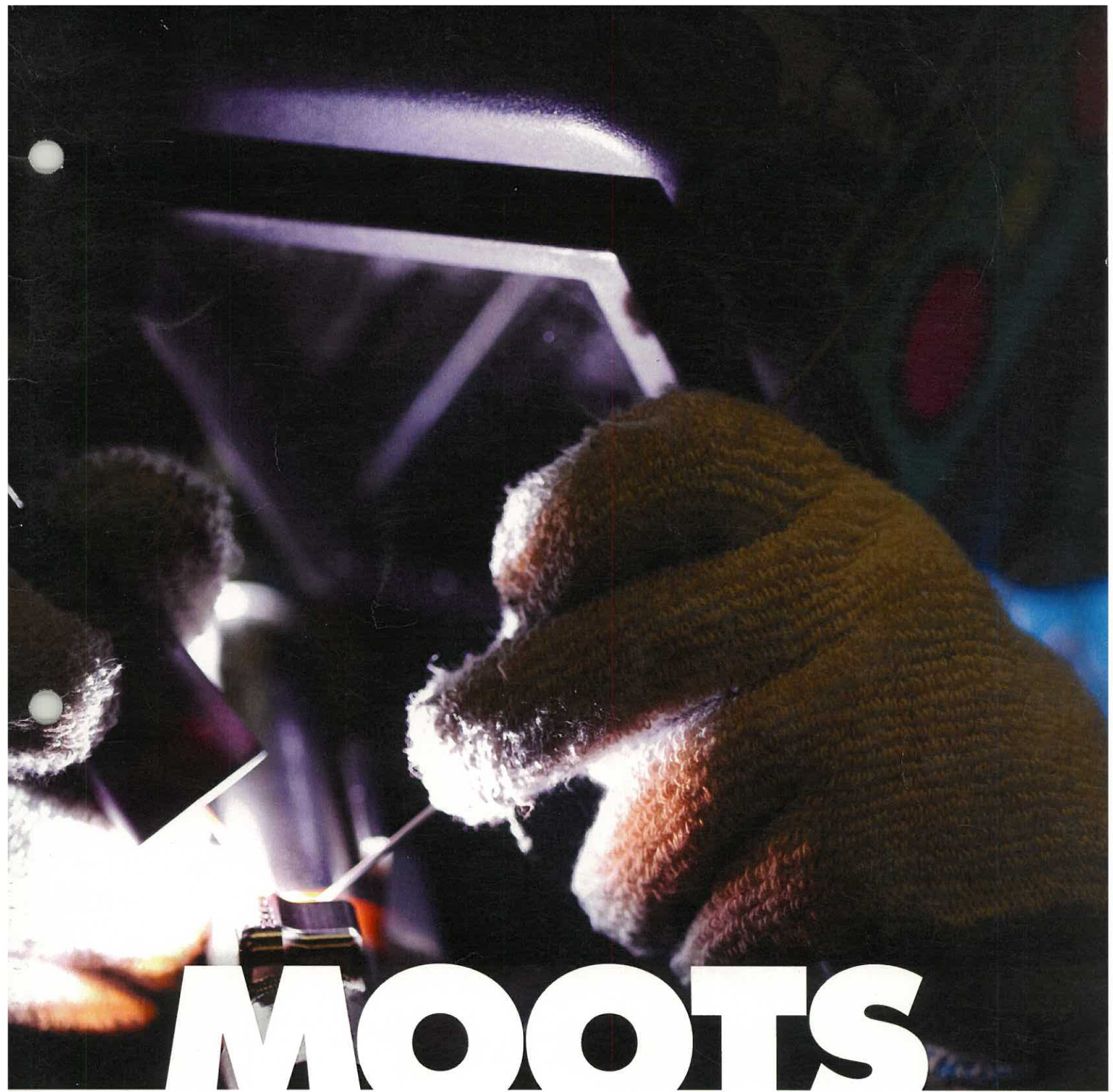




MOOTS

2012 dealer handbook

ROAD MOUNTAIN CROSS CUSTOM COMPONENTS



welcome moots dealer

Welcome to the 2012 Moots Dealer Handbook. Our product development focus continues to be all about evolving titanium performance to levels that rival those of any material while still offering the magical Moots ride quality and lifetime durability. We are very pleased to introduce a number of great new products in 2012 that represent the culmination of many months [and years] of designing, building, refining and testing. First up is the third bike in our RSL line of highest possible performance titanium race bikes, the Psychlo X RSL. Following in the footsteps of the hugely successful Vamoots RSL and Mooto X RSL, the Psychlo X RSL takes all we have learned from the previous models and applies it to an all-out cyclocross race weapon. Butted tube set, PF 30 bottom bracket, oversized HT and a uniquely shaped TT for shouldering all come together in a very exciting frame ready just in time for the fall cyclocross race season. Learn more about the Psychlo X RSL on page 11.

Pages 8 & 9 will introduce you to our NEW full suspension models, the MX Divide [29" wheels] and the Divide [26" wheels] that are the next evolution in high-performance titanium full suspension. Working in conjunction with the Sotto Group, a leader in full suspension design and engineering, the Moots R&D team has created two exceptional full suspension cross-country race bikes that incorporate our new Fusion Link platform and many of the key features from our RSL family of bikes. The result is an extremely efficient and well balanced cross-country bike that maximizes plushness through the full range of travel while minimizing pedal bob. Expected delivery is March/April of 2012.

Also new for 2012 are several upgrades and refinements to our Mooto X family of 29ers including curved DTs for improved fork crown clearance, updated geometry to accommodate 100mm forks and oversized 44mm HTs. Our road family also gets the opportunity of new performance options like oversized HTs and PF 30 bottom brackets. Please see a complete chart of all available options on page 23 and at Moots.com.

