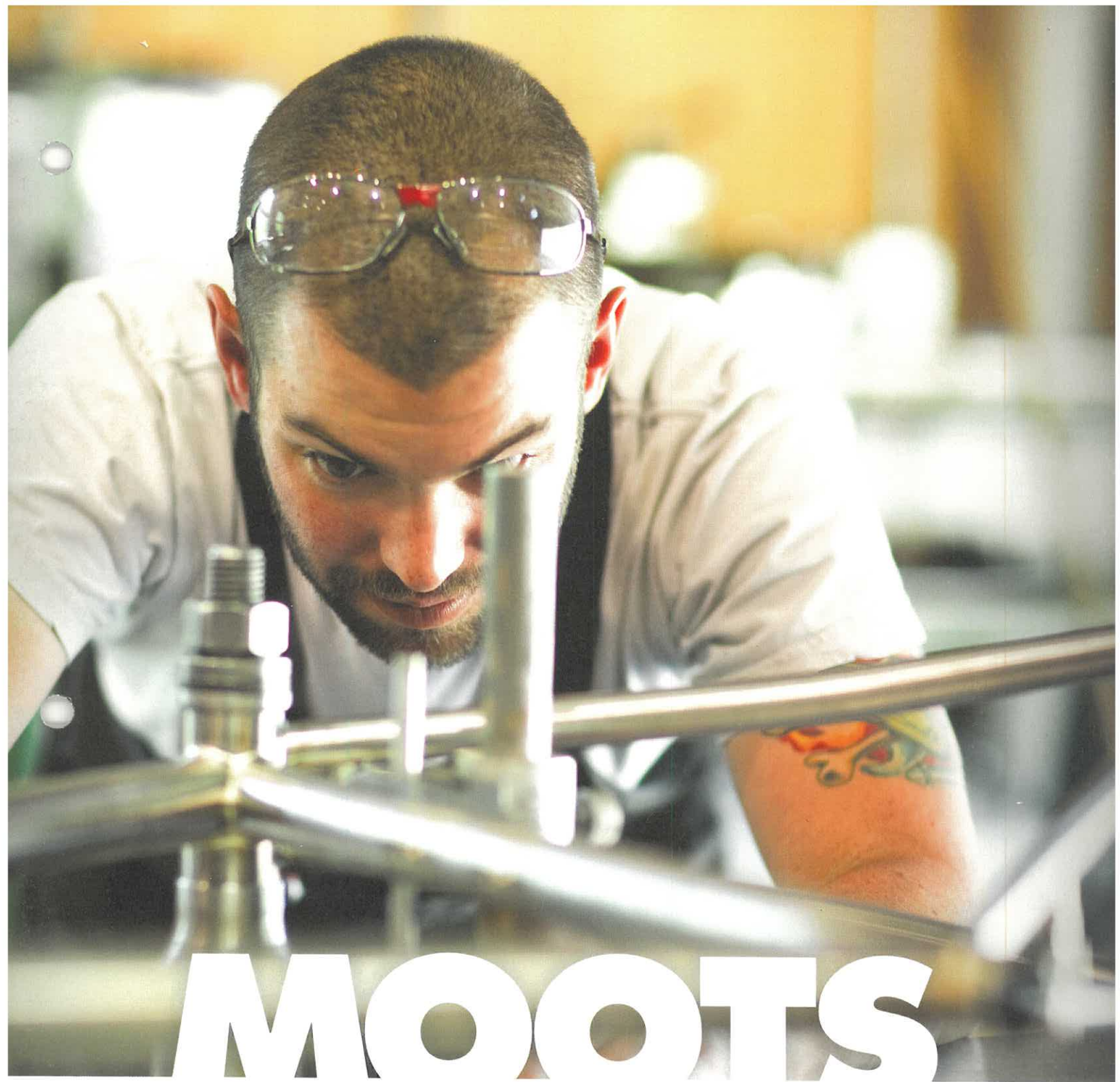




2011 DEALER HANDBOOK

WELCOME MOOTS DEALER



By now you have hopefully had an opportunity to visit our new Moots website **MOOTS.COM**, redesigned and packed with great information, including a secure dealer-only webpage full of great resources such as dealer handbooks, tech manuals, cable-routing options, PDFs of all of our dealer info, price lists, catalogs, ad images, event invite templates and more. Also, please check your listing in our dealer locator for accuracy. Other highlights include a more in-depth Product section, an area to learn more about the Moots build process and craftspeople, and a nice new blog/community section to stay connected and share in the Moots and cycling community dialog. This redesigned and improved website is only one of the tools we offer to help support the Moots brand across the country and in your store. Please check out the complete listing of our dealer support programs, POPs and sales tools on page 4.

In addition to a new website we are proud to introduce a NEW mountain bike model for 2011, the Mooto X RSL. The Mooto X RSL is the second bike introduced as part of our RSL family. Our objective with our RSL bikes is to design from the ground up the highest-performance, most purposeful frames within that specific category. The Mooto X RSL is our new leading-edge frame in our mountain bike lineup. It takes many of the performance-enhancing features of our Vamoots RSL and applies them to the 29er world to create a wicked fast, no-holds-barred XC race steed. It features the oversized PF BB30, Zero Stack headset oversized head tube for increased front-end stiffness, curved down tubes for more fork clearance and more. Learn more about the NEW Mooto X RSL on page 10.

In addition, we are hard at work finalizing the development of our new technologically advanced Moots road forks. Designed and developed in partnership with one of the cycling industry's premier high-end carbon specialists, they will cosmetically match our satin-bead-blast finish to create a uniquely Moots frame and fork opportunity. We'll have two models, one specifically for our Vamoots RSL and the other for our Vamoots CR and Vamoots. Both will come in three rakes to ensure proper setup with any frame size, stock or custom. More details to come on availability date.

We look forward to partnering with you to make 2011 a great year for you and your Moots customers! And remember, all of our road frames and non-full-suspension frames are backed by a lifetime warranty.

Appreciatively,

