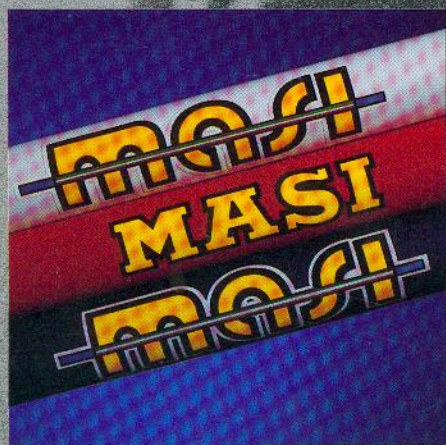


T H E T R A D I T I O N C O N T I N U E S





The Masi legend was launched more than 40 years ago with the introduction of the Gran Criterium. Over the years the tradition of individual craftsmanship has never changed. The Gran Criterium is still constructed—step-by-step—by a single, skilled framebuilder. Only a few hundred Gran Criteriums are built each year.

However, as new and better technologies have emerged, Masi has applied them—when appropriate—to improve the durability and performance of the Gran Criterium.

It is this use of innovative technologies and precision craftsmanship that has established the Gran Criterium as the ultimate all-round road racing bicycle.

Not only is the Gran Criterium comfortable over longer distances, it also has

sufficient stiffness to enhance performance and energy efficiency. This is largely due to the superiority of materials and processes used.

Masi tubes, for instance, are made from a special alloy to provide the rigidity required to transfer energy to forward movement. And, they are seamless, constructed from a solid block of alloy molysteel.

Masi also designed the revolutionary investment cast lug assembly and a special low temperature brazing process that enhances tubing resilience and stability.

Assembling a Gran Criterium is a slow, precise ritual that has not deviated in any way from Faliero Masi's initial methods. Tolerances are to the specific thousands of an inch, ensuring that the frame will

not change with ordinary use.

Applying the finishing touches to the Gran Criterium involves many phases of painstaking detail. It is this detail that gives all Masi bikes the most superior finish of any in the industry. The first step involves special preparation of the metal surface and application of many thin coats of primer and paint. Several layers of clear coat finish are alternated with hand sanding to bring out the rich color hues that distinguish a Masi Gran Criterium from all other bicycles.

With a 45-year legacy of applying old world craftsmanship and new world technologies, Masi Gran Criterium has truly earned its status as the bicycle of the Grand Champions.

GRAN CRITERIUM SPECIFICATIONS

FRAME SIZES: 46, 48, 50, 52, 54, 55, 56, 57, 58, 59, 60, 61, 62, 64, 66 cm. (Frame size is measured from the center of the bottom bracket to the highest point of the seat tube lug.)

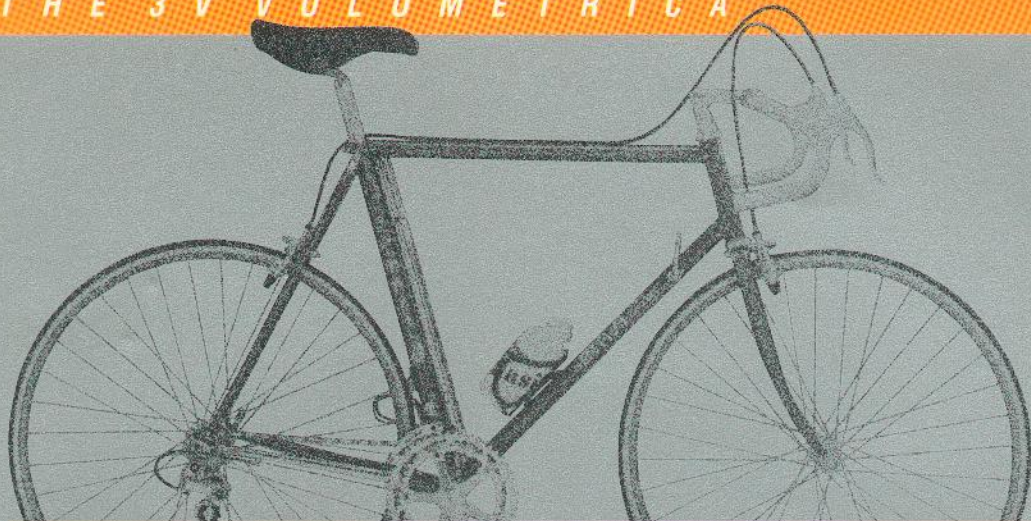
FRAME GEOMETRY (58 cm. frame)