Joining our line of Moots road forks is the Moots cyclocross fork, which will become available fall 2011. Like the RSL and road fork it offers a full carbon monocoque construction including carbon tips, solid expansion plug and Moots top cap. The Moots cyclocross fork is painted to match the satin bead blast of the Moots frames and components, weighs approximately 450 grams and is available in 47 rake, cantilever brake only. Please see page 13 for more information on our complete lineup of Moots forks.

We are extremely excited to be introducing all of these new frames and components for the 2012 season and look forward to continuing to build on the great momentum we have experienced over the last few years. With your continued support and partnership we expect 2012 to be our best ever!

Sincerely,

Your Moots Sales and Support Team

moots consumer marketing support

For 2012 we are planning on continuing to punch above our weight, creating increasing visibility for Moots through a variety of national, regional and local marketing programs. Our goal, as always, is to increase the awareness and interest in Moots offerings and drive more prospective Moots owners into our Authorized Dealer Partners. For a brand of our size we are extremely fortunate to receive a disproportionate amount of great press coverage throughout the year, and we will continue to focus on driving great PR.

MOOTS CONSUMER MARKETING PROGRAMS FOR 2012

Moots Website Updated continually with all the latest Moots news. Look for NEW product videos and model walkthroughs online in 2012.

Annual Moots Catalog Over 8,000 catalogs are distributed each year direct to consumers, through our Dealer Partners and at expos and events around the country.

Print/Web Advertising Focused advertising in the leading national and regional websites.

Event Support Look for us at various cycling events and series across the country as well as advocacy events that benefit local cycling communities.

Dedicated Marketing/Social Media Manager Driving Moots dialogue across the web.

GrassMoots Team Ambassadors representing Moots and the local Authorized Dealer at events and races nationally.

Moots Riders Club Over 1,400 loyal owners sharing their love for Moots with others in their local cycling community.

moots in the media

Throughout 2011 Moots received international national, and regional media exposure in magazines, newspapers and online.

NOTABLE 2011 HIGHLIGHTS INCLUDE:

Jan	Pro Cycling, Cinchpost & RSL Stem Feature
Feb	VeloNews Buyer's Guide, Mooto X RSL Profile
Feb	Fiets (Netherlands), Vamoots Review
Feb	CyclingNews.com, Moots Custom Stem w/Chris King Race
Mar	Bicycle Retailer, Moots Custom Stem w/Chris King Race
Mar	Bikemagic.com (UK), Mooto X RSL Profile
Mar	Bicycle Paper, Tailgator Review
May	Denver Life, Gristle Profile & Bike Town USA Profile
May	Outside, Vamoots RSL Review
Jun	ColoradoBiz, Moots named a 2011 Colorado Company to Watch
Jun	Steamboat Springs Bike Guide, Moots Company Profile
Jun	Steamboat Springs Visitors Guide, Cover Image: Kelly Boniface, Pro GrassMoots Athlete
Jun	Red Kite Prayer, Vamoots Feature Review
Jun	The Cordillera, Cover Image: Erik Lobeck Tour Divide Athlete
Jul	ABCNews.go.com, Moots: Made in America
Jul	CultureCycles.com, Moots Expedition Touring Bike Profile
Aug	Audi UK Magazine, Vamoots RSL Feature
Aug	FeedTheHabit.com, Vamoots RSL Review
Aug	Rahpa.cc, USA Pro Cycling Challenge Pre-Ride with Jon Cariveau & Moots Factory Tour

FUTURE CLIPS

Sept	Dirt Rag, Moots Company Profile
Sept	Velo, Mooto X RSL Review
Oct/Nov	Peloton, Vamoots RSL Review, Moots Company Profile & Component Profile

MOOTS PUBLIC RELATIONS CONTACT **Cathy Wiedemer** 970.291.9013 cathy@moots.com

moots dealer support

For 2012 our goal is to continue to do more to help you present our products and brand as well as possible to your customers. This representation ranges from visual presentation to titanium education to sharing the Moots story and what makes us unique from other options. We will continue to offer all of our highly effective Dealer Support programs, including our NEW FREE POP displays, Authorized Dealer Support package of education and visibility tools, and component package and volume discounts. In addition we will continue to expand and improve our online Dealer Resource Page. This valuable resource brings all useful Moots information into one convenient online location. Price lists, catalogs, tech manuals, custom workbooks, press releases, a photo library, invite/postcard templates, newsletter archives and more are available now, and we are working on a number of additional resources like product overview videos for presenting to customers and training new staff, an event calendar, various Moots logos for dealer use and more. Please call us at 970-879-1676 for the 2012 password to this secure dealer-only resource.