Matt, Corey, Amy and Kassi

MOOTS CONSUMER MARKETING SUPPORT

For 2011 we will continue to create increased visibility for Moots through various national, regional and local marketing programs. And, we will increase our effort to communicate more directly to our amazing group of Moots Owners and Moots followers in the cycling community. Our objective with all of our marketing programs is to increase the interest in Moots and to drive more prospective Moots Owners into each of your shops.

SOME OF THE MOOTS CONSUMER MARKETING PROGRAMS YOU CAN EXPECT TO SEE IN 2011 ARE

Moots website brand new for 2011. Much deeper and more informative than ever.

Annual Moots catalog we print over 8,000 catalogs each year.

Print and Web advertising in leading national and regional cycling publications and websites.

Event support at various cycling events and series, as well as advocacy events that benefit local cycling communities.

Increased social media communication and customer dialog.

GrassMoots team involvement in local race and advocacy scene.

Moots Riders Club our owners are extremely loyal and excited to share their love of Moots with others in their local cycling circles.

Public Relations for a brand of our size, we feel fortunate to receive a disproportionate amount of great press coverage. PR continues to be one of our main marketing focus areas. Please see below to grasp a sense of some of the media coverage we had, this year alone.

MOOTS IN THE MEDIA

In 2010 Moots received international national, and regional media exposure in newspapers, magazines and online. Many thanks to the editors and product testers.

NOTABLE 2010 HIGHLIGHTS INCLUDE

Jan	Road Bike Action, Vamoots RSL Debut
Feb	Proccycling, Vamoots RSL Feature Review
Feb	VeloNews Buyer's Guide, Vamoots RSL Profile
Feb	ROAD Buyer's Guide, Road & Cross Frames, Cinchpost
Mar	VeloNews Race & Ride Guide, Steamboat Springs Stage Race Sponsorship
Mar	bikerumor.com, NAHBS: Snowbike Profile
Apr	Bicycling Buyer's Guide, Mootour Profile
Apr	testrider.com, Mooto X YBB Review (video)
May	Elevation Outdoors, Mootour Profile (Editor's Choice)
May	The Racing Post, Vamoots RSL Feature Review
Jun	Bicycling, One of Korea's Ti Bikes of Choice
Jun	eMercedesBenz.com, Vamoots RSL Feature Review
Jul	Denver Magazine, Colorado Adventure Gear
Jul	gearjunkie.com, Gear Made in the USA
Jul	Mountain Flyer, Vamoots RSL Feature Review
Jul	Mountain Bike Action (Israel), Mooto X Rigor Feature Review
Aug	pezcyclingnews.com, In-depth Company Interview with Jon Cariveau
Sept	ROAD, Vamoots RSL review

