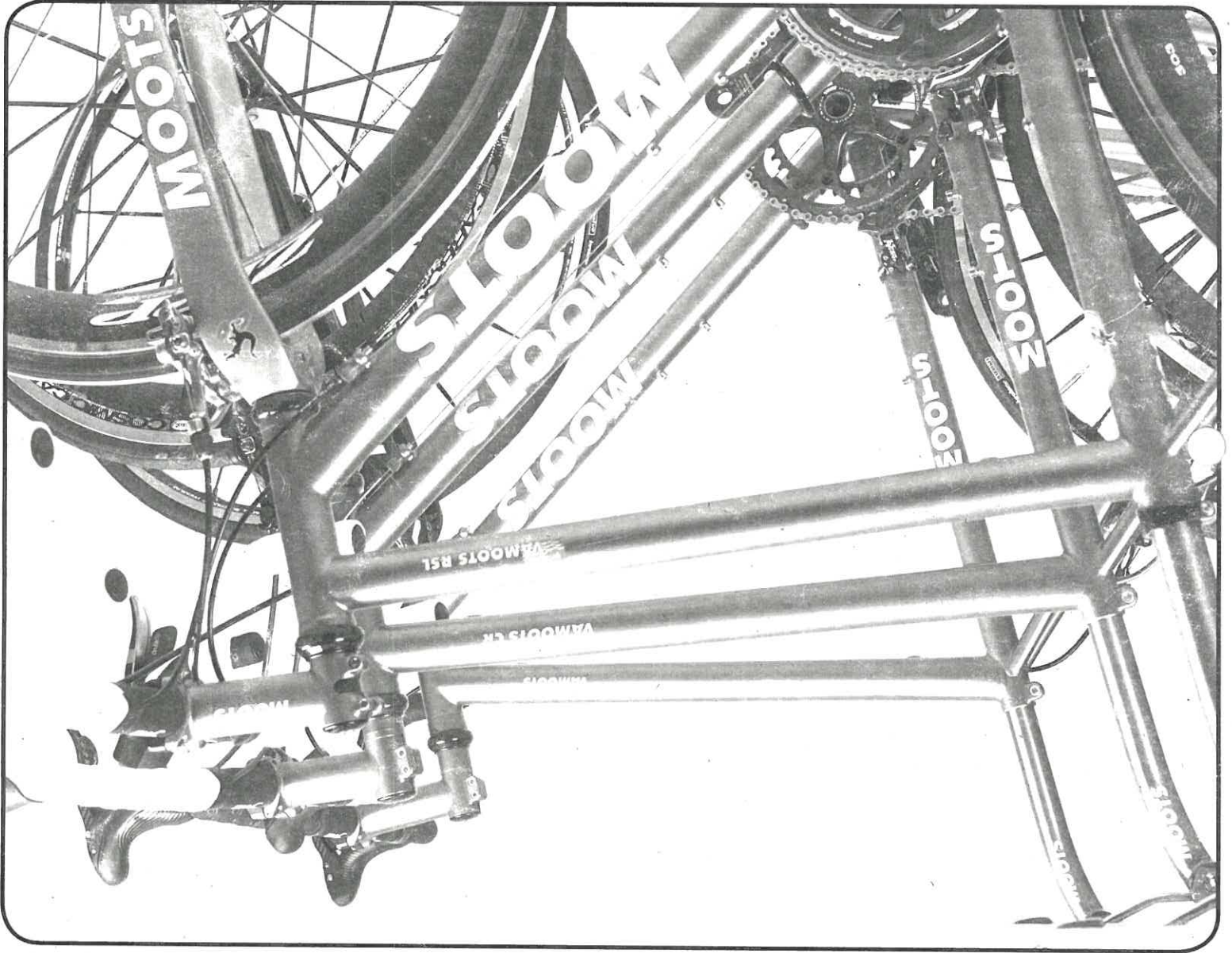


2010 DEALER HANDBOOK



Greetings Moots Dealer and welcome to the 2010 Moots Dealer Workbook!

As Moots prepares to enter 2010 we are focused on providing the highest value bicycle frames and bicycle components available and as a Moots Dealer we commend you for offering your customers the finest, longest lasting, best riding US made bike products. Disposable carbon fiber and aluminum frames look increasingly unjustifiable against a lifetime warranted Moots titanium frame, USA made products are gaining status on economic, environmental and quality fronts and by continuing our broad marketing campaign and strong Dealer Support Program through the recent economic slowdown we're confident we are reaching more and more potential consumers ready to purchase a new Moots bicycle as the economy improves. Handcrafted, locally produced, time-tested, lifetime guaranteed Moots frames ride beautifully, are extremely durable, lightweight and increasingly desirable. As 2010 approaches we are confident Moots is well-positioned on all fronts to appeal to a high-end bicycle consumer whose priorities and purchasing decisions have been readjusted over this period of economic hardship.

For 2010 we are very proud to launch a completely redesigned road bike lineup of 4 different frames, each uniquely built to provide the best possible ride for 4 different rider types covering the spectrum from 1000 miles a month racers to charity tour riders and everyone in between. We've even created matching forks in partnership with Alpha Q to compliment the road lineup. See the next page for a more detailed breakdown of our NEW Vamoots RSL, Vamoots CR and Vamoots frames as well as our classic Mootour .

2010 also marks the 10th anniversary of our extremely popular Mooto X YBB model which we first introduced in 2000. Little did we know the impact the 29er segment would have but we're proud to have been there at the start of the 29er revolution, and even more proud of our Limited Edition 10th Anniversary Mooto X YBB. Happy 10th Birthday! The first 75 Mooto X YBBs sold will bear a special decal and color package, don't miss out on these because once they are gone, they're gone.



Bringing a little color and flair into the Mooto X YBB project was so much fun we've expanded the custom decals and anodized parts to our entire lineup. Now color coordinating red, blue, and grey anodized stem faceplates, seatpost binders and Cinch post heads are available along with matching red, blue and black accented decal packages. Please see page 15 for more information on all the color options now available.

We're looking forward to partnering with you as we head into 2010.

All the best,

Matt Alford, Sales Director and the entire Moots Team.

NEW FOR 2010:

Vamoots RSL - RACE SUPER LIGHT - lightest and stiffest Moots road bike, ever.

New for 2010 we have divided our road bikes into 4 very distinctive models to suit every riders needs and desires. We have introduced a new top end model in the **Vamoots RSL**. This model has been designed from the ground up, leaving no feature untouched. Features such as **Press Fit BB30**, internally butted **3/2.5** main frame, **6/4** seamless micro diameter seat stays and butted tapered chainstays bring this ride to the top of the Moots line. The **Vamoots RSL** addresses the very highest end of titanium bikes not only in the frame, but with ride matched fork, **New RSL** stem and our oversized 30.9 seat post. The combination of these parts working together has left us with Moots highest performance and most durable titanium race bike we have built to date. We have accomplished this with zero compromise to the Moots legendary ride and durability.

Vamoots CR - COMPACT RACE - Updated race design of our classic Compact

The **Vamoots CR** gets an update from our previous Compact design. A slight increase in head tube length in addition to new graphics and matching Alpha Q GS 10 all carbon fork make this a frame ready to perform. This frame continues the tradition of pin point **handling** and **craftsmanship** that has made Moots **the** choice of titanium bike frames for the rider looking for bold **performance, durability**, unsurpassed ride quality and **lifetime** value. This frame is built in 9 size specific builds as well as custom. Oversized Moots Pi Tech 3/2.5 Seamless US made tubing throughout, 7/8" oversized chainstays and Moots **modified breezer** style dropouts give this frame all the necessary features to please even the most discerning racer or rider.