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

POINT-OF-PURCHASE PROGRAM

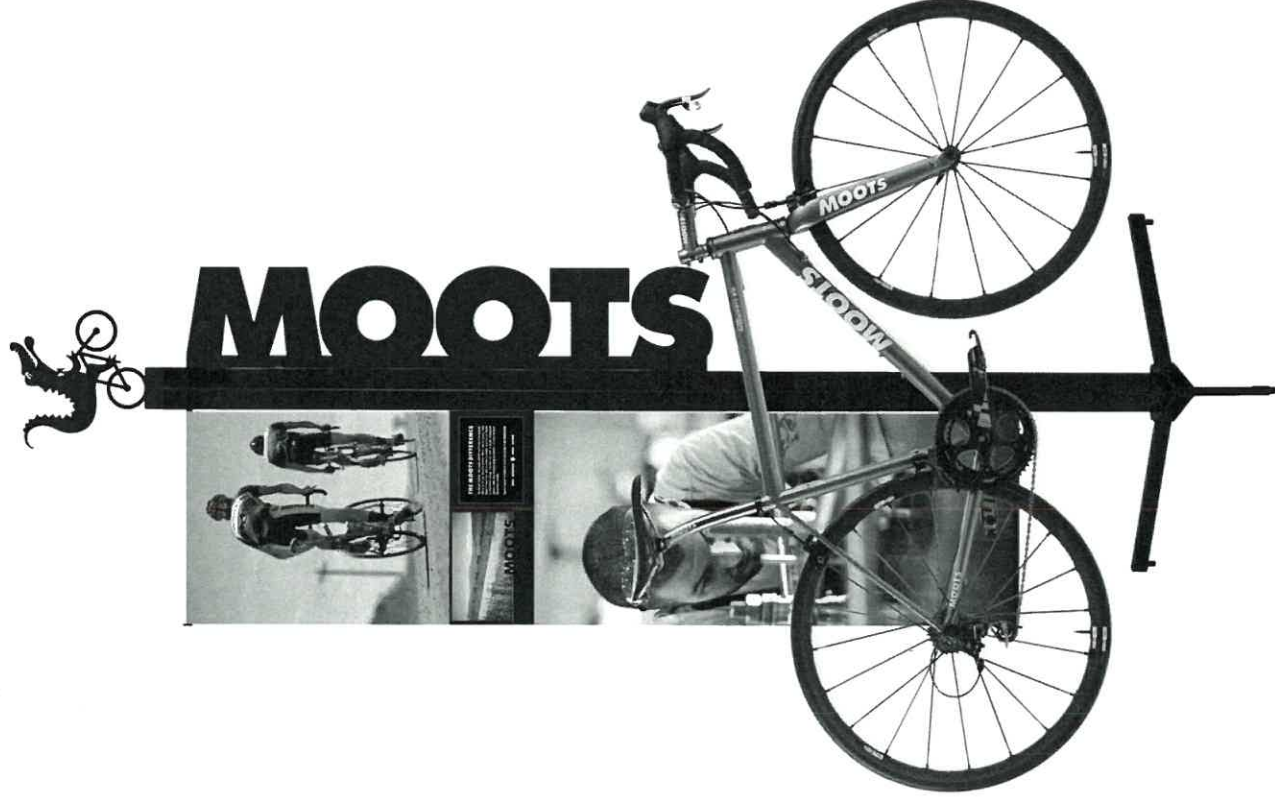
Moots has created two (2) NEW simple and clean free POP displays to showcase the Moots line of bikes and components in a compact space. The bike display program includes a free single-bike display rack/catalog holder, 10% discount off of wholesale pricing on a frame and parts package AND extended 60-day terms for any replacement bicycle purchased for the POP until October 2012. 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 cinchpost. 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 designed to match the POP single-bike display, 15 Moots catalogs, Moots Ti FAQ sheet, Moots Custom Build Program workbooks, logo sticker pack, Authorized Dealer window decal and large showroom brand poster, which looks really nice when framed.

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 available-to-sell frame inventory and special sales/discount 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 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 site tracker consistently reports that the Dealer Locator page on our website is one of our most frequently visited pages. Customers visit Moots.com to research a frame and go directly to the Dealer Locator to find their nearest Moots Dealer. Approximately 30,000 unique visitors a month experience the site!
- **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.
- **DISCOUNT PROGRAM FOR VOLUME DEALERS** 2%, 3% and 4% discount levels are available for Moots Dealers who reach \$15k, \$25k and \$40k in annual sales respectively.
- **COMPONENT PACKAGE DISCOUNTS** Anytime you add a package of Moots components to a frame sale, extra discounts are available to increase your margin on the package.
- **GRASSMOOTS/AMBASSADOR RIDER PROGRAM** Our team of local GrassMoots Ambassadors help to promote Moots and our regional Moots Dealers and to represent Moots at local and national races and advocacy programs. If you have someone in your area you feel would be a good candidate for 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 meeting Moots owners and prospective customers for rides and Moots Demo events. Contact Moots to inquire about planning one in your area.
- **GUEST APARTMENT** Available for Moots Dealers, staff and VIPs in beautiful Steamboat Springs, CO. We encourage you to take advantage of our free lodging and experience Moots and Steamboat up close. Call to book your visit today!
- **FACILITY TOURS AND TRAINING** We provide on-site training for key staff, as well as tours of our production facility for dealers anytime as well as potential customers on Mondays, Wednesdays and Fridays at 10am.
- **EASY-TO-USE CUSTOM PROGRAM** Moots offers over 30 years of custom design and building experience to help you achieve the perfect fit for your customers.
- **STAFF TRAINING CONFERENCE CALLS AND ONLINE TRAINING VIDEOS** Please give us a call to set up Moots History, Titanium Knowledge and Moots Product Line training sessions for your team members to better educate them on Moots. Our top dealers consistently educate themselves on the Moots brand offerings and technology. Also look for online product overview videos on the secure dealer page in 2012.

moots titanium facts

We are frequently asked why titanium has been our material of choice for the past 20+ years and what differentiates a Moots from other offerings. The underlying philosophy we live by at Moots is that elevating the ride and build quality of titanium bikes is our singular goal. This starts with sourcing the finest materials, refining and creating evolved designs through presenting a better finished product. Below we address some of the common questions we are asked about our products, designs and materials.

WHY SHOULD I BUY A MOOTS TI BIKE INSTEAD OF CARBON?

- Superior value
- Durability
- Comparable performance yet enhanced comfort
- Handcrafted beauty, made in the USA
- Easily customized to your needs

HOW IS THE RIDE DIFFERENT FROM CARBON, ALUMINUM AND STEEL?

- Titanium can offer a balance of stiffness, comfort and liveliness that can be custom tuned for each rider. If you like a comfortable ride AND a stiff bottom bracket area, for instance, no problem.
- Aluminum is very stiff for the weight but is not nearly 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 as light or lighter than titanium they will not have very good durability.
- Ti feels alive and snappy without being whippy. While a quality steel frame can offer a similar ride quality to Ti, at a considerable weight penalty, neither carbon nor aluminum have that liveliness. Carbon can often feel wooden or “dead” and does not offer a comfortable ride over longer distances and/or mixed road conditions.

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 it, 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, period. For the investment required for this level of bike we feel a lifetime warranty is a must; few if any carbon frames offer that level of security. And many carbon bikes are priced higher than Moots bikes.