FUTURE CLIPS

Sept/Oct	Bicycle Retailer, Colored Component Parts
Sept	bikerumor.com, Vamoots RSL Feature Review
Nov	VeloNews Cross Buyer's Guide, Psychlo X Profile

MOOTS DEALER SUPPORT

For 2011 we'll be continuing to offer our highly effective dealer support programs, continuing all our most popular items like FREE POP displays, Authorized Dealer Support package, component package discounts and total sales volume discounts, as well as adding a brand-new password-secure dealers-only section to our new website. This valuable resource will bring all useful Moots information into one convenient location. Price lists, catalogs, tech manuals, custom workbooks, press releases, photo library, invite/postcard templates, newsletter archives and more will be available to start. In time, we look to add more helpful resources to help you and your team confidently and knowledgeably present and sell Moots.

Please check out all of the following dealer support items and programs available to you. Make sure you are using the best tools available to assist you and your team in selling Moots frames and components.

POINT-OF-PURCHASE PROGRAM

Moots has created two (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, a 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 October 2011. Our countertop component display/catalog holder provides a neat and clean way to increase Moots visibility in your store, distribute Moots catalogs and showcase the beautiful craftsmanship of 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 our wholesale prices. 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, Moots catalogs, a Why Ti FAQ sheet, Moots Custom Build Program workbooks, a sticker pack, an Authorized Dealer window decal, a large showroom banner, and a backroom poster with key selling points to keep staff informed and help them effectively convey the Moots brand story. We require all of our Authorized Dealers to have the Authorized Dealer Sticker in prominently displayed along with the Catalog/Components counter top display.

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 pricing programs, as well as news from the Moots World HQ. The dealer newsletter is also available to any employee of an Authorized Moots Dealer.



MOOTS DEALER SUPPORT CHECKLIST

MAKE SURE YOU ARE TAKING ADVANTAGE OF EVERY DEALER SUPPORT PROGRAM THAT MOOTS OFFERS:

- ☐ **SINGLE BIKE POP STAND** 10% off display bike and parts, 60-day terms on replacement bikes
- ☐ **COUNTERTOP DISPLAY STAND** 25% off display components, free catalogs and stickers
- ☐ **DEALER LOCATOR ON MOOTS WEBSITE** Our analytic tool consistently reports that the dealer locator page is one of the most frequently visited pages of the site, behind the pages of our top-selling models. Our site hosts over 20,000 unique visitors per 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 Authorized Moots Dealer Owners, managers and staff employees. Dealer qualifies for one EP frame for every two frames they purchase at normal pricing, up to three per year. A Moots rider is truly our best salesperson. See order form and terms on page 18.
- ☐ **DISCOUNT PROGRAM FOR VOLUME DEALERS** 2%, 4% and 5% discount levels are available for Moots Dealers who reach \$10k, \$20k and \$50k in annual sales respectively.
- ☐ **COMPONENT PACKAGE DISCOUNTS** Anytime you add a package of Moots components to a frame sale, additional discounts are given to increase your margin on the components. Please see our price sheet for discount levels.
- ☐ **GRASSMOOTS/AMBASSADOR RIDER PROGRAM** We continue to build a team of like-valued GrassMoots riders who help to promote the local Moots Dealers in their area and represent Moots at local/regional and national races and advocacy programs. If you have someone in your local area who you feel would be a good candidate for joining the GrassMoots family, please let your Sales Associate know.
- ☐ **POPULAR FORUM/BLOG/FACEBOOK AND TWITTER** campaigns to drive prospective customers into our dealers.
- ☐ **"MEET MOOTS" RIDES & TRAVEL PLAN** We cross the country in our Moots Sprinter Van meeting Moots Owners and prospective customers for rides and Moots Demo events. Contact Moots to plan a great event in your area.
- ☐ **GUEST APARTMENT** available for Moots Dealers, staff and VIPs in beautiful Steamboat Springs, Colorado. We are fortunate to have a great setup for guests at our factory in Steamboat. We encourage you to take advantage of our free lodging and to experience Moots and Steamboat up close. The riding, skiing and fishing is spectacular.
- ☐ **FACTORY TOURS AND TRAINING** We provide on-site training for key Authorized Dealer Staff Members to help give them the depth of knowledge on our heritage, our titanium and all of our products so they can represent Moots with confidence.
- ☐ **EASY-TO-USE CUSTOM PROGRAM** When a stock size frame isn't going to be the perfect fit, Moots offers 30 years of custom design and build experience to help you achieve the perfect fit for your customers. Please see our Custom Frame Program brochure, available as a hard copy or online.
- ☐ **STAFF-TRAINING CONFERENCE CALLS** Please give us a call to set up a Moots History, Titanium Knowledge or Moots Product Line training session for your team members to better educate them on Moots. We can't overemphasize the importance of taking the time to truly understand the Moots brand and our products.