Vamoots - CLASSIC SPORT CLUB RACER - Slightly less aggressive version of CR

This **classic non-sloping** top tube frame gets a few changes for **2010**, starting with more **relaxed** angles for more predictable handling. By adding a 1 cm **longer head** tube across the stock sizes the Vamoots now has a **more upright** riding position for longer rides. Reducing the top tube length for 2010, we've enhanced the ride quality while keeping the **performance** top tier. Lastly we have also slightly lengthened the chainstays to counter balance the more upright position the frame geometry offers. Still a **classic** magical Moots ride through and through, the **Vamoots** is sure to continue to exceed all riders expectations of Moots ride quality and craftsmanship.

Mootour

To round out our road offerings we have the Mootour, which is designed for **extended** routes, **adventure** outings on mixed surfaces and the daily **commute** to the office. The **Mootour** is built around long reach road callipers and longer wheel base to accommodate bigger 700c tires. Think 30c tires, credit card and the road less traveled. Not leaving performance behind is a major goal of this model. Built with **oversized** Moots Pi Tech 3/2.5 US made seamless tubing the **Mootour** can take on even the most remote roads you can find. It's **versatile** enough to go out on anything from the local club rides to monuments like Paris-Brest-Paris, all with the performance, **comfort** and **durability** of a Moots.

MOOTS DEALER SUPPORT

Time and again we have heard from Moots dealers across the country that the Dealer Support programs we have introduced over the last year have positively affected their ability to effectively present the Moots brand, tell the quality story and ultimately sell more Moots frames and components. For 2010 we plan on continuing all of our most effective Dealer Support programs and doing everything we can to supply the tools you need to have success selling Moots in your store. In return we are asking for 1.5sq/ft. That's right, just 1.5 sq ft, 1sq ft for our extremely effective countertop component display which showcases a Moots stem and seatpost as well as our catalogs, and 14 sq ft for a very sharp looking single bike display that works with any Moots model. That's it. The bike display is free, the countertop display is free, and all Authorized Moots Dealers also receive a complete set of marketing and branding materials including: a 2' x 3' shop banner, an Authorized Dealer window decal, backroom poster, a bottomless cup of catalogs, Moots stickers and more. We're committed to supporting our Moots Dealers even better in 2010. Please take a minute to review the various programs we offer.

Point of Purchase Program:

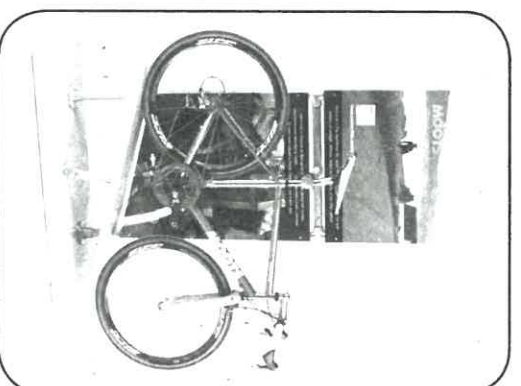
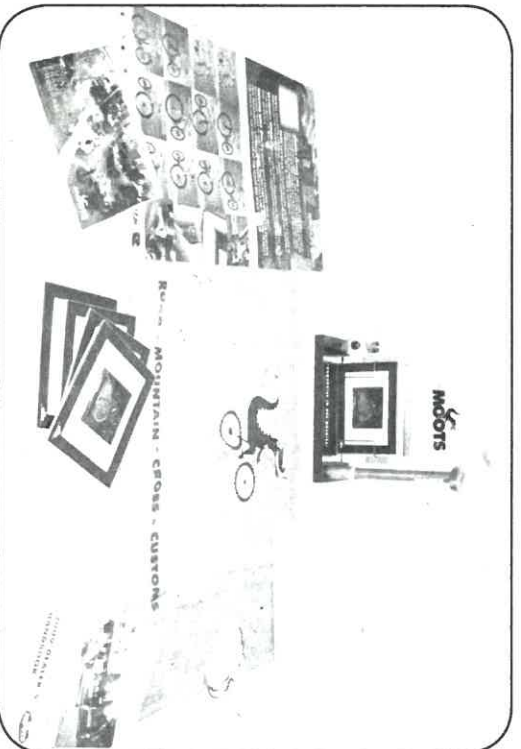
Moots has created (2) free POP displays to showcase the Moots line of products cleanly in a compact amount of space. The bike display program includes a free single bike display rack, 10% discount off of wholesale pricing on a frame and parts package to go on it AND extended 60 day terms for any replacement bicycle purchased for the POP until Oct 2010. Our countertop component display/catalog holder provides a neat and clean way to increase Moots visibility in your store, distribute Moots catalogs and showcase a Moots stem and Cinch post. The countertop display is also free for Moots Dealers and the display components are available at a 25% discount off of wholesale. All catalogs are free, as are stickers.

Dealer Support Kit:

This free kit is sent to each Authorized Moots Dealer and includes a countertop display piece, 15 Moots catalogs, Why Ti FAQ sheets, Moots Custom Build Program workbooks, sticker pack, Authorized Dealer window decal, large showroom banner, and a backroom poster with key selling points to keep staff informed and help them effectively convey the Moots brand story.

Dealer e-Newsletter:

Stay informed, stay in touch! All Moots dealers will also receive our monthly e-mail based Dealer Newsletter with advance notice of new product launches, Moots events, reports on frame inventory, and special programs as well as news from the Moots World HQ. The Dealer Newsletter is available directly to any employee of a Moots Dealer as well.



MOOTS DEALER SUPPORT (CONT.)

Make sure you are taking advantage of every Dealer Support program that Moots offers!

- ☐ Single bike POP stand – 10% off display bike & parts, 60 day terms on replacement bikes
- ☐ Countertop display stand – 25% off display components, free catalogs and stickers.
- ☐ Dealer Locator on Moots website - Our site tracker consistently reports that the Dealer Locator page on our website is the third most frequently visited page on our website. Customers visit Moots.com to research a frame and go directly to the Dealer Locator to find their nearest Moots Dealer to make the purchase. Over 30,000 unique visitors a month!
- ☐ Co-Op advertising Program – After reaching \$10,000 in sales for the year we start banking a 1.5% credit on all future purchases for co-op advertising. You know your local market best. Let us help pay for a Moots ad that will best reach your local customers.
- ☐ Employee Purchase program – 10% off wholesale pricing for Moots Dealer employees. Dealer qualifies for 1 EP frame for every 2 frames they purchase at normal pricing up to 3 per year. A Moots rider is truly our best salesperson.
- ☐ Demo program- Moots stocks a complete size run of road bikes and select mountain bikes for demo use by our dealers. Dealer pays shipping one way and can have the complete bicycle for up to 2 weeks.
- ☐ NEW Discount program for Moots dealers. New Frame / Fork and Frame / Post / Stem package discounts. See price sheet for details.
- ☐ Grassroots/Ambassador rider Program
- ☐ Popular Forum/Blog
- ☐ "Meet Moots" Rides & Travel Plan - We crisscross the country meeting Moots Owners and prospective customers for rides and Moots Demo events. Contact Moots to plan one in your area.
- ☐ Guest Apartment available for Moots Dealers, staff and VIPs in beautiful Steamboat Springs, CO. Come for a factory tour and some riding or skiing with the Moots crew.
- ☐ Factory Tours/Training- We provide onsite training for key staff, as well as tours of our production facility.
- ☐ Easy to use Custom Program - Moots offers almost 30 years of custom design and building experience to help you achieve the perfect fit for your customers.

MOOTS IN THE MEDIA

The focus in our marketing and advertising campaigns are, create visibility for and interest in Moots and to drive customers to our loyal Moots dealers. This puts them in front of knowledgeable staff that can guide them through their Moots purchase as well as building a longterm relationship with the dealer. Through our ads, product catalog and conversations on the phone with end consumers our goal is to drive customers into your shop. We have selected several choice avenues to accomplish this on a regional and national level, both through web and print.