WHY CAN I BUY A BRAND X TI FRAME FOR \$1500 AND A MOOTS COSTS \$3000?

All Ti bikes are not the same. Here is a list of things to watch for:

• MATERIALS

Moots U.S.-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.

Brand X “Internationally” made titanium tubing with minimum size variations, machined parts sourced on price instead of quality. Often Chinese and Russian imported material is not as straight, is not certified (showing test results) and is often weaker.

• DESIGN

Moots Size-specific tubing and geometries utilize over 20 years of titanium frame building and riding experience. Large selection of stock sizes with full custom designs available in every model.

Brand X 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.

Brand X 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 important or necessary. Frames can, and are, 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 a different bike.

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. For long-term value a Moots Ti frame will often 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.

- That is a myth. What we are able to design and build with titanium today versus even a few years back is significantly different. Our bikes have evolved to the point where weight and stiffness are on par with high-end carbon frames, yet they still maintain the magical Moots ride quality and durability. And they look pretty sweet, too.
- 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 tube diameter to wall ratios ever available, translating to lighter and stiffer tubes for better ride tuning.
- Regarding aircraft, the new Boeing 787 Dreamliner uses about 30% more Ti than a comparably sized aircraft from 10 years ago. And all the most critical parts in fighter jets are made from titanium.

TI BIKES ARE FOR COMFORT NOT PERFORMANCE.

- Moots titanium frames are all about performance without giving up comfort. Our RSL family of bikes and our new Divide full suspension bikes are great examples of bikes that are all about performance for elite riders.
- 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 his team Trek.
- For the widest variety of conditions including elite racing, rough roads, climbing and long distances, Ti offers the best balance of performance and durability.

I'M BIG. TI IS WHIPPY AND NOT STIFF ENOUGH FOR ME!

- Myth! 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 could be whippy. For the past several years the large-diameter tubes we have been using are perfect for creating 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!



MOUNTAIN

See page 23 for a chart of all optional and standard features of each model.



MX DIVIDE Cross-country racing and riding on 29" wheels.

MX DIVIDE 29"

SPRING 2012

- New full suspension 4" travel front & rear, 29er with super-efficient Fusion Link single-pivot design with linkage-driven shock.
- 44mm head tube and 30.9 post for stiffness increase and handling responsiveness.
- Double-curved down tube for fork crown clearance.
- Moots U.S.-made Pi Tech oversized tubing for highest quality build from start to finish.
- PF 30 bottom bracket for better acceleration under power.
- Formed and tapered titanium seat stays, with carbon swing link for light and stiff suspension action.
- Aluminum asymmetrical chain stays for stiffness and tire clearance, post mount rear disc.
- Comes standard with Fox RP23 6.5" x 1.5" Kashima rear shock.
- Available in 6 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, Di2 routing.
- **FRAME WEIGHT** 6lbs (size 19 inch).



DIVIDE Cross-country racing and riding on 26" wheels.

DIVIDE 26"

SPRING 2012

- New full suspension 4" travel front & rear, 26 with super-efficient Fusion Link single-pivot design with linkage-driven shock.
- 44mm head tube and 30.9 post for stiffness increase and handling responsiveness.
- Double-curved down tube for fork crown clearance.
- Moots U.S.-made Pi Tech oversized tubing for highest quality build from start to finish.
- PF 30 bottom bracket for better acceleration under power.
- Formed and tapered titanium seat stays, with carbon swing link for light and stiff suspension action.
- Aluminum asymmetrical chain stays for stiffness and tire clearance, post mount rear disc.
- Comes standard with Fox RP23 6.5" x 1.5" Kashima rear shock.
- Available in 6 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, Di2 routing.
- **FRAME WEIGHT** 6lbs (size 18 inch).



MOOTO X RSL Cross-country and short-track racing.

MOOTO X RSL 29"

FALL 2011

- Highest performance race hardtail.
- **UPDATED** Designed for 100mm suspension fork.
- 44mm head tube and 30.9 post for stiffness increase and handling responsiveness.
- **UPDATED** Double-curved down tube for fork crown clearance.
- Moots U.S.-made Pi Tech oversized tubing for highest quality build from start to finish.
- PF 30 bottom bracket for better acceleration under power.
- Formed chain stays for tire clearance and chain ring compatibility.
- Available in 6 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, cable routing, slider dropout, Di2 routing, curved top tube.
- **FRAME WEIGHT** 3.5lbs (size 18 inch).

MOOTS
HANDBUILT IN THE ROCKIES

MOOTO X YBB 29"

FALL 2011

- Our most popular 29er features our softail YBB pivotless suspension to take the edge off the trail by providing 1 1/8" of rear wheel travel.
- **UPDATED** 44mm head tube for increased stiffness and handling responsiveness.
- **UPDATED** Curved down tube for fork crown clearance.
- **UPDATED** Built around 100mm suspension fork travel.
- Moots U.S.-made Pi Tech oversized tubing for highest quality build from start to finish.
- Available in 6 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, cable routing, slider dropout, PF 30 bottom bracket, couplers.
- **FRAME WEIGHT** 4.25lbs (size 18 inch).

MOOTO X 29"

FALL 2011

- 29" hardtail that is all performance for cross-country rides and races.
- **UPDATED** 44mm head tube for increased stiffness and handling responsiveness.
- **UPDATED** Curved down tube for fork crown clearance.
- **UPDATED** Built around 100mm suspension fork travel.
- Moots U.S.-made Pi Tech oversized tubing for highest quality build from start to finish.
- Available in 6 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, cable routing, slider dropout, PF 30 bottom bracket, couplers.
- **FRAME WEIGHT** 3.8lbs (size 18 inch).

YBB 26"

- Moots classic 26" wheel softail design for 1 1/8" of pivotless rear wheel travel.
- Moots U.S.-made Pi Tech oversized tubing for highest quality build from start to finish.
- 12, 14 & 16 inch frames built around 80mm of travel.
- 17 inch size and above built around 100mm of travel.
- 12 & 14 inch frames come standard with curved top tube for more standover.
- Optional curved top tube on 16 inch frame.
- Available in 8 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, cable routing, slider dropout, PF 30 bottom bracket, couplers.
- **FRAME WEIGHT** 4.1lbs (size 17 inch).