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, and 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
- Handcrafted 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 are 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 they can customize, 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 outsourced 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 and 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 tubeset 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.

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, SO 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 and 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 '70s and '80s Ti bikes were trying to look like and conform to the world of steel frames, and 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 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 and therefore reducing the stiffness by more than traditional butted tubes.
- More expensive to produce does not always mean higher quality.



ROAD TOUR CROSS COMMUTE



VAMOOOTS RSL Built to race. Our lightest and stiffest road bike to date.

VAMOOOTS RSL

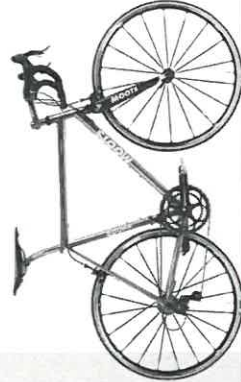
- The lightest-weight, most efficient power-transfer Moots ever.
- Internally double-buttet tubeset, for lighter weight, maintaining full outside diameter for a 12% increase in stiffness and 15% reduction in weight.
- Microdiameter, seamless 6/4 seatstays for lightweight, responsive ride feel.
- BB30 assembly increases crank stiffness by 38%, decreases Q factor by 8mm.
- 6/4 one-piece modified breezer SL dropout, 22% lighter than standard, stronger than replaceable.
- Tapered and buttet chainstays, sculpted head tube and 30.9 seatpost diameter. Light and stiff.
- Specific Vamoots RSL fork for the best handling, well-mannered ride.
- 9 stock sizes ranging from 48cm to 62cm to accommodate wide range of riders.
- 2.6lbs. frame in 55cm.
- Limited lifetime warranty on craftsmanship and materials.



VAMOOOTS CR (COMPACT ROAD) Aggressive race geometry with our classic Moots PI Tech tubing.

VAMOOOTS CR

- Built for no-compromise road performance.
- Certified highest US grade 3/2.5 CWSR seamless tubing.
- 7/8" oversized chainstays provide increased torsional and lateral strength.
- Size-specific geometry, matching rider profile with tubing size for superb handling.
- Longer head tube for a more comfortable position, while maintaining aesthetics.
- Race-fit geometry for riding, training and racing.
- Unsurpassed attention to detail in welds and alignments.
- Unique features include welded-on seatpost binder, water bottle bosses, beautifully machined head tube and replaceable derailleur hanger.
- Frame options: S & S coupler, pump peg, rack eyelets, fender mounts, 3rd H20 mount, chain hanger and track dropouts.
- 3lbs. frame in 56cm.
- Limited lifetime warranty on craftsmanship and materials.



VAMOOOTS Our classic road bike with more relaxed, traditional geometry.