WEB

Throughout the year we have run advertising campaigns on some of the most trafficked sites in cycling. These sites include:

CYCLINGNEWS.COM VELONEWS.COM CXMAGAZINE.COM
SOCALCROSS.ORG MTBR.COM

Through these sites we have seen a very noticeable increase to our Dealer Locator feature with a substantial number finding their local dealer for further details about Moots. Some statistics from the Moots site:

30 % increase in traffic to Dealer Locator in 2009
175,000 Unique page views per month
30,000 Unique visitors per month
18,000 New visitors per month

PRINT

During 2009 Moots also ran regular print ads in the following publications:

MOUNTAIN FLYER DIRT RAG VELONEWS BUYERS GUIDE
CYCLOCROSS MAGAZINE BICYCLE PAPER

REVIEWS AND PRODUCT TESTS

Over the course of the year Moots is also pursuing and participating in reviews, both web based as well as print based. Products included in these tests and reviews range from fully built bikes to stems, seat posts and soft goods. These reviews are published within and outside of cycling industry media. The range in titles includes:

VELONEWS DIRT RAG BIKEREVIEW.COM MOUNTAIN FLYER OUTSIDE
BICYCLE RETAILER MTBR.COM

Moots public relations are handled by Cathy Wiedemer.

Contact Cathy at: cathy@moots.com
970-291-9013



EMPLOYEE PURCHASE PROGRAM

Every company has one, so what makes Moots program special?

We believe to sell a Moots you need to experience the exceptional ride quality first hand. So we want to make sure your team on the sales floors, in the service areas and you, the shop owner have a reasonable opportunity to ride on a Moots. All of our most successful Moots dealers take advantage of this program.

- **Shop Rules:** For every 2 bikes purchased the Moots Dealer is eligible for 1 Employee Purchase frame. Maximum of 3 frames per year.

- **Discounts:** 10% * off wholesale pricing for Moots Dealer shop employees

* Note: There will be a 2% discount reduction if purchasing with a credit card

- **Cost:** Please contact Moots Sales at 970-879-1676 for wholesale pricing if needed.

That's it. It's that simple. Now is a really good time to purchase your Moots. Ask your inside Moots sales representative for details while filling out the required form below.

FOR MOOTS USE ONLY

Frame number: _____

2545 Copper Ridge Drive/ Steamboat Springs, CO 80487 / Tel: 970-879-1676 / Fax: 970.879.3067
2010 EMPLOYEE PURCHASE PROGRAM

This purchase program is designed exclusively for Authorized Moots Dealers purchasing a Moots titanium frame. In accordance with this program, I understand that this equipment is for my own personal use and is not for resale or transfer to another person.

Purchaser's Signature: _____

Shop/Company Name: _____

Manager's Name: _____

Your Name: _____

Shop Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Fax: _____

Method of payment: _____

Visa or MC # _____ exp: _____

Card holder Name: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Signature: _____

Money orders and cashier's checks addressed to Moots are also accepted.

Frame Model	Size	Dealer Price
-------------	------	--------------

_____	_____	_____
_____	_____	_____
_____	_____	_____

Colorado residents add 2.9% sales tax _____

Total _____

WHY TI?

We are often asked to compare our bikes to our competition's bikes. The underlying philosophy we live by is that buying a Moots is buying the understanding that elevating the quality of the product is our goal every day. This starts with sourcing the finest materials, exploring new alloys of titanium, refining and creating new designs through presenting a better finished product. Below we address some of the common questions we are asked about the products, designs and materials.

Why should I buy a Moots Ti bike instead of Carbon?

- Durability
- Comfort
- Hand crafted beauty
- Easily customized to your needs
- Superior value

How is the ride different from Carbon, Aluminum and Steel?

- Ti has a balance of stiffness and comfort that can be custom tuned for each rider. You like a comfortable ride and a stiff bottom bracket, no problem.
- Aluminum is very stiff for the weight, but is not as comfortable for any type of riding.
- Lightweight carbon bikes are stiff and more comfortable than Aluminum, but not as comfy as Ti. If they are lighter than Ti they do not have good durability.
- Ti feels alive and snappy without being whippy. Neither Carbon nor Aluminum have that feel. Carbon can feel wooden or "dead" while a quality steel frame can offer a similar ride quality to Ti at a considerable weight penalty.

Isn't Ti heavier than carbon?

- Not at the same level of durability. Lighter means less durable. Carbon has poor impact resistance compared to ti and cannot be easily repaired when crashed or damaged.
- Not when customized. Customize anything on the Ti frame, stiffer here, longer there, quicker, more comfortable, you name we can do it. Give most any carbon company a call and see if you can, how much it costs and what the weight of that "custom" frame will be.
- Ti is the most durable bike material made. When you spend this much is saving 300 grams of static weight on the whole bike worth giving up a lifetime bike?

Why can I buy a Ti frame for \$1200 and a Moots costs \$2900?

- All Ti bikes are not the same. Here is a list of things to watch for.
- **Materials** -
Moots – US made seamless certified Moots Pi Tech 3/2.5 CWSR (highest strength) tubing with multiple diameters and multiple wall thicknesses for each size. Moots in house machined or highest quality out sourced weld – ons.
Cheap – "Internationally" made titanium tubing with minimum size variations, machined parts sourced on price instead of quality. Often imported material is not as straight, not certified (showing test results) and is often weaker.
- **Design** -
Moots – Size specific tubing and geometries utilize 18 years of titanium frame building and riding experience. Large selection of stock sizes with full custom available in every model.
Cheap – Fewer sizes, often with the same tubaset for all sizes. Geometries, dimensions and tube sizes do not vary correctly through size run.
- **Execution** -
Moots – Unequaled quality control at every step. Very tight tolerances for miter (1/500th of an inch), tack, weld, and finish. Double pass weld throughout takes more time but means the strongest possible welds.
Cheap – Gotta ship it. Where can we save time to make this thing cheaper?

How come there is no Ti in the pro peloton?

- Similar to other sports, a pro cyclist's needs are often quite different from that of the amateur and recreational cyclist. Stiffness over comfort is a big priority.
- Durability is not necessary. Frames can be replaced as frequently as required.
- Getting the biggest paycheck (most sponsorship money from the manufacturer) trumps everything.
- Over the years the peloton has had Ti disguised as other materials. Lance won his first few tours using a Ti time trial bike painted to look like an Aluminum Trek.

WHY TI? (CONT.)

COMMON MISPERCEPTIONS

Ti is expensive.

- Relative to what? A full custom Ti bike can cost less than stock sized Carbon bikes from Taiwan.
- The raw material and the manufacturing procedures are both relatively expensive, but the cost is often less than Carbon and Ti will last a lot longer. A Moots Ti frame can outlast several generations of aluminum or carbon fiber frames.

Ti is old school and outdated. Carbon is being used on planes and rockets, it must be better.

- Titanium and its alloys are a young metal in the tubing world. Development is occurring all the time.
- Refinements in the process have given us the highest diameter to wall ratios ever available, translating to lighter and stiffer tubes for better ride tuning.
- Regarding aircraft, the new Boeing 787 Dreamliner will use about 30% more Ti than a comparably sized aircraft from ten years ago.
- Also, one reason the 787 is so far behind schedule is that the engineers need to figure out how to fix the Carbon on the wing sections when they get damaged from impact.

Ti bikes are for comfort not performance.

- Ti frames are all about performance without giving up comfort.
- Over the years the peloton has had Ti disguised as other materials. Lance won his first few tours using a Ti time trial bike painted to look like an Aluminum Trek.
- For the widest variety of conditions including rough roads, climbing, long distance, Ti offers the best balance of performance and durability.

I'm big, Ti is whippy and not stiff enough for me!

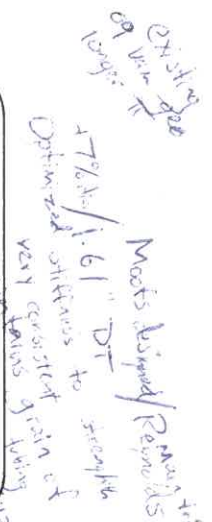
- Wrong! This is an old school thought. In the 70's and 80's Ti bikes were trying to look like and conform to the world of steel frames, they were whippy. For the past 10 years the large diameter tubes we have been using are perfect to create a frame that is stiff and comfortable for riders approaching 260 lbs.
- Today the selection of tubing we have is extensive, with large diameters in varying wall thicknesses.
- Only with Ti and Steel does a builder have the ability to make a frame stiff enough that is durable and comfortable for a big guy. The Ti frame will weigh 25-30% less than the steel!

