilevers, Forged levers.	Dia-Compe 980 cantilevers, Forged levers.
Derailleur						(B)SunTour 7GT rear, Mighty shifter.	SunTour AG-Tech front & rear, Microlite shifters.	SunTour LeTech front, LeTech LL rear, Microlite shifters.
Freewheel	SunTour 16T, chrome plated.	SunTour 16T, chrome plated.	SunTour 16T, chrome plated.	(B)SunTour 16T.		(B)SunTour 14-30T.	SunTour 14-28T.	SunTour New Winner 13-28T.
Chain	DB/DID chrome plated, 3/32".	DB/DID chrome plated, 3/32".	DB black & chrome.	DB black & chrome.	Black.	(A)Black, 1/8". (B)Black, 3/32".	Black & chrome.	DID Lanner, black & chrome.
Crankset	DB Turbo chromoly 3 piece, 181mm/44T. Sealed bearing BB. Chromoly axle.	DB/Sugino chromoly 3 piece, 175mm/44T. Chromoly BB axle.	Chromoly one-piece, 44T alloy black, Chrome plated spider.	Forged steel one piece, 44T.	One piece steel, 36T.	(A)Hi-Tension steel one piece, 46T. (B)Aluminum cotterless, 46T.	Sugino GT Triple, 46/36/26, 175mm.	Sugino Triple AeroTour, 46/36/26, 180mm. Sealed bearing BB.
Pedal	SunTour XC-II, Chromoly axle.	SunTour XC-II, Chromoly axle.	DB alloy platform, Chromoly axle.	HTI MX, Chromoly axle.	Rubber.	(A)Rubber. (B)SR Custom M aluminum platform.	Horse shoe alloy cage, Chromoly axle.	SunTour XC-II, Chromoly axle.
Wheel	Araya new 7X narrow alloy chrome plated rim, DB/Suzue sealed bearing, chrome plated hub, Asahi double-buffed chrome plated spokes.	Araya new 7X narrow alloy chrome plated rim, DB/Suzue sealed system hub, Turbo Smoke finish, Asahi double-buffed chrome plated spokes.	Araya 7X alloy black rim, Suzue MX alloy hub, black, 80g chrome plated spokes.	Steel 7X type rim, Steel hub, 105g steel spokes. (A) SunTour coaster brake.	Steel 16x1.75" rim, Steel front hub, SunTour coaster brake rear, 80g steel spokes.	Araya 7X alloy rim, SR alloy hub, 80g steel spokes. (A) SunTour coaster brake rear.	Araya 7X alloy rim, SR alloy hub, 80g chrome plated spokes.	Araya 7X alloy rim, DB/Suzue sealed bearing hub, 80g chrome plated spokes.
Tire	Comp-3 skinwall, 20x2.125" front, 20x1.75" rear.	Comp-3 skinwall, 20x1.75" front, 20x1.5" rear.	Comp-3 type skinwall, 20x2.125" front, 20x1.75" rear.	Comp-3 type skinwall, 20x2.125" front, 20x1.75" rear.	Comp-3 type skinwall, 16x2.125".	(A)Comp-3 type skinwall, 26x2.125". (B)Cruiser tread skinwall, 26x1.75".	Comp-3 type skinwall, 26x1.75".	IRC X-1 skinwall, 26x2.125".
Seat	DB Turbo suede top.	DB F-1.	DB aero.	DB aero.	DB mini aero.	Cruiser type with springs.	Anatomic padded.	Verta anatomic.
Seat Post & Clamp	DB Turbo chromoly post, Alloy chrome plated seat clamp.	DB F-1 alloy chrome plated post, Alloy F-1 seat clamp.	Alloy fluted post, Alloy black clamp.	Chrome plated post, Alloy black clamp.	Chrome plated, post, Chrome plated clamp.	Chrome plated post, Alloy clamp.	Laprade type, 220mm post, Quick release clamp.	SR Laprade, 220mm post, Quick release clamp.
Also Included	Chainguard, Reflectors.	Chainguard, Reflectors.	Chainguard, Reflectors.	Chainguard, Reflectors.	Chainguard.	Reflectors, (A)Water bottle mounts, (B)Water bottle mounts, cable guides.	Reflectors.	DB bottle with alloy cage, Reflectors.
Sizes	Senior.	Standard.	Standard.	Standard.	16" wheel.	Men's: 20, 23" Ladies: 19"	19 1/2", 20", 22 1/2"	18 1/2", 20", 22"

TURBO-LITE KIT

Frame & Fork: Full chromoly frame with double-buffed 3 main tubes. Chromoly fork. Turbo Smoke finish.
Headset: DB/Tange Aero. Satin finish.
Handlebar: DB alloy, Turbo Smoke finish.
Stem: DB/Sugino Turbo-Lite, alloy chrome plated with alloy shaft and wedge.
Brakes: DB/Dia Compe AC800MX chrome plated. Tech-3 chrome plated lever with gum end cap.

Special thanks to Homer the Rattlesnake and his handlers Jim Brockett and Barney Tomberlin. Also Harry Leary, Eddy King, all who modeled, Jack Wright and his assistants (for the outstanding photography), and last but not least Miller Man for the use of "Homer II" (the stand-in rattler).



All Diamond Back bicycles are manufactured and tested to meet all current federal, state and CPSC safety standards.
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