VAMOOOTS

- Classic Vamoots road geometry for mile-after-mile performance.
- Newly retuned geometry for comfort and performance.
- 1cm longer head tube for more intuitive posture on bike.
- .5cm to 1cm longer chainstays for more telepathic handling.
- 1cm shorter top tube, better fit for rider with more upright riding posture.
- Lower bottom bracket for more grounded road feel.
- 7/8" oversized chainstays provide increased torsional and lateral strength.
- Replaceable derailleur hanger.
- Frame options: S & S coupler, pump peg, rack eyelets, fender mounts, 3rd H20 mount, chain hanger and track dropouts.
- 3lbs frame in 56cm.
- Limited lifetime warranty on craftsmanship and materials.

MOOTOUR

- Perfect ride for pavement, dirt roads and anything in between, as well as club rides, randonnee outings and light touring.
- For use with long-reach road calipers.
- Fits up to 32c tire.
- Upper and lower eyelets as stock.
- 5 stock sizes.
- Available in custom sizing.
- Lifetime warranty on all craftsmanship and materials.

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



MOOTOUR Designed for comfort over longer touring rides and mixed road surfaces.

PSYCHLO X / PSYCHLO X YBB

- Cross-race design—also great for dirt-road riding and easy to set up for year-round commuting.
- Mud-free chainstay design on Psychlo X for maximum clearance.
- Wishbone seatstay configuration for superior lateral stiffness.
- Top-tube cable routing for clean cables.
- Perfect blend for cross racing or dirt-road epics.
- Optional YBB pivotless suspension for comfort and control.
- Size-specific geometry for precise handling.
- Lifetime warranty on all craftsmanship and materials.



PSYCHLO X / PSYCHLO X YBB Cross bikes built for speed and durability.

COMOOTOER

- High-performance commuter.
- Moots Pi Tech 3/2.5 CWSR seamless tubing.
- Available as a complete bike (see below) or as frame only.
- Relaxed geometry for more upright riding position.
- 700c wheels for speed and commuting nimbleness.
- Slider dropouts for easy chain-tension adjustments.
- Lifetime warranty on all craftsmanship and materials.



COMOOTOER Moots performance and beauty for the daily commute.

Comooter Full-Build Parts List

Frame Commuter special, slider dropouts, Rohloff routing
Fork Wound-up cross-disc specific, eyelets
Head Set Chris King 1 1/8" no-thread set
Stem Moots Open Road + custom faceplate for light or camera mount
Post Moots 27.2 cinchpost
Saddle Brooks Swallow – black leather
Bars Moots Ti flat bar
Cranks White Industries
Brakes Magura Louise 160mm rotors
Front Hub Schmidt generator hub, disc
Rear Hub Rohloff Internal 14 Speed
Rims DT Swiss x 470, 32-hole front and rear
Tires Schwalbe 38c Marathon, reflective sidewall, belted tread
Fenders Honjo polished aluminum, full coverage
Front Light Schmidt EG
Rear Light Busch & Muller DTopLight XS Senso (rack-mounted)
Rear Rack Tubus Cosmo

MOUNTAIN



MOOTO X RSL 29" All-out cross-country race bike.

MOOTO X RSL 29" NEW!

- Our **NEWEST RSL** introduction hits the dirt to create our highest-performance race 29er to date.
- **NEW** Internally butted tubest for lightweight and efficient pedaling platform.
- **NEW** Press Fit BB30 assembly increases crank stiffness by 38% while reducing the Q factor.
- **NEW** 30.9 seatpost for increased stiffness and more responsive ride.
- Formed down-tube design allows for extra fork clearance.
- Redesigned lighter rear triangle provides more space to accommodate larger tires and mud.
- Designed for use with 80mm travel suspension fork.
- Frame weight 3.5lbs for 18" frame
- Available in 17", 18", 19", 20" and 22" frame sizes plus customs, each with size-specific tubing and geometry.
- Lifetime warranty on all craftsmanship and materials.



MOOTO X RIGOR 29" Snappy hard-tail 29er built for cross-country racing and/or monster cross.