Butted tubing always means higher performance and higher quality.

- This is a fallacy with Ti. Butting a tube on a bike has always been to add material at the weld area to compensate for the weakness and stress that some materials experience when welded. Titanium does not experience this to the same degree.
- The very thin walled tubes we use require tremendous skill to cut and weld. We have a tremendous amount of skill.
- The material we use is very thin and is light. The diameter is large giving great stiffness.
- The large footprint the straight gauge tubes we use produce a very strong joint without being butted.
- Many butted Ti tubes are machined externally reducing the outside of the tube therefore reducing the stiffness by more than traditional butted tubes.
- More expensive to produce does not always mean higher quality.

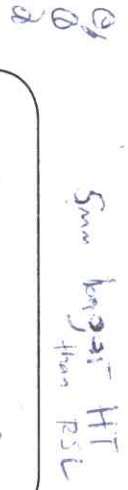
A
Petersen
Road

passed CEN Fatigue & Impact tests



- friendship and materials.

ii. 61 is complete



- water bottle mount.

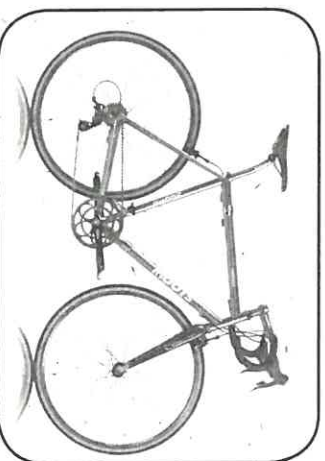
slightly smaller in D/T/T



- water bottle mount.

ROAD, CROSS, COMMUTE BIKES (CONT.)

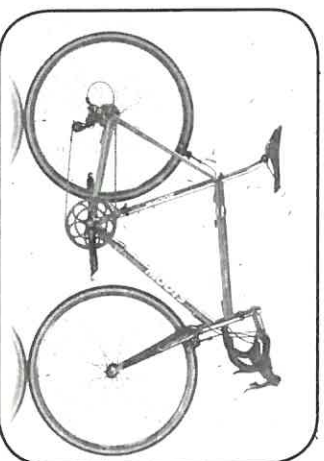
MOOTOUR



- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Perfect ride for pavement, dirt roads and anything in between, club rides, randonnee outings, light touring.
- For use with long reach road calipers.
- Fits up to 32c tire.
- Upper & lower eyelets, fender mounts stock.
- 5 stock sizes
- Available in custom sizing.

OPTIONS: S & S couplers, pump peg, fender mounts, chain hanger and 3rd water bottle mount.

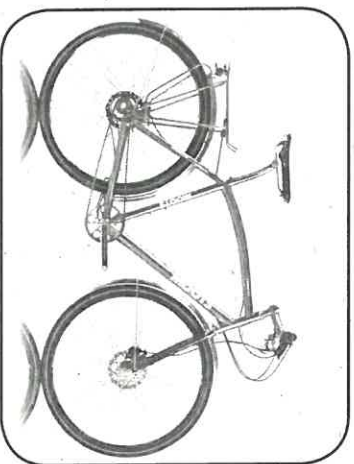
PSYCHLO X & PSYCHLO X YBB



- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Cross race design
- Mud free chainstay design on Psychlo X for maximum clearance
- Wish bone seatstay configuration for superior lateral stiffness.
- Top tube cable routing for clean cables.
- Perfect blend for cross racing or dirt road epics.
- Optional YBB pivot less suspension for comfort and control.
- Size specific geometry for precise handling.

OPTIONS: S & S couplers, pump peg, fender mounts, chain hanger and 3rd water bottle mount.

COMOOTER



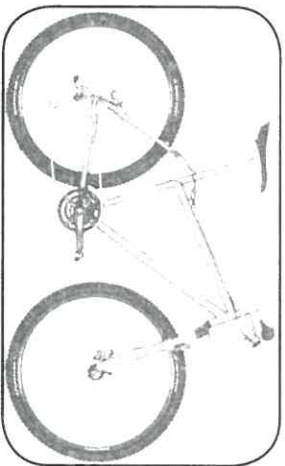
- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Comooter available as complete bike.
- No part substitutions on complete bike.
- \$1500.00 non refundable deposit due at order.
- Final assembly by Moots Dealer.
- High Performance commuting bicycle.
- 4 stock sizes.
- Custom geometry available.
- Based on 700c wheels.
- Slider drop out for easy chain tension adjustments.
- Two water bottle locations for the long commute.
- Limited lifetime warranty on craftsmanship and materials.

Comooter Parts Break Down:

- Frame: Moots Commuter Special, Slider drop outs, Rohloff routing
- Fork: Wound Up Cross, disc specific, eyelets
- Head set: Chris King 1 1/8" No Thread Set
- Stem: Moots Open Road, custom face plate for light mount.
- Post: Moots Cinch 27.2
- Saddle: Brooks Swallow, leather
- Bars: Moots Ti flat
- Crank: White Industries
- Brakes: Magura Louise 160mm rotors.
- Front Hub: Schmidt Generator Hub, disc
- Rear Hub: Rohloff Internal 14 Speeds
- Rims: DT Swiss x470, 32 hole front & rear
- Tires: Schwalbe 38c Marathon, reflective sidewall, belted tread
- Fenders: Honjo polished aluminum, full coverage
- Lights: Schmidt EG front light
- Busch & Muller Driplight XS Senso (rack mounted)
- Rear Rack: Tubus Cosmo

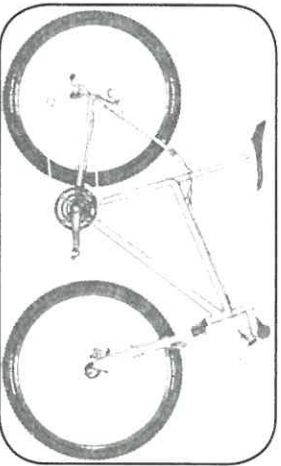
MOUNTAIN BIKES

MOOTO X



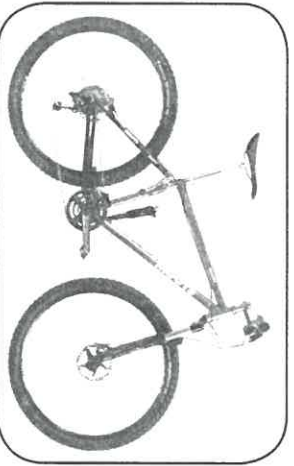
- Lightest weight race 29er
- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Designed for 29" wheels for superior rolling inertia
- Wishbone seatstay system for superior torsional and lateral stiffness
- Replaceable derailleur hanger, welded in water bottle mounts
- Top tube/top pull cable routing with through guide for rear hydraulic line
- Optional Slider dropout for singlespeed use
- Designed for use with 80mm travel suspension fork
- Frame weight 3.7lbs for 18" frame.
- Available in 17", 18" 19", 20" and 22" frame sizes, each designed with size specific geometry and tubing

MOOTO X YBB



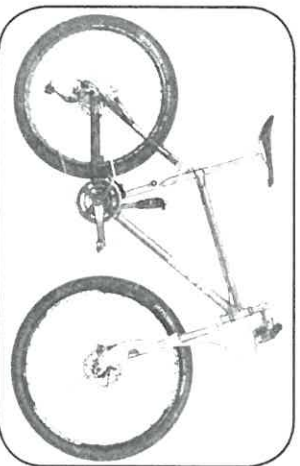
- Fastest possible 29er softtail for the long haul, marathons, 24hr races and even longer.
- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Light weight, simple and reliable race proven pivotless suspension design provides 1 1/8" of travel at the rear wheel
- 18" Mooto X YBB equipped with added strut for increased standover height
- Frame weight 4.25lbs for 18" frame
- Options include S&S Couplers, Slider dropouts, rack and fender mounts, and 3rd h2o mount
- Lifetime warranty on craftsmanship and materials

