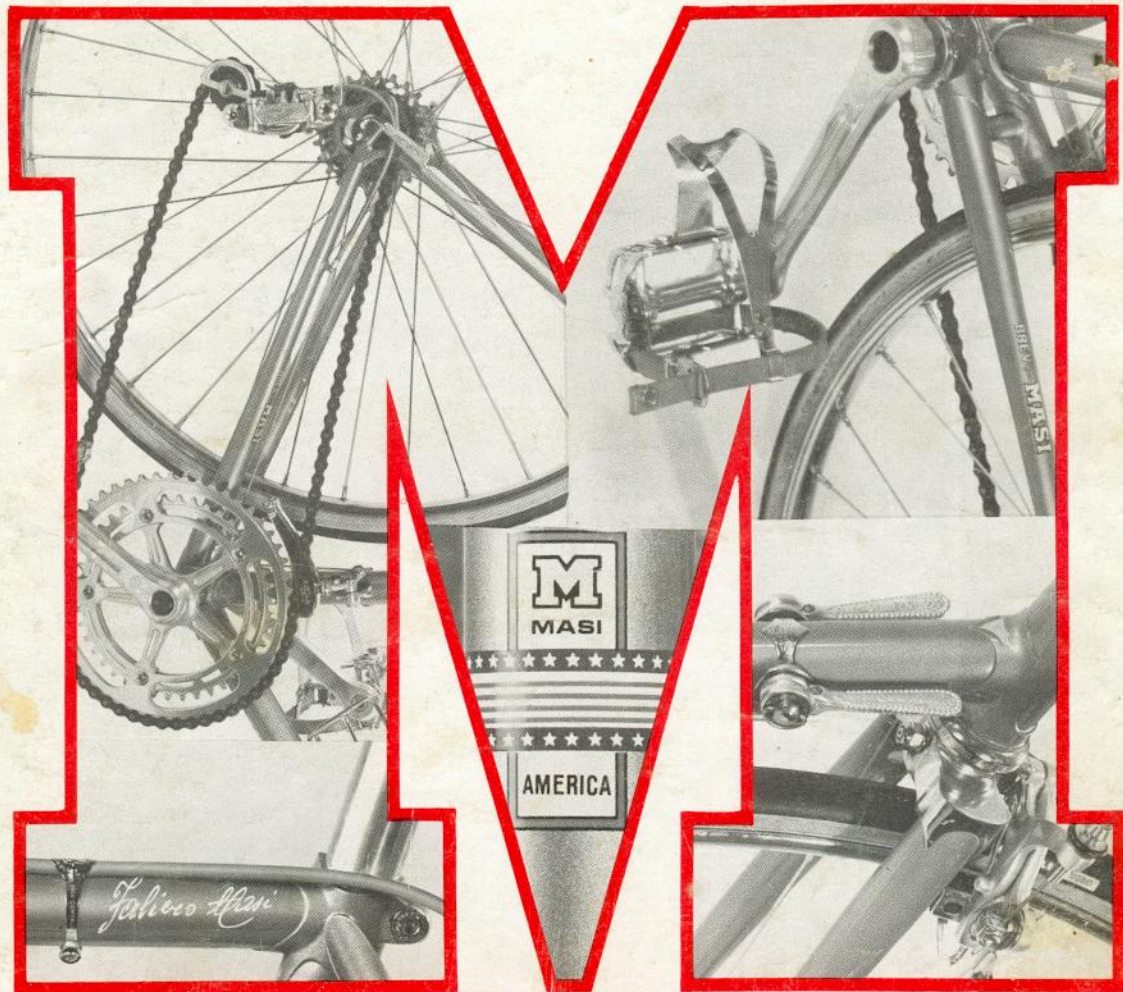




MASI ★★★★★★★★★★★★★★
REXART

MASI-THE BICYCLE OF

There is a reason for Masi's international reputation. And there is a reason Masi is known as the "Bicycle of the Grand Champions".

