



Merlin's signature "paddle weld" is a study in craftsmanship and strength.

Strong Light Forever

Three words sum up the essence of every Merlin bike. So it's little wonder that upon reviewing a Merlin the experts at *Cycling Weekly* had this to say:

"The strength-to-weight ratio is sky-high...in other words, just the right mix of strength, light weight, hardness and flex."

Conventional wisdom states that the heart and soul of every bike is its frame. At Merlin, ours just happens to be the best.

8/31/97 6:10 AM
Monument Street, Concord
Adam Simon + Daniel Pelrine
(Extra Lights)



Merlin Road: You'll never look back.



The Route to Concord

Poor Pau Revere. Despite all the speed he could muster out of his trusty horse, it was only a matter of time before the British caught up with him. Now you're

on those same roads, blazing through the countryside on a titanium Merlin Road bike. This is what independence is all about.

With a blur of trees on each side, your Merlin devours the long grey ribbon that runs through Lexington, Lincoln, Concord, and Harvard. It's a potent combination: lungs full of pure air, legs pumping like pistons and the pure racing geometry of the Merlin Extralight, sized to fit your exact dimensions.

The roads change in a hurry, and every turn offers a different vista. You're on a time machine, flying past colonial inns and battlefields, charging up Pinnacle Hill with the supreme confidence that your Merlin can do anything you ask of it.

Has anyone ever covered these famed streets so fast under their own power?

Merlin's 3.25 MTS tube is qu'd and drawn exclusively for Merlin and is the heart of each Merlin frame.

Titanium welding in an inert gas environment assures



Precision CNC machining assures perfect bottom bracket alignment

a strong and durable weld joint.

For every rider, there comes a time to make your move. To break from the pack. It's the time you finally decide to own a Merlin.

Meticulously hand-crafted from seamless titanium tubing, Merlin bicycles are custom built for those wanting to experience the strongest, lightest, most responsive ride on earth. Whether it's flat-out road racing, aggressive trail riding, or those uncertain challenges of the asphalt jungle, there is a Merlin bike designed to deliver outstanding performance on any riding surface, on road or off. (In fact, all Merlins are rigorously tested at our demanding proving ground. It begins right outside our factory door in Cambridge, Massachusetts.)

We invite you to join us as we showcase the amazing abilities of the Merlin lineup in and around greater Boston. It's a ride you'll never forget.

9/15/97 5:50-6:45 PM
Middlesex Fells Reservation
Winchester, Jon Geran +
Michael George (xLM's)



Merlin Mountain: A diamond in the rough.

Dogtown & Lynn Woods

Head North and it's not too long before you kiss the city goodbye. Juiced to tackle some of the toughest New England single-track found anywhere? These sharp inclines and sudden switchbacks are only too happy to meet your request.

Merlin's mountain bikes were made for rough terrain - rocks, roots, steep uphill pitches and rocket rides down mountain-sides. They're built to conquer the hard-scrabble turf that would wreak havoc

Shore, fix your gaze on points west and gear up for the hill country of central and western Massachusetts. Did someone say challenge? In these parts, it comes with the territory.



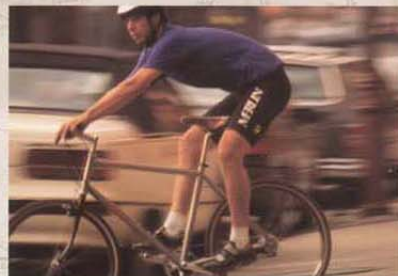
Merlin Specialty: Leaves no cobblestone unturned.

Beantown

Take everything you've imagined about how a modern, thriving city should behave and forget it. Boston doesn't play by the rules.

The downtown streets were laid out on a grid that follows cowpaths from the 17th century. Cobblestones and trolley tracks came later. Today you're likely to find your perfect route snaking through emerald river front parkways, trendy shopping districts and Beacon Hill alleys. Plus plenty of detours, gridlock and construction sites to rattle your cage.

Our simple advice: just push ahead with your Newsboy (or stylish new Intercity) and enjoy it. Part old world theme park, part hair-raising obstacle course, a spin through the Hub is anything but boring.



8/27/97 6:50 PM
North Washington Street
Boston, Ian Stewart
(Intercity)

9/15/97 6:45 AM
Christopher Columbus Park
Boston, Matt Bracken
(Newsboy)



Head Tube Barrel Adjuster: The near-vertical appearance of STI and Ergo shifters has made down tube shifter levers obsolete. In response, Merlin now offers lighter, sleeker and more efficient barrel adjusters mounted on the head tube of Extralight, Road and RSR frames.



Machined Dropouts: Merlin Extralight, Road, Trailblazer and Cyclone frames 64 TI plate dropouts have been machine-machined for elegance and a 10% weight reduction.



6/4 Bridge Bridge: Merlin has redesigned the rear linkage bridge into a machined single-piece aluminum bridge. It is lighter, sleeker and more appealing than our previous design.



Racing Bar End Decal: You now have the option of lively red Merlin Racing Team decals in addition to the traditional white ones. In addition, we've changed the tapered end weight of the decal so they'll hold much more readily than ever before.



New Seat Top System: Seat tops on all Merlin frames have been redesigned for greater padding, damping force and ease of maintenance. These clamps replace all of the difference seat top systems that were sold in the past and are infinitely more field-adjustable than previous designs.

Numbers don't lie.

It's a simple equation. Obtain maximum frame strength from the absolute lightest material. Steel? Sure, it's heavy duty, with an emphasis on heavy. And like many lightweight, aluminum is known to crack under pressure.

The solution: Merlin's custom alloy MT325 titanium. Amazingly light yet with a fatigue endurance rating that tops the charts. For you that means a flexible, beefed-up ride that compares to nothing else.

