



MASI ★★★★★★★★★★
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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 Gimondi, 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 — U.S.A.

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

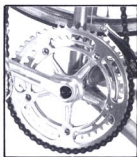


IF GRAND CHAMPIONS

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

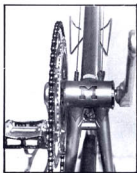
a factory in this country in 1973. Masi personally came to America to oversee production in order to insure that his exacting standards of excellence were met. The Masi production plant, located in Carlsbad, Califor-



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 serves 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-U.S.A. was used for all photographs in this brochure.

SPECIFICATIONS - - - MASI GRAN CRITERIUM

FRAME & FORK	Reynolds 531 tubing (standard)
LUGS, BOTTOM BRACKET HANGER AND FORK CROWN	Investment cast, Masi patented
HANDLEBAR	Cinelli #64 aluminum alloy—taped
STEM	Cinelli Model #1/A, with recessed expander bolt.
HEADSET, PEDALS, HUBS, DERAILLEURS, BRAKES, BOTTOM BRACKET, CRANKS, CHAINWHEELS	Campagnolo Nuovo Record
FREEWHEEL	Everest, 14-22 standard
WHEELS	Martano aluminum rims, laced with straight-gage stainless steel spokes
TIRES	Clement silk
TOE CLIPS	Christophe
STRAPS	Binda, with permanent riveted closure
WATER BOTTLE CAGE	T/A, with brazed-on fittings
PUMP	Silca, color-coordinated to frame, with Masi imprint in gold; Campagnolo "blue foot" head.
COLORS	(1) deep metallic blue (2) turquoise opaque blue (3) tangerine (4) fire engine red (5) silver (6) dense gloss black (7) California burgundy
FRAME SIZE	49-65 cm (19½" to 25½") in increments of one (1) cm (.4").
SADDLE	Cinelli padded suede #2
SEAT POST	Campagnolo 180 mm (27.2)
PAINT SPECIFICATIONS	Acrylic primer, two coats of paint, special decals, clear overcoat. Each application is separately oven cured.
ANGLE OF TUBES	73½° to 73½°
BOTTOM BRACKET HEIGHT	10¼"
WHEEL BASE	39½"
FORK RAKE	1½"
CHAIN	Sedis
HUBS	Campagnolo low flange, 36 hole front and rear
DROPOUTS	Campagnolo, chrome-faced

SPECIAL OPTIONS—AT NO ADDED COST:

Chainrings (42/52 teeth standard)—all others available, from 42T to 54T.

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

Stem (standard size varies according to frame size)—Any of the following sizes are available: 7, 8, 9, 10, 11, 12, 13 and 14 cm

Toe Clips (standard size varies according to frame size). 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 and larger.

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

SPECIAL OPTIONS—AT ADDED COST:

Campagnolo Super Record—All Super Record components are available at additional cost. Please inquire for price of complete set or individual components.

Personalized stem (last name)—\$10

Refurbish, align and repaint frame—\$75

Columbus Tubing—\$25 (standard Masi frame is Reynolds 531)

Phil Wood Hubs—\$10

Phil Wood Bottom Bracket—\$25

Jsik sealed bearing headset—\$25

Chrome frame and fork—\$100

Brazed-on downtube shift lever bosses—\$10

Special color that is not among seven standard Masi colors—\$25

Chromed fork only—\$75

Brazed-on top tube brake cable tunnels (3)—\$10

Cut and fluted seat post—\$10

PRICE LIST

Masi Gran Criterium, complete with Campagnolo Nuovo Record and equipped as stated in the specifications	
Masi Gran Criterium, complete with Campagnolo Super Record and otherwise equipped as stated in specifications	
Masi Gran Criterium frame and fork (seat post—\$15 additional cost)	
Masi Gran Criterium frame and fork, Campagnolo Nuovo Record headset installed	
Masi Gran Criterium frame and fork, Campagnolo Nuovo Record headset and bottom bracket installed	

DEALER PRICE	SUGGESTED RETAIL
\$625	\$ 815
850	1095
265	345
280	365
325	425

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In the East:

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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) 438-4919

CREDIT ARRANGEMENTS MUST BE MADE IN ADVANCE