There is only one Masi road bike: The Masi Gran Criterium. There are no other models. None are needed. Faliero Masi put everything he knows about cycle racing and production into the development of his Gran Criterium. No other bicycle builder stakes his reputation on the fact that he produces only one model — and that one is the best in its class.

And now, another class of bicycle is being added to the Masi line: a track bike. Like the Gran Criterium, it is destined to take its place as the best of its class.

Masi. The name has the same meaning in Europe as it does in the United States and the rest of the world: Bicycle of the Grand Champions.

The Masi Gran Criterium has achieved world-wide fame as a superb road machine. The list of European professionals and amateur bicyclists who belong to the Masi Gran Criterium Club reads like an international "Who's Who" of Cyclists. The new Masi track bike will expand this list to include top U.S. and international track riders.

Eddy Merckx rides a Masi. He owns more than 20. Other European professional riders like Vittori Adorni, Felice Geronzi, Patrick Sercu and Mapes, the five-time world champion, are typical of the caliber of riders who ride Masi. They can explain the Masi Mystique — that almost indefinable and unexplainable feel of the

Masi Gran Criterium and a keen awareness of its exceptional performance.

Nationally known American cyclists also ride Masis. When the editors of Bike World Magazine completed a survey of racers while gathering data for their book: All About Bicycle Racing, Masi was among the most frequent bicycles listed as being ridden by both men and women riders.

And the list of American riders who own Masis is rapidly expanding now that Masi has established production facilities in the U.S.A.

MASI — AMERICA

Until recently, there were only two ways to obtain a Masi in the desired size and color:



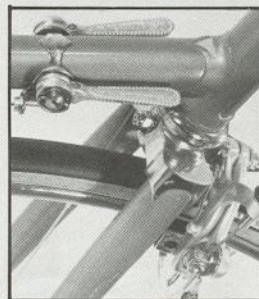
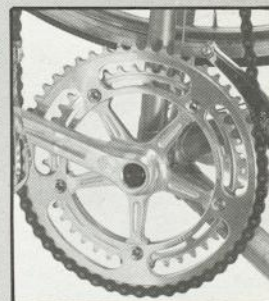
F GRAND CHAMPIONS

mail order or by going to Milan where the Italian Masi factory is located. This posed a number of problems, the least of them being the difficulties encountered in ordering by mail or the cost of traveling to Italy. Communication was difficult due to the language barrier. Once this was overcome, there were the usual delays involving months of waiting for the order to be completed. Next came the added costs of shipping the bike from Italy to the U.S., paying import duties, and insuring that proper shipping papers and bills of landing were in order. Such were the frustrations encountered by the large number of Americans who wanted Masis.

It was primarily because of these problems that Masi was persuaded to establish

a factory in this country in 1973. Masi personally came to America to oversee production in order to insure that his exacting standards of excellence were met.

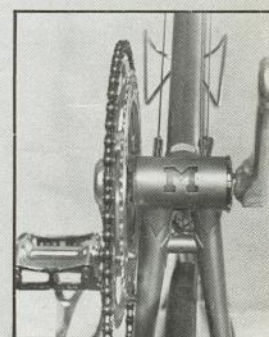
The Masi production plant, located in Carlsbad, Califor-



nia, is larger and more modern than the Masi factory in Italy. The Carlsbad Masi plant is the biggest facility of its kind in the U.S. that is devoted to the exclusive production of top quality racing bicycles.

MASI-REXART

As the American-made Masi became increasingly popular, it became clear that better distribution and service could be achieved through an East Coast facility. To accomplish this, MASI-REXART was formed in early 1976.



Masi-Rexart is an affiliate of Rexart Cyclery, headquartered in Jersey City, N.J. The facility will serve as a distribution center to help insure immediate delivery of Masi bicycles. Such distribution facilities will provide a complete inventory of frame sizes, colors, and optional equipment. Shipment will be made the day after orders are received. This avoids the need for extensive dealer inventories and excessive cash outlays for additional showroom models. The formation of MASI-REXART makes it easier than ever before for professional and amateur riders to purchase the Masi of their choice.