MOOTO X RIGOR 29"

- Designed for 29" wheels for superior rolling inertia.
- Wishbone seat-stay design 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 single-speed 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.
- Lifetime warranty on all craftsmanship and materials.



MOOTO X YBB 29" Soft-tail 29er built for pedaling fast over mixed cross-country terrain and long rides.

MOOTO X YBB 29"

- Fastest possible 29er soft-tail for the long haul, marathons, and 24hr and longer races.
- Lightweight, 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 stand-over 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 all craftsmanship and materials.



MOOTO XZ 29" 4" plush travel for big backcountry rides and long day adventures.

MOOTO XZ 29"

- 4" travel 29er mates 3/2.5 alloy Ti front triangle with US-made 6061 aluminum rear.
- Matched arc-suspension system reduces weight and removes rear-most 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).

MOOTS
HANDBUILT IN THE ROCKIES

GRISTLE 96"ER

- 29" front wheel with 26" rear for quickest acceleration.
- 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).



GRISTLE 96"ER Available as a hard-tail, YBB soft-tail or full suspension. Large front wheel leads the way over obstacles, and smaller rear wheel maintains quickness.

ZIRKEL 26"

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



ZIRKEL 26" Our all-around XC full-suspension bike built with 4" MARC suspension.

CINCO 26"

- 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 3/2.5 seamless Ti front triangle, 6061 aluminum Ventana rear.
- 2-year warranty on rear triangle.
- Available in 15", 16.5", 18", 19.5" and 21" frame sizes. 15" frame has curved TT for increased stand-over height.



CINCO 26" All mountain fun, 5" travel to eat up small drops, ledges and trail debris.

YBB 26"

- Classic soft-tail design adds minimal weight for 1 1/8" of rear-wheel travel.
 - Super simple, low-maintenance suspension design.
 - Wishbone seat-stay 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. 165lbs weight limit.
 - Lifetime warranty on all craftsmanship and materials.
- OPTIONS** include S&S couplers, slider dropouts, rack and fender mounts, 3rd h2o mount.



YBB 26" Classic racing set up with THE original soft-tail.

RIGORMOOTIS 26"

- Best titanium hard-tail available, all seamless US-grade 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 on all craftsmanship and materials.



RIGORMOOTIS 26" Soft-tail built for pedaling fast over mixed cross-country terrain.

TITANIUM COMPONENTS



RSL ROAD STEM

The RSL stem was designed from the ground up to match the high performance and styling of the Vamoots RSL road frame. Windowed steerer clamp, double-band faceplate and 6/4 titanium bolts create a new Moots masterpiece 21% lighter than our Open Road stem. Available in "RSL Stealth Black" and silver. Works great as an MTB stem as well.

Tech 90 x -6 degree weighs 121gr. 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 and 130 x 0, 130 x 10 as well as custom dimensions. 31.8 handlebar clamp, 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 and 130 x 0, 130 x 10 as well as custom sizing. 31.8 handlebar clamp, 45mm tall 1 1/8" steerer clamp.



OPEN TRAIL

Bulge and riser bars have met their match in the Moots Open trail with 31.8 clamp diameter. The Open Trail takes all the great features of our classic Open Road stem, like bi-ovalized tubing, 4-bolt faceplate and welded dual bolt binder, and retunes them for the highest possible performance on dirt.

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



CINCHPOST

Moots 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.



HANDLEBARS

Handmade Moots quality down to the simplest component! Each Moots Ti handlebar is cut to length and bent by hand and then hand finished to perfectly match the performance and appearance of a Moots frame. Shock absorbing and comfortable, a Moots 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 and 25" x 8. Includes 25.4 shim. 31.8 shim also available.

TI HEADSET SPACERS

Matching satin finish titanium headset spacers perfectly finish any Moots 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.



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. The top and bottom bags operate separately from one another. The top bag includes an expandable bungee system for bulkier items, while the lower bag has a durable Hypalon bottom for abrasion resistance.

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



FORKS

New advanced technology Moots fork coming soon.

MOOTS COLOR OPTIONS

DECAL STANDARDS AND OPTIONS

The standard default decal package for ALL Moots road bike frames (Vamoots RSL, Vamoots CR, Vamoots Mootour and Psychlo 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. Be sure to designate color selection when placing your Moots frame or component order.