RIGORMOOTIS 26"

- Best titanium hardtail available, all seamless U.S.-made 3/2.5 CWSR tubing.
- 8 sizes for the perfect fit.
- Non-tapered oversize chain stays, modified breezer-style dropouts.
- Replaceable derailleur hanger, ISO disc tab.
- 12, 14 & 16 inch size frames built around 80mm of travel.
- Top tube/top pull cable routing with through mounts for rear hydraulic line.
- Designed for 100mm suspension forks.
- **FRAME WEIGHT** 3.6lbs (size 18 inch).



MOOTO X YBB Cross-country/marathon riding and racing. The classic everyday rider.



MOOTO X Daily cross-country riding or all-out racing.



YBB For the cross-country rider looking to take just enough of the edge off the trail while cross-country riding or racing.



RIGORMOOTIS Daily cross-country riding or all-out racing.

ROAD

See page 23 for a chart of all optional and standard features of each model.



VAMOOOTS RSL Aggressive, high-performance, all-around road and road-race fit.

VAMOOOTS RSL

- The lightest weight, stiffest and most efficient Moots road bike, ever.
- Internally double-buttressed tube set, for lighter weight, maintaining full outside diameter for a 12% increase in stiffness and 15% reduction in weight.
- Micro diameter seamless 6/4 seat stays for lightweight, responsive ride feel.
- PF 30 bottom bracket 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 butted chain stays, sculpted head tube and 30.9 seatpost diameter for a light but stiff ride.
- Specific Vamoots RSL fork for the best-handling, well-mannered ride.
- Available in 9 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, Di2 routing.
- **FRAME WEIGHT** 2.6lbs (55cm size).



VAMOOOTS CR (COMPACT ROAD) Aggressive, high-performance, all-around road and road-race fit.

VAMOOOTS CR

- Built for no-compromise road performance.
- Certified highest U.S.-made 3/2.5 CWSR seamless tubing.
- 7/8" oversized chain stays provide increased torsional and lateral strength.
- Size-specific geometry, matching riding 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.
- Unique features include welded-on seatpost binder, water bottle bosses, beautifully machined head tube and replaceable derailleur hanger.
- Available in 9 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, S & S couplers, Di2 routing, pump peg, rack eyelets, chain hanger.
- **FRAME WEIGHT** 3lbs (56cm size).



VAMOOOTS All-around road performer in any road-riding situation, training or racing.

VAMOOOTS

- Classic Moots road geometry for mile-after-mile performance.
- 1cm longer head tube for more intuitive posture on bike.
- 0.5cm to 1cm longer chain stays for more telepathic handling.
- Lower bottom bracket for more grounded road feel.
- 7/8" oversized chain stays provide increased torsional and lateral strength.
- Replaceable derailleur hanger.
- Available in 9 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, S & S couplers, Di2 routing, pump peg, rack eyelets, chain hanger.
- **FRAME WEIGHT** 3lbs (56cm size).

VAMOOOTS LT LIGHT TOURING – FORMERLY MOOTOUR

- Perfect ride for pavement, dirt roads, club rides, randonnee outings, light touring and anything in between.
- For use with long reach [57mm] road calipers.
- Fits up to 32c tires.
- Upper and lower eyelets and fender mounts as stock.
- Available in 5 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, S & S couplers, pump peg, PF 30 bottom bracket, 44mm head tube, chain hanger, 3rd water bottle mount.
- **FRAME WEIGHT** 3.25lbs [55cm].



VAMOOOTS LT (LIGHT TOURING) Light touring, credit card tours and long and short rides on mixed-surface roads.

PSYCHLO X RSL

FALL 2011

- Highest performance titanium cyclocross race design and the third of our amazing RSL family of frames.
- Double-buttressed large diameter U.S.-made titanium main frame.
- Super-formed, shouldering friendly top tube.
- Formed chain stays for ample tire and mud room for 34c tubular tires.
- PF 30 bottom bracket, oversized seat tube and seatpost provide drive line responsiveness for high-level race performance.
- Snappy handling with oversized 44mm head tube and dedicated Moots cyclocross fork with an industry standard of 47mm rake and 395mm axle to crown.
- Available in 7 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, Di2 routing, ISO disc mount.
- **FRAME WEIGHT** 3lbs [56cm size].



PSYCHLO X RSL Elite and serious recreational cyclocross racing.

PSYCHLO X / PSYCHLO X YBB

- Cross race design.
- Mud-free chain stay design on Psychlo X for maximum clearance.
- Wishbone seat stay configuration for superior lateral stiffness.
- Top tube cable routing for clean cables.
- Perfect blend for cyclocross racing or dirt road epics to everyday commutes.
- Optional Moots YBB pivotless suspension for comfort and control.
- Size-specific geometry for precise handling.
- Available in 8 stock sizes plus custom geometry.
- **POPULAR OPTIONS** Custom geometry, S & S couplers, Di2 routing, ISO disc mount, 44mm head tube, PF 30 bottom bracket, rack eyelets.
- **FRAME WEIGHT** 3.5lbs [56cm size Psychlo X] 3.75lbs [56cm size Psychlo X YBB].



PSYCHLO X / PSYCHLO X YBB All-out cyclocross race performance, gravel epics or daily commutes.

COMPONENTS



RSL STEM

The RSL stem was designed from the ground up to match the high performance and styling of the RSL family of high-performance frames. 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," red, blue and silver. Works great as a mountain bike or cyclocross stem as well.

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 ROAD

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.



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, 130 x 10 as well as custom lengths and angles. 31.8 handlebar clamp and 1 1/8" steerer clamp.



CINCH SEATPOST

The 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 available in 3 lengths 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.