MOOTO XZ



- 4" travel 29er mates Moots Pi Tech 3/2.5 alloy titanium front triangle with US Made 6061 aluminum rear
- Matched Arc Suspension system reduces weight and removes rearmost pivot for lateral stiffness
- Large diameter sealed bearings for increased durability and longevity
- Comes equipped with Fox RP23 shock
- Designed for use with 100mm suspension fork
- Comes in sizes as small as 16.5". 16.5" frame has curved TT for increased stand over height
- Frame weight of 6lbs on 18" frame (includes rear shock)

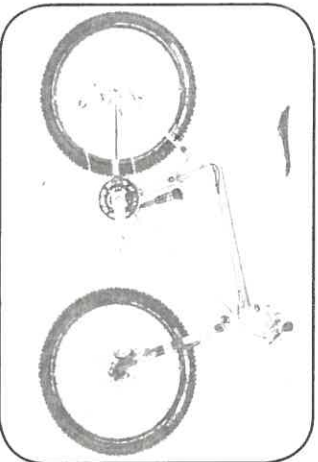
GRISTLE



- 29" front wheel with 26" rear for quickest acceleration
- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Available in Rigor, YBB and 4" travel Zirkel configurations
- 1 1/8" travel on YBB model, 4" MARC suspension system and Fox RP23 of Gristle Z model
- Designed for use with 100mm suspension fork
- Frame weight of 6lbs on 18" Gristle Z (includes rear shock)

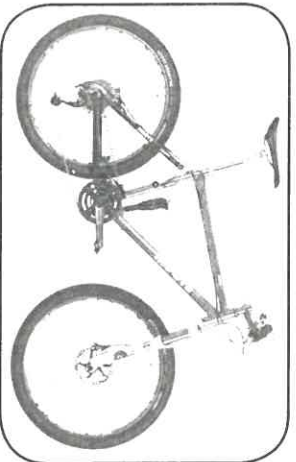
MOUNTAIN BIKES (CONT.)

CINCO



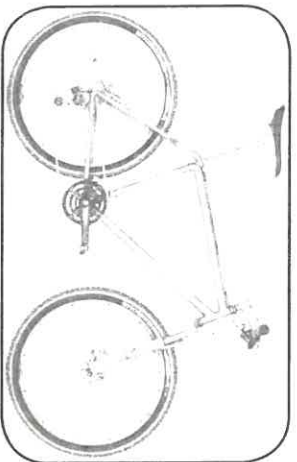
- 5" travel Ventana designed rear suspension system with Fox RP23 rear shock
- Quad sealed bearing for unmatched durability
- Designed for use with 130-140mm front ISO disc fork
- Designed for use with max 160mm brake rotors
- CWSR US grade Moots Pi Tech 3/2.5 seamless titanium front triangle, 6061 aluminum Ventana rear
- 2 Year warranty on rear triangle
- Available in 15", 16.5", 18", 19.5" and 21" frames sizes. 15" frame has curved TT for increased standover height

ZIRKEL



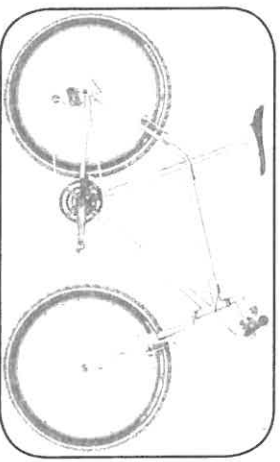
- Recently redesigned 4" travel MARC full suspension XC bike
- Compatible with 100mm front suspension fork
- Replaceable derailleur hanger
- CWSR US grade Moots Pi Tech 3/2.5 seamless titanium front triangle, 6061 aluminum rear produced by SAPA
- Top tube/top pull cables routing with through guides for rear hydraulic line
- Rear brake line zip tie mounts on rear triangle
- Cross country geometry, sealed bearings and 7 stock sizes
- Frame weight 6lbs for 18" (with rear shock)

YBB



- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Classic soft tail design adds minimal weight for 1 1/8" of rear wheel travel
- Super simple, low maintenance suspension design
- Wishbone seatstay design with modified Breezer-style dropouts and replaceable derailleur hanger
- 16" and smaller frames designed for 80mm travel forks, 17" and larger designed for 100mm forks
- 12" and 14" frames come with curved TT, optional curved TT available on 16"
- 17" frame weighs 4.1 lbs
- 8 stock sizes, Superlight version available for sizes 18" and under. 165lb rider weight limit on SL
- Options include S&S Couplers, Slider dropouts, rack and fender mounts, 3rd h2o mount

RIGORMOOTIS



- Best titanium hardtail available, all seamless US grade Moots Pi Tech 3/2.5 CWSR tubing
- 8 sizes for the perfect fit
- Non-tapered oversize chainstays, modified Breezer-style dropouts
- Replaceable derailleur hanger, ISO disc tab
- Top tube/top pull cable routing with through mounts for rear hydraulic line
- Designed for 100mm suspension forks
- 18" frame weighs 3.6lbs.
- Lifetime Warranty

TITANIUM COMPONENTS

NEW RSL ROAD STEM:

The all NEW RSL stem was designed from the ground up to match the high performance and styling of the Varnoo's RSL road frame. Windowed steerer clamp, double band faceplate and 6/4 titanium bolts create a new Moos's masterpiece 21% lighter than our Open Road stem. Available in "RSL Stealth Black" and silver.

Tech: 90 x 6 degree weighs 121 grams.

Available in 90 x 6, 90 x 0, 100 x 6, 100 x 0, 110 x 6, 110 x 0, 120 x 6, 120 x 0, 130 x 0, 130 x 10 as well as custom dimensions. 31.8 handlebar clamp, 1 1/8" steerer clamp

OPEN TRAIL:

Finally a Moos's quality stem to mate up to the increasing availability of 31.8 "bulge" mtb bars. The Open Trail takes all the great features of our classic Open Road stem, like bi-ovalized tubing, four bolt faceplate and welded dual bolt binder, and returns them for the highest possible performance on dirt. Riser bars have met their match!

Tech: 90 x +6 degree weighs 157 grams. Available in 90 x 6, 100 x 6, 110 x 6, 120 x 6, 130 x 10 as well as custom lengths and angles. 31.8 handlebar clamp and 1 1/8" steerer clamp.

OPEN ROAD:

The finest titanium road stem available! Bi-ovalized oversized extension for lateral rigidity, 4 bolt handlebar clamp sized for 31.8 bars, lightweight machined faceplate and welds just as beautiful and precise as those on our frames.

Tech: 90 x 6 degree stem weighs 156 grams. Available in 90 x 6, 90 x 0, 100 x 6, 100 x 0, 110 x 6, 110 x 0, 120 x 6, 120 x 0, 130 x 0, 130 x 10 as well as custom sizing. 31.8 handlebar clamp, 45mm tall 1 1/8" steerer clamp.

TIBeam:

As the perfect complement to a Moos's mountain bike the TIBeam stem is designed to hold a 2 Moos's Ti Handlebar in its 25.4mm clamp with two-bolt removable sculpted faceplate. A 1 1/2" diameter extension keeps handling snappy while a tall 50mm steerer clamp keeps everything securely in place through the roughest terrain.

Tech: 90 x 6 degree stem weighs 164 grams. Available in 90 x 6, 100 x 6, 110 x 6, 120 x 6, 130 x 10 and custom lengths and angles. 50mm tall, 1 1/8" steerer clamp, 25.4 handlebar clamp.