Top tube length	56 cm. ctr to ctr
Seat to top tube angle	73.5°
Top to head tube angle	73.5°
Chainstay length	41 cm.
Wheelbase	100 cm.
Bottom bracket drop	7 cm.

TUBING: Depending on the frame size, an appropriate tubing selection is made to give the best ride possible. **LUGS AND FORK CROWN:** Special investment cast lugs made only for MASI are used. **DROPOUTS:** Campagnolo 1010/B. **BRAZE-ONS:** Down tube shifters and waterbottle cage, brake and gear cable guides, and front derailleur boss. **CHROME:** Fork crown and tips. **COLORS:** Pearlescent White, Ferrari Red, Metallic Black, Medium Concord Blue.



Specifications subject to change without notice.



The 3V Volumetrica is no ordinary racing bike. It is a thoroughbred machine built exclusively for the competitive cyclist. The 3V is not for everyone. There is no other bike made which operates at such a high level of efficiency. Faliero Masi designed the Volumetrica himself for those situations where even a split second makes the difference between triumph and defeat.

The Volumetrica is built with the same exacting craftsmanship that has been the Masi trademark for more than four decades. Each bicycle is handmade from start to finish by one master craftsman. No automation is used.

Because of its demanding function, the technologies used to build the Volumetrica are some of the most innovative Masi has devised to date. They

are quite simply the "state of the art" in bicycle design and construction. Consider Volumetrica's unique tubing process.

Most contemporary tubing is made from aluminum or steel alloy. And most manufacturers use double-buttet tubing for strength. That is until the 3V Volumetrica was introduced.

Masi uses a revolutionary new oversized tubing which fits over special Masi investment cast lugs. This unique steel alloy tubing was drawn to Faliero Masi's own specifications requiring the wall of the tubing to be extremely thin, while the inside and outside diameters are very large. The result? A lighter, more stable and efficient competition frame.

Masi also took their pioneering efforts in investment cast lug research to greater heights with the Volumetrica. The combination of the internally fitted lugs and a new low heat brazing process improves strength and stability. Add to that a very short wheelbase for superior handling and maneuverability, and Masi's 3V Volumetrica stands apart as one of the most revolutionary racing bikes ever built. The 3V Volumetrica fulfills Faliero Masi's dream to build the ultimate racing bicycle.

3V VOLUMETRICA SPECIFICATIONS

FRAME SIZES: 50, 52, 54, 56, 58, 60, 62, 64 cm. (Frame size is measured from the center of the bottom bracket to the highest point of the seat tube lug.)

FRAME GEOMETRY (58 cm. frame)

Top tube length	56 cm. ctr to ctr
Seat to top tube angle	74.5°
Top to head tube angle	74.0°
Chainstay length	40 cm.
Wheelbase	99 cm.
Bottom bracket drop	7 cm.

TUBING: A special lightweight, oversized steel alloy tubing drawn to Faliero Masi's specifications. **LUGS AND FORK CROWN:** Special investment cast lugs made only for Masi are used. These unique lugs fit inside the tubing. **DROPOUTS:** Campagnolo 1010/B. **BRAZE-ONS:** Down tube shifters, waterbottle cage, brake and gear cable guides, and front derailleur boss. **CHROME:** Fork crown. **COLORS:** Sky Blue, Dark Blue, Red, Pearlescent White.



Specifications subject to change without notice.



The new Nuova Strada is the most outstanding value in a racing bicycle available today. It was designed especially for the competitive cyclist who demands a high level of performance and quality at an affordable price.