TITANIUM HANDLEBAR

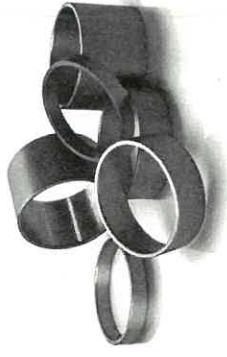
Handmade Moots quality down to the simplest component! Each Moots Ti handlebar is cut to length and formed by hand and then hand finished to perfectly match the performance and appearance of a Moots frame. Shock absorbing and comfortable, a Moots Ti handlebar is built to handle the rigors of the roughest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

TI HEADSET SPACERS

Matching satin finish titanium headset spacers finish off 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.



RSL TITANIUM SPACERS NEW

Amazing weight savings and sleek hourglass shaping creates the perfect spacers to complete a super-lightweight build. Over 40% lighter than same size standard spacer!

Tech 1 1/8" diameter in 5mm, 10mm and 20mm lengths. Custom length RSL 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. 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.

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



MOOTS CARBON FORKS

Moots is proud to offer three painted-to-match fork models to complement our road and cross models. All Moots forks feature full carbon monocoque construction from steerer tube to dropout, no bonding or glued-on pieces. All Moots forks come with a custom Mr. Moots engraved top cap and removable adjustment plug, and the fork layout and performance characteristics are optimized to mate up with the appropriate Moots model for top performance.



A VAMOOFS RSL FORK NEW

Available in 50, 45 and 40 rakes and specifically designed to highlight the responsive handling of the RSL road bike, this painted-to-match fork has an axle to crown measurement of 370mm and weighs approximately 350 grams.

B MOOTS ROAD FORK NEW

Also available in 50, 45 and 40 rakes the approximately 330 grams road fork is designed to work with the Vamoots and Vamoots CR frames, offering lightweight and stable handling over the roughest of roads.

C MOOTS CYCLOCROSS FORK NEW

Light, stiff and offering a tremendous amount of mud and tire clearance, the Moots Psychlo X fork, weighing in at approximately 450 grams, is ready for anything the race course can throw its way. Special brake "pockets" were designed into the inner legs of the fork for additional clearance of brake pads and ease of wheel removal. Cantilever and 47 rake only.

MOUNTAIN SPECIFICATIONS



MX DIVIDE 29"

FRAME SIZE [in]	EFFECTIVE TOP TUBE /C-T/ [in]	SEAT TUBE HEAD TUBE [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND-OVER [in]	FORK TRAVEL
16	22.5	16.75	10	70.5	74	13	17.8	30.8	100mm
17	23	16.75	11	70.5	74	13	17.8	30.8	100mm
18	23.5	18.5	12	71	74	13	17.8	30.9	100mm
19	24.25	18.5	12	71	74	13	17.8	31	100mm
20	24.75	19.5	13	71.5	74	13	17.8	31	100mm
22	25.5	21	14	71.5	74	13	17.8	31.1	100mm



DIVIDE 26"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE HEAD TUBE [in]	LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND-OVER [in]	FORK TRAVEL
14	21.2	15.75	11	69	73.3	13	16.9	29	100mm
15	21.6	15.75	12	69	73.3	13	16.9	29.1	100mm
16	22.2	15.75	13	70	73.3	13	16.9	29.3	100mm
17	22.8	15.75	13	70	73.3	13	16.9	29.3	100mm
18	23.3	17.5	14	70	73.3	13	16.9	29.3	100mm
20	24.3	19.5	16	71	73.3	13	16.9	29.4	100mm



MOOTO X RSL 29"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE HEAD TUBE [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND-OVER [in]	FORK TRAVEL
16*	22.5	16	10	71	74.5	11.875	17.55	29.3	100mm
17	23	16.5	10	71.25	74.25	11.875	17.55	30.8	100mm
18	23.5	17.5	11	71.25	74	12	17.55	31.6	100mm
19	24.25	18.5	11	71.25	73.75	12	17.55	32	100mm
20	24.75	19.5	12	71.5	73.5	12	17.55	32.7	100mm
22	25.5	21	13	71.5	73.25	12.125	17.55	33.7	100mm

*CURVED TOP TUBE STANDARD FOR GREATER STAND-OVER



MOOTO X YBB + MOOTO X 29"

FRAME SIZE [in]	EFFECTIVE TOP TUBE [in]	SEAT TUBE HEAD TUBE [in]	HEAD TUBE LENGTH [cm]	HEAD ANGLE	SEAT ANGLE	BB HEIGHT [in]	CHAIN STAY LENGTH [in]	STAND-OVER [in]	FORK TRAVEL
16*	22.5	16	10	70.5	74.5	11.875	17.8	29.8	100mm
17	23	17	11	70.75	74.25	12	17.8	31.4	100mm
18	23.5	RIG 17.5/YBB* 19.5	12	71	74	12	17.8	31.7	100mm
19	24.25	RIG 18.5/YBB* 19.5	12	71.25	73.75	12.125	17.8	32.2	100mm
20	24.75	20	13	71.5	73.5	12.125	17.8	33.2	100mm
22	25.5	22	14	71.5	73.25	12.25	17.8	34.3	100mm

*CURVED TOP TUBE STANDARD FOR GREATER STAND-OVER



YBB 26"

FRAME SIZE [in]	EFFECTIVE TOP TUBE /C-T/ [in]	SEAT TUBE HEAD TUBE [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	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

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

12" YBB HAS TOP TUBE TO SEAT TUBE STRUT



RIGORMOOTIS 26"

FRAME SIZE [in]	EFFECTIVE TOP TUBE /C-T/ [in]	SEAT TUBE HEAD TUBE [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	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