CINCH SEATPOST:

Moos's Cinch seatpost is the most advanced, and easiest to use, titanium seatpost available. Dual independent adjustments allow infinite options for seat position, 6mm Allen wrench for seat installation and fore-aft tweaks, inner 5mm Allen provides control of saddle tilt. Layback and straight versions in 3 sizes for road, mountain bike and cyclocross applications.

Tech: 27.2 diameter x 340mm length layback seatpost weighs 192 grams. Available in 3 lengths, 280mm, 340mm and 380mm in straight or layback design. 27.2 and 30.9 diameters. Layback seatposts are offset 19mm.

TI HANDLEBAR:

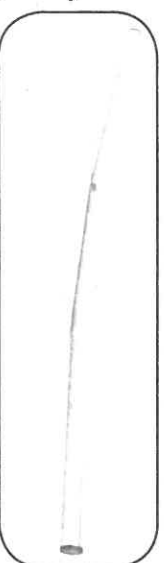
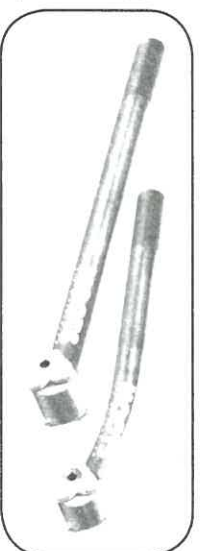
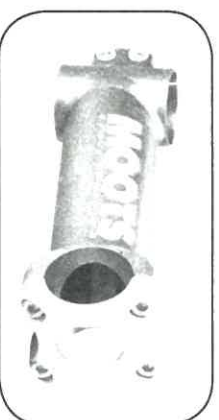
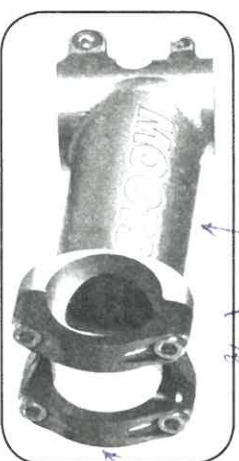
Handmade Moos's quality down to the simplest component! Each Moos's Ti handlebar is cut to length and bent by hand and then hand finished to perfectly match the performance and appearance of a Moos's frame. Shock absorbing and comfortable a Moos's Ti handlebar is built to handle the rigors of the roughest of trails. Custom lengths up to 28" wide and custom sweeps up to 14 degrees are also available.

Tech: 23" x 5 degree bar weighs only 178 grams. Stock sizes include 22" x 5 degree, 22" x 8, 23" x 5, 23" x 8, 24" x 5, 24" x 8, 25" x 5, 25" x 8. Includes 25.4 shim.

TI HEADSET SPACERS:

Matching satin finish titanium headset spacers finish off any Moos's build in style, and look great on other bikes as well. These super strong and light spacers are available in 3 sizes as well as custom lengths.

Tech: 1 1/8" diameter in 5mm, 10mm and 20mm lengths. Custom length spacers also available.



TITANIUM COMPONENTS (CONT.)

TAILGATOR:

One of a kind Moots Tailgator includes an integrated handmade titanium rack that will support up to 5lbs of weight in the voluminous 400 cubic inches of storage space. Top and bottom bags are useable separately, top bag includes expandable bungee system for bulkier items, lower bag has durable Hypalon bottom for abrasion resistance.

Teck: Titanium rack + 1 seatpost shim weighs 125 grams. Complete system weighs 400 grams. Includes shims for most popular seatpost diameters. 5 lb weight limit, 400 cubic inch volume.



Aftermarket Products Warning:

Moots designs and builds highest stock and custom zeal bicycles to exceeding specifications. Moots does not test components made by other manufacturers to determine compatibility or safety when used in combination with Moots bicycles or components. Moots' bicycles may not be compatible with all third-party products or accessories. Customer assumes all risks associated with the use of third-party products with Moots' bicycles or components. Moots, its agents, employees, and owners shall have no liability for any personal injury, disease, death, property damage or loss sustained or caused as a result of any Customer's use of third party products with Moots' bicycles or components.

MOOTS COLOR OPTIONS

"What the ?" It's true, we've listened to the chorus calling for more customization options for long enough and have put together a concise color option program to allow Moots Owner's to dial their ride in aesthetically. This will add one extra step at order time, making sure to note the color decal package desired as well as anodized parts at the time a Moots frame is ordered.

Decal standards and options:

The standard default decal package for ALL Moots road bike frames (Yamoots RSL, Yamoots CR, Yamoots, Mootour and Psycho X) will be white with black outline. Color decal options will include white with red outline and white with blue outline. Red and blue colors designed to match as closely as possible with Chris King colorways. Comooter and ALL mountain bike frames will continue with our standard white with grey outline decal package. Color decal options will include white with red outline, white with blue outline and white with black outline.

Anodized color options*:

Open Road stem faceplates, Open Trail stem faceplates, Cinch seatpost guts and the mountain bike seat collar will all be available in stock grey ano. Optional colors will include black, red and blue. RSL stem faceplate and RSL seat collar will come stock in black. Optional colors will be blue, red or grey.

Pricing:

Optional color decal packages available at no charge. Optional color anodized parts available at no charge with purchase of component. Optional color anodized parts will also be available for sale individually for current Moots component owners. See price sheet.

**Red and blue anodized colors match Chris King colorways. Due to differences in alloys and the nature of the anodization process, all colors may not perfectly match.*

ROAD, TOUR, CROSS, COMMUTE SPECIFICATIONS

VAMOOTS RSL

FRAME SIZE [cm]	EFFECTIVE TOP TUBE [cm]	SEAT TUBE /-C-1/ [cm]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB DROP [cm]	CHAIN STAY LENGTH [cm]	STAND OVER [in]	TOP TUBE SLOPE
48	51.5	45	10	72.5	74.75	7.4	40.5	27.6	10.3
50	52.5	46	10.5	72.75	74.5	7.4	40.5	28	9.5
52	53.5	47	11	73	74.25	7.3	40.5	28.3	9
54	54.5	48	12.5	73.25	74	7.2	40.5	28.8	9.5
55	55.5	49	13.5	73.5	73.5	7.2	40.7	29.2	9.6
56	56.5	50	14.5	73.5	73.25	7.2	40.7	29.6	10.1
58	57.5	51.5	16	73.75	73	7.1	41	30.2	9.5
60*	58.5	53	17.5	74	73	7	41	30.8	9.3
62*	59.5	55	19.5	74.25	72.5	6.8	41.5	31.6	9

*SEATSTAY DIAMETER INCREASED

VAMOOTS CR

FRAME SIZE [cm]	EFFECTIVE TOP TUBE [cm]	SEAT TUBE /-C-1/ [cm]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB DROP [cm]	CHAIN STAY LENGTH [cm]	STAND OVER [in]	TOP TUBE SLOPE
48	51.5	45	10	72.5	74.75	7.4	40.5	27.8	9.5
50	52.5	47	10.5	72.75	74.5	7.4	40.5	28.1	7.7
52	53.5	48.5	11.5	73	74.25	7.3	40.5	28.6	6.9
54	54.5	50	13	73.25	74	7.2	40.5	29.4	6.9
55	55.5	51	14	73.5	73.5	7.2	40.7	29.8	7
56	56.5	52	15	73.5	73.25	7.2	40.7	30.1	6.8
58	57.5	53.5	16.5	73.75	73	7.1	41	30.9	6.9
60	58.5	55	18	74	73	7	41	31.7	6.8
62	59.5	57	20	74.25	72.5	6.8	41.5	32.5	6.7

VAMOOTS

FRAME SIZE [cm]	EFFECTIVE TOP TUBE [cm]	SEAT TUBE /-C-1/ [cm]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB DROP [cm]	CHAIN STAY LENGTH [cm]	STAND OVER [in]	TOP TUBE SLOPE
48	51	48	10.5	72	74	7.6	41	28.9	5.1
50	52	50	11	72.25	74	7.6	41	29.4	3.8
52	53	52	12	72.5	73.5	7.5	41	30	2.1
54	54	54	14	72.5	73.5	7.4	41.5	30.8	3
55	55	55	15	72.75	73.25	7.4	41.5	31.2	2.5
56	56	56	16	72.75	73.25	7.4	41.5	31.5	3
58	57	58	17	72.75	73	7.3	42	32.2	1.9
60	58	60	19	73	72.5	7.2	42	33	1.4
62	59	62	21	73	72.5	7	42	33.7	1.5