ANODIZED COLOR OPTIONS

Open Road stem faceplates, Open Trail stem faceplates, Cinch seatpost sideplates and the mountain bike seat collar will all be available in stock silver anodized. Optional colors will include black, red and blue.

RSL stem faceplate and RSL seat collar comes stock in black to match standard frame decal colors. Optional colors will be blue, red or silver.

ROAD, TOUR, CROSS, COMMUTE SPECIFICATIONS

VAMOOOTS RSL *SEAT STAYS DIAMETER INCREASED

FRAME SIZE [CM]	EFFECTIVE TOP TUBE [CM]	SEAT TUBE /C-1/ [CM]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB DROP [CM]	CHAINSTAY 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



VAMOOOTS CR

FRAME SIZE [CM]	EFFECTIVE TOP TUBE [CM]	SEAT TUBE /C-1/ [CM]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB DROP [CM]	CHAINSTAY 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



VAMOOOTS

FRAME SIZE [CM]	EFFECTIVE TOP TUBE [CM]	SEAT TUBE /C-1/ [CM]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB DROP [CM]	CHAINSTAY 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



MOOTOOR *45CM CHAIN STAYS OPTIONAL

FRAME SIZE [CM]	EFFECTIVE TOP TUBE [CM]	SEAT TUBE /C-1/ [CM]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB DROP [CM]	CHAINSTAY 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



PSYCHLO X + PSYCHLO X YBB *PSYCHLO X YBB CHAIN STAY LENGTH IS 43CM

FRAME SIZE [CM]	EFFECTIVE TOP TUBE [CM]	SEAT TUBE /C-1/ [CM]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB DROP [CM]	CHAINSTAY LENGTH [CM]	STAND-OVER [IN]
50 RIG	52.5	48	10.5	72	74.5	6.3	42.3	30.3
50 YBB	50.5	50.5	10.5	72	74.5	6.3	43	30.5
52	53.8	52	11	72.25	74	6.3	42.3	31.1
53.5	55	53.5	12.5	72.5	73.5	6.1	42.3	31.7
55	56.3	55	13.5	72.75	73.25	6.1	42.3	32.2
56.5	57.6	56.5	14.5	73	73	6.1	42.3	32.7
58	58.8	58	15.5	73.25	73	6.1	42.3	33.1
60.5	60	60.5	17.5	73.25	72.5	6	42.3	34.2



COMOOTOOR

FRAME SIZE [CM]	EFFECTIVE TOP TUBE [CM]	SEAT TUBE /C-1/ [CM]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB DROP [CM]	CHAINSTAY LENGTH [CM]	STAND-OVER [IN]
53.5	54	52	14.5	72	73.75	8	45	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



Spec Definitions and Notes

- Effective Top Tube: Measured parallel to ground, from top of head-tube center to seat-tube center
- Stand-over: MTB Full Suspension: Measured directly over BB at full extension of travel
- All Mountain Bikes: Some frame size/fork/make/model combos may cause down tube to fork interference
- MX/MXBB/Rigormoots/YBB: Designed for use with 160mm max disc brake rotors and with Shimano 50mm chainline cranksets using 22/32/42 gearing
- BB Drop: From axle center line to BB center
- BB Height: Measured with 25% sag, front and rear
- Stand-over, Road and MTB Non-suspension: Measured directly over BB

MOOTO X RSL 29" NEW!