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

Spec Definitions and Notes

- Effective Top Tube: Measured parallel to ground, from top of head tube center to seat tube center
- Seat Tube Length: Center of BB to top of seat tube
- BB Drop: From axle center line to BB center
- Stand-Over: Measured at top tube mid-point. Full suspension MTBs measured at full travel extension
- All Mountain Bikes: It's possible some frame size/ fork/make/model combos may cause down tube to fork interference
- MX/MXYBB/YBB: Designed for use with 160mm max disc brake rotors, and with Shimano 50mm chainline cranksets using 22/32/42 gearing

VAMOOOTS 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	FORK RAKE
48	51.5	45	10	72.5	74.75	7.4	40.5	28.5	11.5	50
50	52.5	46	10.5	72.75	74.5	7.4	40.5	28.8	10.8	50
52	53.5	47	11.5	73	74.25	7.3	40.5	29.2	10.6	45
54	54.5	48	12.5	73.25	74	7.2	40.5	29.6	10.4	45
55	55.5	49	13.5	73.25	73.5	7.2	40.7	30	10.4	45
56	56.5	50	14.5	73.25	73.25	7.2	40.7	30.4	10.2	45
58	57.5	51.5	16	73.75	73	7.1	41	31	10.1	40
60	58.5	53	17.5	74	73	7	41	31.6	9.9	40
62	59.5	55	19.5	74.25	72.5	6.8	41.5	32.4	9.7	40



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]	CHAIN STAY LENGTH [CM]	STAND- OVER [IN]	TOP TUBE SLOPE	FORK RAKE
48	51.5	45	10	72.5	74.75	7.4	40.5	28.6	9.3	50
50	52.5	47	10.5	72.75	74.5	7.4	40.5	29.1	7.5	50
52	53.5	48.5	11.5	73	74.25	7.3	40.5	29.6	6.8	45
54	54.5	50	13	73.25	74	7.2	40.5	30.1	6.7	45
55	55.5	51	14	73.25	73.5	7.2	40.7	30.5	6.7	45
56	56.5	52	15	73.25	73.25	7.2	40.7	30.9	6.7	45
58	57.5	53.5	16.5	73.75	73	7.1	41	31.5	6.6	40
60	58.5	55	18	74	73	7	41	32.1	6.4	40
62	59.5	57	20	74.25	72.5	6.8	41.5	32.9	6.3	40



VAMOOOTS

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	FORK RAKE
48	51	48	10.5	72	74	7.6	41	29.2	6.6	50
50	52	50	11	72.25	74	7.6	41	29.7	4.8	50
52	53	52	12	72.5	73.5	7.5	41	30.2	3.6	50
54	54	54	14	72.5	73.5	7.4	41.5	31	3.4	50
55	55	55	15	72.75	73.25	7.4	41.5	31.4	3.5	45
56	56	56	16	72.75	73.25	7.4	41.5	31.7	3.4	45
58	57	58	17	72.75	73	7.3	42	32.3	2.3	45
60	58	60	19	73	72.5	7.2	42	33.1	2.3	45
62	59	62	21	73	72.5	7	42	33.9	2.1	45



VAMOOOTS LT (LIGHT TOURING)

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

*45CM CHAIN STAYS OPTIONAL



PSYCHLO X 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
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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]	TOP TUBE SLOPE
50 RIG	52.5	48	10.5	71.5	74.5	6.3	42.3	30.4	7.8
50 YBB	52.5	50.5	10.5	71.5	74.5	6.3	42.3	30.6	6.9
52	53.5	52	11	72	74	6.3	42.3	31.2	3.9
54	55	54	14	72.5	73.5	6.1	42.3	32	5.3
55	56	55	15	72.5	73.5	6.1	42.3	32.4	4.6
56	57	56	16	72.5	73	6.1	42.3	32.8	4.7
58	58.5	58	17	73	73	6.1	42.3	33.4	3.6
60	60	60	19	73	72.5	6	42.3	34.1	3.5

**PSYCHLO X YBB CHAIN STAY LENGTH IS 43CM



authorized moots dealer program

Thank you for your interest in becoming a Moots Authorized Dealer. Moots has been a leader and innovator in the industry for 30 years with a commitment to excellence in quality and design. We are interested in developing long-term relationships with our dealer partners, 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 require the countertop display/catalog holder and strongly encourage a bicycle POP display.

Payment will be by COD or valid credit card, unless otherwise specified by Moots. 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 has the right to terminate a dealer relationship if Moots is misrepresented or if said dealer's performance quota is not on par with what Moots 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 and will be initiated at the new model year, January 1, 2012. Discounts will then continue until December 31, 2012.

Please see price sheet for details.

Moots 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 requires proof of employment.

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

Moots 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 website criteria.

PRICING POLICY

It is Moots 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 policy at Moots 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 or our dealers.

MOOTS CYCLES E-COMMERCE PRICING POLICIES

The advent of e-commerce in our industry has prompted Moots 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.

To protect all Authorized Dealers across the country we will not allow web or mail-order sales to customers located within 100 miles of an existing Moots dealer. Please refer those customers to the nearest local dealer. Before fulfilling a mail or web order to be shipped from your location please verify the customer is not located within 100 miles of another Authorized Dealer, and contact Moots to pre-approve the sale. There are many parts of the country without a nearby Moots dealer where web sales can be the most effective means of taking care of the prospective Moots customer. In areas within reach of an Authorized Dealer, however, we feel the customer is best served in person.

No Moots product will be advertised on the Internet at less than the retail price unless the items are discontinued products. Moots 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 must be preapproved by Moots. 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 sales into 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 and 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. Employee Purchase must be paid by credit card or check prior to shipping. *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.