MOOTOUR

FRAME SIZE [cm]	EFFECTIVE TOP TUBE [cm]	SEAT TUBE /-C-1/ [cm]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB DROP [cm]	CHAIN STAY LENGTH [cm]	STAND OVER [in]	TOP TUBE SLOPE
54	54	53.5	14	72.5	73.5	8	43	30.6	4.3
55	55	55	15	72.75	73.25	8	43	31.1	4.9
56	55.8	56	16	72.75	73	7.8	43	31.6	4.6
58	56.3	57.5	18	73	72.75	7.6	43	32.3	5
59	57.5	59	19	73	72.5	7.6	43	32.8	4.4

*45 CM CHAIN STAYS OPTIONAL

PSYCHLO X + PSYCHLO X YBB

FRAME SIZE [cm]	EFFECTIVE TOP TUBE [cm]	SEAT TUBE /-C-1/ [cm]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB DROP [cm]	CHAIN STAY LENGTH [cm]	STAND OVER [in]
50	52.5	48/YBB 50.5	10.5	72	74.5	6.3	42.3	29.25
52	53.8	52	11	72.25	74	6.3	42.3	30.5
53.5	53.5	53.5	12.5	72.5	73.5	6.1	42.3	31.25
55	56.3	55	13.5	72.75	73.25	6.1	42.3	31.75
56.5	57.6	56.5	14.5	73	73	6.1	42.3	32.5
58	58.8	58	15.5	73.25	73	6.1	42.3	33
60.5	60	60.5	17.5	73.25	72.5	6	42.3	33.75

*PSYCHLO X YBB CHAIN STAY LENGTH IS 43cm

COMOOTER

FRAME SIZE [cm]	EFFECTIVE TOP TUBE [cm]	SEAT TUBE /-C-1/ [cm]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB DROP [cm]	CHAIN STAY LENGTH [cm]	STAND OVER [in]
53.5	54	52	14.5	72	73.75	8	44.5	31.3
55	56	54	16	72	73.5	8	45	32
56.5	57	56	17.5	72.5	73	8	45	32.8
58	58	57	18.5	72.5	73	8	45	33.3

MOUNTAIN SPECIFICATIONS

MOOTO X + MOOTO X YBB 29"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
17*	22.5	17	10	71.25	74.2	11.88	17.6	29.5	80mm
18**	23	17.5/BB 19.5	10.5	71.5	74	11.88	17.6	29.5	80mm
19	23.5	19.5	11	71.5	73.8	12	17.6	30.5	80mm
20	24.25	20	12	71.75	73.7	12	17.6	31.5	80mm
22	25	22	13	72	73.7	12	17.6	33	80mm

* AVAILABLE IN MOOTO X ONLY

** BUILT WITH TOP TUBE TO SEAT TUBE STRUT

MOOTO X ZIRKEL 29"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
16.5*	22.7	16.5	10	71.25	74.5	12.9	18.2	29.75	100mm
18	23.3	18	10	72	74.25	12.9	18.2	31.75	100mm
19	23.8	19	10	72	74	13	18.2	32.25	100mm
20	24.5	20	11	72.25	73.75	13	18.2	33	100mm
22	25.25	21	12	72.25	73.5	13.1	18.2	33	100mm

* COMES STANDARD WITH A CURVED TOP TUBE FOR GREATER STAND-OVER

GRISTLE + GRISTLE YBB 96'ER

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
16.5*	22.5	16.5	10	71.25	74	11.88	16.8	28.4	100mm
18	23	18.5	10	71.5	73.75	11.88	16.8	30.8	100mm
19	23.5	19	10	71.5	73.75	12	16.8	31.1	100mm
20	24.25	20	11	71.75	73.5	12.13	16.8	32.1	100mm
22	25	21	12	72	73	12.13	16.8	32.8	100mm

* COMES STANDARD WITH A CURVED TOP TUBE FOR GREATER STAND-OVER

GRISTLE ZIRKEL 96'ER

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
16.5*	22.6	16	10	71.25	74	12.8	16.8	28.7	100mm
18	23.2	18	10	72	73.8	12.8	16.8	31.3	100mm
19	23.6	19	10	72	73.7	12.8	16.8	31.3	100mm
20	24.3	20	11	72.25	73.6	12.9	16.8	33.1	100mm
22	25	21	12	72.25	73.5	12.9	16.8	33.9	100mm

* COMES STANDARD WITH A CURVED TOP TUBE FOR GREATER STAND-OVER

CINCO 26"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
15*	21.9	14.5	10.5	70.4	74.2	13.1	16.85	29.3	120-140mm
16.5*	22.5	16	10.5	70.6	74	13.2	16.85	31	120-140mm
18	23.25	17.5	11	71	73.8	13.25	16.85	31.1	120-140mm
19.5	24	19	12	71	73.7	13.25	16.85	32.2	120-140mm
21	24.75	20.5	14	71.25	73.6	13.3	16.85	33.4	120-140mm

* COMES STANDARD WITH A CURVED TOP TUBE FOR GREATER STAND-OVER

ZIRKEL 26"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
14*	21.3	16.92 ybb/14 rig	10.5	70.4	74.1	12.7	16.8	27.6	100-120mm
16*	22.2	16	10.5	70.4	74	12.7	16.8	28.3	100-120mm
17	22.6	17	11	70.8	73.9	12.8	16.8	30.2	100-120mm
18	23.2	18	12	70.8	73.8	12.8	16.8	31	100-120mm
19	23.6	19	13	71	73.7	12.8	16.8	31.7	100-120mm
20	24.3	20	15	71.3	73.6	12.9	16.8	32.8	100-120mm
22	25	21	17	71.5	73.5	12.9	16.8	33.7	100-120mm

* COMES STANDARD WITH A CURVED TOP TUBE FOR GREATER STAND-OVER

RIGOR MOOTIS + YBB 26"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE /C-1/ [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND OVER [in]	FORK TRAVEL
12*	20.5	16.92 ybb/14 rig	10	70.3	74	11.63	16.8	25.5	80mm
14*	21.25	16.92	10	70.5	73.8	11.75	16.8	27.1	80mm
16	22	17.27	10.5	70.8	73.5	11.75	16.8	28.2	80mm
17	22.5	18.42	10.5	71	73.3	11.88	16.8	29.3	80mm
18	23	19.16	11	71.3	73.3	11.88	16.8	30.2	100mm
19	23.5	19.5	12	71.3	73	12	16.8	30.7	100mm
20	24.25	20	14	71.5	73	12.13	16.8	31.4	100mm
22	25	21	16	71.8	72.3	12.13	16.8	32.4	100mm

* COMES STANDARD WITH A CURVED TOP TUBE FOR GREATER STAND-OVER

MOOTS DEALER PROGRAM

Thank you for your interest in becoming a Moots Cycles authorized dealer. Moots Cycles has been a leader and innovator in the industry for twenty seven years with a commitment to excellence in quality and design. Here at Moots Cycles, we are interested in developing a long-term relationship with our dealers, and, in order to do so we have developed the following dealership program.

REQUIREMENTS:

Approval by Moots sales team
Initial pre-season order of 2 frames of any model with minimum of 4 frames per year. We also highly recommend the Countertop Display and a bicycle Point of Purchase display.

Payment will be by COD or valid credit card, unless otherwise specified by Moots Cycles. First time purchasers may be required to pay with a certified check depending on credit status. With an established satisfactory credit history a Moots dealer may become eligible for 30-day terms. All 30-day account payments must be made with a company check.