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY LENGTH [IN]	STAND-OVER [IN]	FORK TRAVEL
16	22.5	16	9	71.25	74.5	11.875	17.5	29	80mm
17	23	16.5	9	71.25	74.25	11.875	17.5	30.5	80mm
18	23.5	17.5	10	71.5	74	12	17.5	31.1	80mm
19	24.25	18.5	10	71.5	73.75	12	17.5	31.6	80mm
20	24.75	19.5	11	71.5	73.5	12	17.5	32.3	80mm
22	25.5	21	12	71.75	73.25	12.125	17.5	33	80mm



MOOTO X + MOOTO X YBB 29"

*AVAILABLE IN MOOTO X ONLY
**BUILT WITH TOP TUBE TO SEAT TUBE STRUT

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY LENGTH [IN]	STAND-OVER [IN]	FORK TRAVEL
17*	22.5	17	10	71.25	74.2	11.88	17.6	31.2	80mm
18**	23	17.5/YBB 19.5	10.5	71.5	74	11.88	17.6	31.6	80mm
19	23.5	19.5	11	71.5	73.8	12	17.6	32.6	80mm
20	24.25	20	12	71.75	73.7	12	17.6	33	80mm
22	25	22	13	72	73.7	12	17.6	34.2	80mm



MOOTO XZ 29"

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

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY 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



GRISTLE + GRISTLE YBB 96"ER

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

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY 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



GRISTLE ZIRKEL 96"ER

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

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [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



CINCO 26"

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY 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



RIGORMOOTIS + YBB 26"

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

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY 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	100mm
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



ZIRKEL 26"

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

FRAME SIZE [IN]	EFFECTIVE TOP TUBE LENGTH [IN]	SEAT TUBE /C-1/ [IN]	HEAD TUBE LENGTH [CM]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [IN]	CHAINSTAY LENGTH [IN]	STAND-OVER [IN]	FORK TRAVEL
14*	21.3	15	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



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 27 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 preseason order of two frames of any model with minimum of four 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.

All dealers must fill out and sign a guarantee and a credit application annually.

BENEFITS

The discount pricing levels will be on products produced and purchased from Moots Cycles and will be initiated at the new model year, January 1, 2011. Current discounts will continue until December 31, 2011.

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 soft goods [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 one year from receipt.

Moots Cycles will list all authorized dealers on the Moots website 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 accounts. 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 Internet. 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 dealers' 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 Internet 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 preapproved 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 website.

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.

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 firsthand. 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 two bikes purchased the Moots Dealer is eligible for one Employee Purchase frame. Maximum of three 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.

2011 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. Moots retains the right to change the terms of the Employee Purchase program at any time.

FOR MOOTS USE ONLY

Frame number _____

Purchaser's Signature _____

Shop/Company Name _____

Manager's Name _____

Your Name _____

Shop Address _____

City _____

State _____ Zip _____

Work Phone _____

Fax _____

Method of payment _____

Exp _____ Security Code _____

Visa or MC # _____

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 _____

CUSTOMER APPLICATION

FOR MOOTS USE ONLY Applying for: New Account _____ Update _____
COD _____ Open _____ Dollar Value _____ Purchasing: Bicycles _____ Parts _____

Business Name _____ Tel _____
Legal Owner _____ Fax _____
Street Address _____ Email Address _____
PO Box/Mailing _____
City _____ State _____ Zip _____
Bill to Address if different from above _____
Corporation _____ State of Incorporation _____ Partnership _____
Federal ID _____ Retail # _____
How long under present ownership? _____
Size of Store (sq. ft) _____ Total Sales in past year _____
Landlord/Mortgager _____ Do you rent or own business space _____
Have you ever filed bankruptcy? _____ Frame / Bike brands carried _____

PLEASE attach an additional sheet for other locations, provide four or more photos of the interior and exterior of your store, and list all bike brands carried _____

Principal Owners

Full Name _____ Title _____
Home Address _____
City _____ State _____ Zip _____
Home Phone _____ Social Security Number _____
Full Name _____ Title _____
Home Address _____
City _____ State _____ Zip _____
Home Phone _____ Social Security Number _____

Bank References

Name _____ Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Account Manager _____
Checking Account # _____ Balance _____
Savings Account # _____ Balance _____
Loan # _____ Balance _____

Trade References

Name _____ Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Account Number _____
Name _____ Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Account Number _____
Name _____ Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Account Number _____

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 _____ No _____

MOOTS SALES TEAM CONTACTS

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MOOTS
HANDBUILT IN THE ROCKIES



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Aftermarket Products Warning – Moots designs and builds high-end customized bicycles to exacting 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. ©2010 Moots Cycles.