The Nuova Strada is the product of the remarkable heritage of Masi, whose skilled craftsmen have been designing and building Olympic gold medal and world championship racing bikes for 45 years. The special characteristics of this bicycle are the result of Masi's uncompromising standards of excellence and dedication to the art and science of bicycle construction.

The Nuova Strada frame is made from special manganese alloy Columbus SL tubing that provides a balance of lightness with higher efficiency and strength for

maximum durability. This balance, combined with Masi's unique frame geometry, gives it excellent handling and a comfortable ride.

Masi has also applied its 45 years of finishing research and expertise to the Nuova Strada.

All aspects of the frame and its finish are inspected for even the most minute flaw before a Nuova Strada can bear the Masi name.

Since its introduction, several road and criterium races have been won on the Nuova Strada. It is quickly making a name for itself as a genuine racing machine for the serious enthusiast.

The Nuova Strada: Providing an opportunity for a greater number of competitive riders to experience the tradition of Masi craftsmanship at a price that can't be matched for its value anywhere.

NUOVA STRADA SPECIFICATIONS

FRAME SIZES: 48, 50, 52, 54, 56, 58, 60, 62, 64 cm. (Frame size is measured from the center of the bottom bracket to the highest point of the seat tube lug.)

FRAME GEOMETRY (58 cm. frame)

Top tube length	56 cm. ctr to ctr
Seat to top tube angle	74°
Top to head tube angle	74°
Chainstay length	41 cm.
Wheelbase	100 cm.
Bottom bracket drop	7 cm.

TUBING: Columbus SL, with SP tubes used where required for additional stability. **LUGS AND FORK CROWN:** Chrome fork with semi-sloped investment cast crown. **DROPOUTS:** Campagnolo 1010/B. **BRAZE-ONS:** Down tube shifters, double waterbottle cages, pump peg, cable guides, and front derailleur boss. **CHROME:** Fork, right chainstay and rear dropout faces. **COLORS:** Ferrari Red, Medium Concord Blue.



Specifications subject to change without notice.

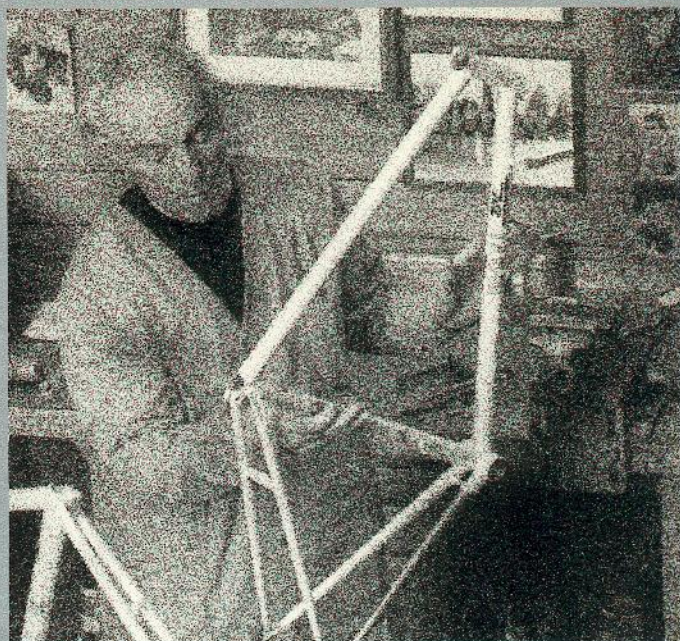
We live in an era of rapidly changing, sophisticated technologies. Most of the products we use every day have been stamped out by the millions in giant, automated facilities. In many modern factories, there is a conspicuous absence of people. Machines and robots reside in their places.

In a small workshop at the Vigorelli Velodrome outside Milan, Italy, a small group of dedicated craftsmen provide a sharp contrast to the world's preoccupation with mass production. They are the Masi artisans who hand build only a small number of racing bicycles each year—the bicycles that have brought cyclists numerous gold medals and world championships over the last 45 years.