Moots Cycles has the right to terminate a dealer relationship if Moots Cycles is misrepresented or if said dealer's performance quota is not on par with what Moots Cycles considers applicable for the dealer's area annually.
All dealers must fill out and sign a guarantee and a credit application annually.

BENEFITS:

This discount pricing will be on products produced and purchased from Moots Cycles and will be initiated at the new model year (January 1, 2010). Current discounts will continue until December 31, 2009.

Please see price sheet for details.

Moots Cycles will honor a 10% below wholesale pricing for dealer employees. The number of frames allowed will be based on the number of wholesale frames purchased. For every two bikes bought by the shop, the shop is eligible for one employee bike for a maximum of three bikes. These frames will not be included in the initial purchase plan and Moots Cycles requires proof of employment.

Moots Cycles softgoods (t-shirts, hats, banners, team race clothing, shop aprons, etc.) ordered in combinations of 20 or more will be discounted at 5% below wholesale pricing.

Moots Cycles will declare dealer as an "authorized dealer" in a dealer described area. Moots Cycles has the right to determine, with the dealer, this said area.

Moots Cycles will provide a co-op-advertising program for those dealers that exceed \$10,000 in sales. We will provide 1.5% in credit on all sales after dealer reaches the \$10,000 mark. All advertising must be approved by Moots Cycles but can include festival promotion as well as traditional advertising methods (newspaper, radio, magazines, internet and TV). Co-op credit available for 1 year from receipt.

Moots Cycles will list all authorized dealers on the Moots web page and will also provide a link to all dealer websites, provided the dealer's website meets Moots Cycles website criteria.

PRICING POLICY:

It is Moots Cycles policy that dealers maintain retail prices as listed on the dealer price list. Any dealer not maintaining retail prices is subject to termination of authorized dealer status.

RETURNS:

10% restock fee applies to returned Moots frames or components.

PAST DUE ACCOUNTS:

In the event of returned checks there will be a service charge of \$20 and we will charge 1.5% per month interest until cleared payments are received. On all accounts set up as net 30, a 1.5% interest rate per month will be charged to all delinquent account. No discounts will be awarded for any past due accounts.

MOOTS CYCLES MAIL ORDER ADVERTISING POLICIES:

It is our present policy at Moots Cycles to disallow any mail order advertising of our products. This only applies to those ads that promote mail order and not those ads that invite consumers to come into the bike shop to see the product. This does not include catalogs as long as suggested retail is advertised. We have instigated this policy to further aid the consumer in getting the best service they can get when buying a Moots Product and to keep an even playing field for all of our dealers. These mail order ads have a tendency to be associated with discounting and we do not feel this type of association is in the best interest of Moots Cycles or our dealers.

MOOTS CYCLES E-COMMERCE PRICING POLICIES:

The advent of e-commerce in our industry has prompted Moots Cycles to create a policy for sale of our products over the web. Moots has always sold through the local bike shop because we feel you are the ones capable of giving our customers the friendly expertise needed to make their purchase of a Moots bicycle a satisfactory one. We also know you will be there to continue to help the customer after the sale. We firmly believe this is the right way to sell a Moots bicycle and wish to continue to do business in this manner.

We also recognize that e-commerce is here to stay and that many of our dealers have websites that sell our products with the rest of their inventory. Internet sales can be a good way to reach customers that cannot reach you but we also realize that the Internet reaches into all of our dealer's areas. With this in mind, we have created these policies to make sure we start with a level playing field for all.

No Moots product will be advertised on the web at less than the retail price unless the items are discontinued products. Moots Cycles is the only entity that will decide what items are discontinued items. No Moots frame will be sold for less than retail over the Internet. If Moots becomes aware of Internet price-cutting, we have the right to terminate that dealer from carrying Moots products.

All Moots Dealers must have a storefront and the capabilities to repair and build bicycles. We require photos of the interior and exterior of the shop. In other words, all Moots dealers must be a full service bike shop.

Any use of Moots' logos or images for websites should be pre-approved by Moots Cycles. We welcome any mention of Moots on your website and will be happy to help you with logos, web links and other images upon request.

To protect our overseas distributors, we do not allow web sales in those countries where we have official distributors. All current distributors are listed on our web site.

These are very simple rules but we will need your cooperation to make sure everyone follows them. If you feel someone is not following these rules, please make us aware of the problem. We have tried to keep our products at the highest level of quality, performance and image throughout the industry. We feel by discounting our products, we discount our image and this is not what we are after. If you have any questions please feel free to call us at 970-879-1676.

Applying for: New Account: _____ Update: _____
 COD: _____ Open: _____ Dollar Volume: _____
 Purchasing Bicycles: _____ Parts: _____

CUSTOMER APPLICATION

Business Name: _____ Tel #: _____

Legal Owner: _____ FAX: _____

Address: Street Address: _____ Email Address: _____

PO Box/Mailing _____

City _____ State _____ Zip _____

Bill to Address if different from above: _____

Corporation _____ State of Incorporation _____ Sole Proprietorship _____ Partnership _____

Federal ID: _____ Retail #: _____

How long under present ownership? _____ Total Sales in past year _____

Size of Store (sq. ft): _____ Do you rent or own business space: _____

landlord/Mortgager _____

Have you ever filed bankruptcy? _____ Frame / Bike brands carried: _____

Please attach an additional sheet for other locations.

Please provide four or more photos of the interior and exterior of your store.

Please list all bike brands carried: _____

Principal Owners: _____

Full name: _____ Title: _____

Home address: _____ City: _____

State: _____ Zip: _____ Home telephone: _____ Social Security Number: _____

Full name: _____ Title: _____

Home address: _____ City: _____

State: _____ Zip: _____ Home telephone: _____ Social Security Number: _____

Bank References:

Name: _____ Checking Account #: _____ Balance: _____

Address: _____ Savings Account #: _____ Balance: _____

City, State: _____ Zip: _____ Loan #: _____ Balance: _____

Phone: _____ Fax: _____ Account Manager: _____

Trade References:

Name: _____ Address: _____ City: _____ State: _____ ZIP _____

Telephone: _____ FAX: _____ Account #: _____

Name: _____ Address: _____ City: _____ State: _____ ZIP _____

Telephone: _____ FAX: _____ Account #: _____

Name: _____ Address: _____ City: _____ State: _____ ZIP _____

Telephone: _____ FAX: _____ Account #: _____

AGREEMENT: As an owner/officer of my company, I certify that the information provided in this application is correct. I have reviewed the sales terms and conditions for Moots Cycles and agree to personally guarantee payments in full for all valid purchases. Personal Guarantee required.

Contact Moots for Guarantee form.

The undersigned certifies that he/she is authorized to execute this document and that all statements are true and correct. Verification may be obtained from any source named in this application. I/we hereby authorize my/our creditor(s) and financial institution(s) to release such information as MOOTS CYCLES shall request for the purpose of verification of any information or statements contained in this application and that a copy of this authorization may be used to obtain such information. I/we hereby authorize MOOTS CYCLES to provide the information contained herein to other credit reporting services and suppliers.

Signature of Applicant _____ Title _____ Date _____

Signature of Applicant _____ Title _____ Date _____

Financing Statement filed: Yes _____ If so date: _____ No: _____

Moots Contacts:

Title	Name	Phone	Email Address
Sales Director:	Matt Alford	970-879-1676 ext. 101	matt@moots.com
Dealer Support / Sales:	Jon Cariveau	970-879-1676 ext. 103	jonc@moots.com
Sales Associate:	David Dietrich	970-879-1676 ext. 102	daved@moots.com
Customer Service:	Kassi Sell	970-879-1676 ext. 109	kassis@moots.com
AR / AP:	Michael Sanders	970-879-1676 ext. 106	mikes@moots.com

Moots

2545 Copper Ridge Drive
Steamboat Springs, CO 80487

Phone: (970) 879-1676
Fax: (970) 879-3067
E-Mail: info@moots.com
Web: www.moots.com

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