The 504th standard-equipped bicycle produced by Masi-America was used for all photographs in this brochure.

SPECIFICATIONS - - - MASI GRAN CRITERIUM

FRAME	Reynolds 531 tubing (standard)
	Columbus — available at extra cost
LUGS & BOTTOM BRACKET HANGAR	French and Swiss Masi Patented Professional
HANDLEBAR	Cinelli #64 aluminum alloy—taped
STEM	Cinelli Model #1-A, with recessed expander bolt
PEDALS	Campagnolo Record Strada
FRONT & REAR DERAILLEURS, BRAKES, BOTTOM BRACKET, CRANKS (170 MM standard), CHAINWHEELS (42/52 standard)	Campagnolo Nuovo Record
FREEWHEEL (14/22 standard)	Everest
WHEELS	Martano aluminum rims, special steel double-buttet spokes
TIRES	Clement
TOE CLIPS	Christophe
STRAPS	Binda
WATER BOTTLE CAGE	T/A
WATER BOTTLE	T/A, with Masi imprint in gold
PUMP	Silca, color-matched to frame with Masi imprint in gold; Campagnolo "blue foot" head
COLORS	The following standard colors are available: Champagne, Light Blue, Dark Blue, Turquoise Blue, Silver Grey, Steel Grey, Orange-Red, Black, Yellow. Chrome finish is available as an added cost option. Please inquire concerning price and delivery time.
FRAME SIZE	49-64 CM (19¼" to 25")
WEIGHT	9.07 to 9.53 Kilograms (between 20 lbs. and 20 lbs. 8-10 oz. depending on frame size)

OPTIONAL COMPONENTS

Chainrings (42/52 teeth standard) Any size available — from 42T to 54T

Freewheel (14-22 is standard) Any of the following available: 14-24, 14-26, 14-28

Stem (standard size varies according to frame size) Any of the following are available: 8, 9, 10, 11, 12 and 13 CM

Toe Clips (standard size varies according to frame size) Toe clips are available in the following sizes:

Small—to accommodate shoe sizes up to 7½

Medium—to accommodate shoe sizes 8 to 9½

Large—to accommodate shoe sizes 10 or more

Campagnolo Super Record—All Super Record components are available at additional cost.

Please inquire for price of complete set or individual components

Cranks (standard is 170 MM) Any of the following sizes are available: 172.5, 175, 177.5 and 180 MM

PRICE LIST — MASI GRAN CRITERIUM AND TRACK

GRAN CRITERIUM	DEALER PRICE	SUGGESTED RETAIL
Masi Gran Criterium, complete with Campagnolo Nuovo Record and equipped as stated in the specifications	\$625	\$ 815
Masi Gran Criterium, complete with Campagnolo Super Record and otherwise equipped as stated in the specifications	850	1095
Masi Gran Criterium frame and fork	265	345
Frame, Fork and headset	280	365
Masi Gran Criterium frame and fork, Campagnolo Nuovo Record headset and bottom bracket	310	405
Masi Gran Criterium frame and fork, Campagnolo Nuovo Record headset, bottom bracket and seat post	325	425

TRACK — Masi Track Bicycles are available on custom order request. Price is determined by tubing selected (Reynolds or Columbus), frame size and angles, and selection of components (Campagnolo Nuovo Record or Campagnolo Super Record). Selection of finish—one of the ten standard colors or custom chrome—also determines price. Price quotes and delivery will best be determined by letter.



In the East:

Masi-Rexart
1183 West Side Avenue
Jersey City, N.J. 07306
Phone: (201) 792-6350

In the West:

Masi-U.S.A.
6106 Avenida Encinas
Carlsbad, Calif. 92008
Phone: (714) 729-4919

CREDIT ARRANGEMENTS MUST BE MADE IN ADVANCE