Founder Faliero Masi built his company's reputation on a compulsion to achieve perfection and an insistence that each bicycle be handcrafted by one person. His knowledge of bicycles was based on firsthand experience: He was only 14 years old when he designed and built his first bicycle, and was a champion racing cyclist for ten years. It is his intimate involvement and love for cycling that is reflected in every Masi bicycle built since 1945.

Today, Faliero Masi's son Alberto continues to strengthen the Masi tradition by developing new engineering innovations and by applying technological advances from other industries to building Masi's three distinctive bicycles: Gran Criterium, 3V Volumetrica, and Nuova Strada.

Many of the processes used in building Masi bicycles—including the frame building, finishing, painting, and assembly—are unique to Masi. For example, it was Masi who pioneered the development of investment cast lugs and crankbox, which have set the standards for quality in the bicycle industry. And, the innovative tubing and brazing process on the 3V Volumetrica make it a major advance in the science of bicycle construction.



In each step, it is the most precise level of craftsmanship and detail, combined with the innovative application of new technologies, that set Masi apart. To provide this same level of care and expertise when a Masi bike requires refinishing or repair, a service facility has been established in the United States to better serve Masi customers.

For 45 years, one man's love, knowledge, experience, and uncommon standards of excellence have enhanced the performance of

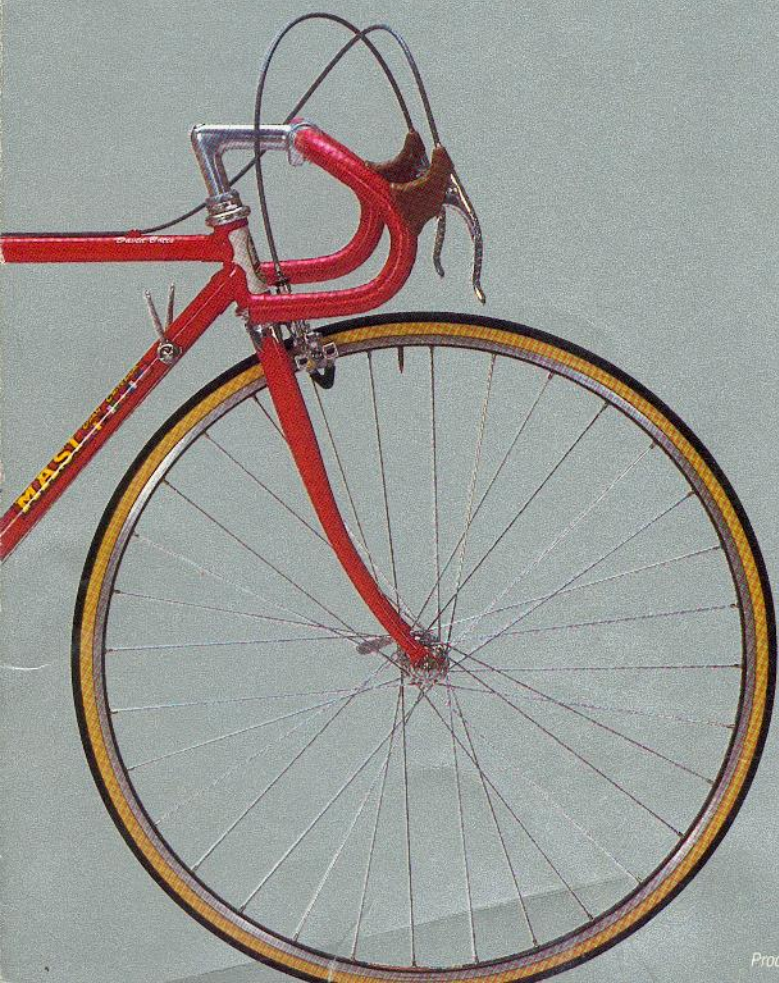
athletes around the world. And the Masi tradition of superiority has been tested by some of the best. Five gold medals and one silver medal were won in 1983 alone on Masi bicycles. And in 1984, a gold medal victory in the Olympic match sprints was the ultimate proof of Masi's enduring commitment to build the best racing bicycles in the world.

The Gran Criterium and 3V Volumetrica are also available as complete bikes with Campagnolo Super Record components





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