2012 employee purchase program

This purchase program is designed exclusively for Moots Authorized 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 _____

Cardholder Name _____

Billing Address _____

State _____ ZIP _____

City _____

State _____ ZIP _____

Signature _____

State _____ ZIP _____

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 _____
Billing 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, 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 _____

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 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 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 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 _____
If so, Date _____

dealer personal guarantee

For valuable consideration received from Mucha Brothers, Inc., doing business as MOOTS CYCLES ("MOOTS CYCLES"), the receipt of which is acknowledged by

Customer

and in consideration of the present and future sales contracts between MOOTS CYCLES and Customer, the undersigned

Owner(s)/Guarantor(s)

HEREBY AGREES AND PROMISES AS FOLLOWS Obligation of Guarantor. Guarantor hereby guarantees on a continuing basis the prompt and complete performance by Customer of the terms, covenants and conditions of all present and future contracts, written or oral, between Customer and MOOTS CYCLES for the purchase and sales of bicycles, bicycle parts, and/or accessories, or equipment, or any other merchandise, or the sale of services and that Customer will pay when due the contract price of any and all goods or services specified in or delivered under such contracts. Further, upon notice from MOOTS CYCLES of any default by the Customer, under such contracts or any extensions thereof, either in the payment of all or part of the contract price or in the failure to accept delivery under said contracts, or in the failure to pay freight or other charges in accordance with any contract, or upon the failure of the Customer to observe any other term, covenant or condition of such contract, Guarantor shall unconditionally become liable to MOOTS CYCLES and shall pay to MOOTS CYCLES in Steamboat Springs, Colorado, any amount which Customer is then owing, including without limitation any claim for damages, costs and expenses attributable to failure by Customer either to accept delivery or to take proper care of merchandise deliverable but not accepted for any reason, or for the violation by Customer of any term, covenant or condition of any said contracts. Guarantor's obligation shall include the payment of the entire interest or post-maturity charges specified in the underlying sales contracts, agreements or MOOTS CYCLES' order acknowledgment forms or such lesser amounts computed at the maximum rate Guarantor is permitted to pay under Colorado law.

LIMITED POWER OF ATTORNEY Customer authorizes and irrevocably grants MOOTS CYCLES limited power of attorney to sign, file, in Customer's name, financing statement(s) and/or amendment(s) at any time with respect to any of the MOOTS CYCLES products sold to Customer as herein defined, without the Customer's signature, it being understood and intended by Customer that such power of attorney is limited solely to the powers described herein.

EXTENSIONS OF TIME AND MODIFICATIONS The obligations of Guarantor are not in any way released or discharged by reason of any modification or extension of time for performance of any contract or of any term, covenant or condition thereof, or by reason of any extension of time for payment of the whole or any part of the indebtedness of said Customer, or by reason of the receipt and acceptance by MOOTS CYCLES of notes, bills, checks or other instruments for the payment of money made either by said Customer or by any other person or persons, and extensions and renewals thereof.

CESSATION OF DELIVERY MOOTS CYCLES shall have the right, without notice to or approval of Guarantor, and without affecting or discharging in whole or in part the liability of Guarantor hereunder, to refuse to deliver further merchandise until Customer fully performs its obligations under contracts then outstanding.

CONTINUING GUARANTEE This is a continuing guarantee applicable to all present and future contracts between MOOTS CYCLES and Customer and is applicable to all such contracts until this agreement is terminated by Guarantor through delivery of a written notice of termination to MOOTS CYCLES at its principal office in Steamboat Springs, Colorado, but such notice shall be operative only as to subsequent contracts and shall not release Guarantor of its obligation hereunder with respect to sales made and contracts entered into prior to that date that such notice is received by MOOTS CYCLES.

NOTICE Guarantor shall be deemed to have notice from MOOTS CYCLES without further action from MOOTS CYCLES, of all obligations of Customer, and amounts and terms thereof, and notice of defaults, non-performance or non-payment by Customer of any of its obligations or liabilities under any existing or future contracts between Customer and MOOTS CYCLES. MOOTS CYCLES shall be under no obligation to proceed against Customer prior to its rights under this Agreement.

RECORDS The books of account, papers and documents maintained by MOOTS CYCLES in its normal course of business shall be deemed prima facie evidence of the existence of an indebtedness against Customer and of the extent of such indebtedness. Acceleration of Liability. All liabilities of Customer shall mature immediately and be deemed in default upon the reorganization of Customer, transfer of substantially all of the assets of Customer, or sale of a majority interest in Customer, insolvency of Customer, the commission of an act of bankruptcy by Customer, the appointment of a receiver for Customer or any of its property, the filing of a voluntary or involuntary petition in bankruptcy, reorganization, or arrangement, the making of an assignment for the benefit of creditors, or the calling of a meeting of creditors of Customer.

ATTORNEYS' FEES Should Guarantor, after receipt of written notice from MOOTS CYCLES, fail or delay in any way to comply immediately in all respects with the obligations hereunder, and should failure or delay require referral to an attorney for enforcement, Guarantor shall pay to MOOTS CYCLES a reasonable amount as attorney's fees and collection costs, or at the option of MOOTS CYCLES, a specified sum equal to 10% of the total amount due, provided, however, that the foregoing provision of attorney's fees and collection costs is void where prohibited by applicable law.

JOINT AND SEVERAL LIABILITY The term "Guarantor" as used herein shall mean all persons signing this agreement, and such persons, if more than one, shall be jointly and severally liable hereunder. The liability of one or more Guarantors shall not be conditioned on signature, acts or performance of another Guarantor.

ENTIRE AGREEMENT AND INTERPRETATION This agreement supersedes all prior oral and written understanding, constitutes the entire agreement between Guarantor and MOOTS CYCLES, and may not be changed or amended in any manner except by a writing signed by the Guarantor and mailed postage prepaid to MOOTS CYCLES at its principal offices in Steamboat Springs, Colorado. The paragraph captions herein are for identification purposes only and shall not be used in construing this agreement. Should any term or provision of this agreement be held illegal or unenforceable for any reason, the validity of the remaining portions shall not be affected thereby. The law of the State of Colorado shall govern the interpretation, validity and performance of this entire agreement. Jurisdiction over any action filed with respect to this Agreement shall be in the District Court of Routt County, Colorado.

IN WITNESS WHEREOF, Guarantor has signed this agreement this _____ day of _____, 20_____.

Owner _____ Individually

Co-Owner _____ Individually

Witness _____ Date _____

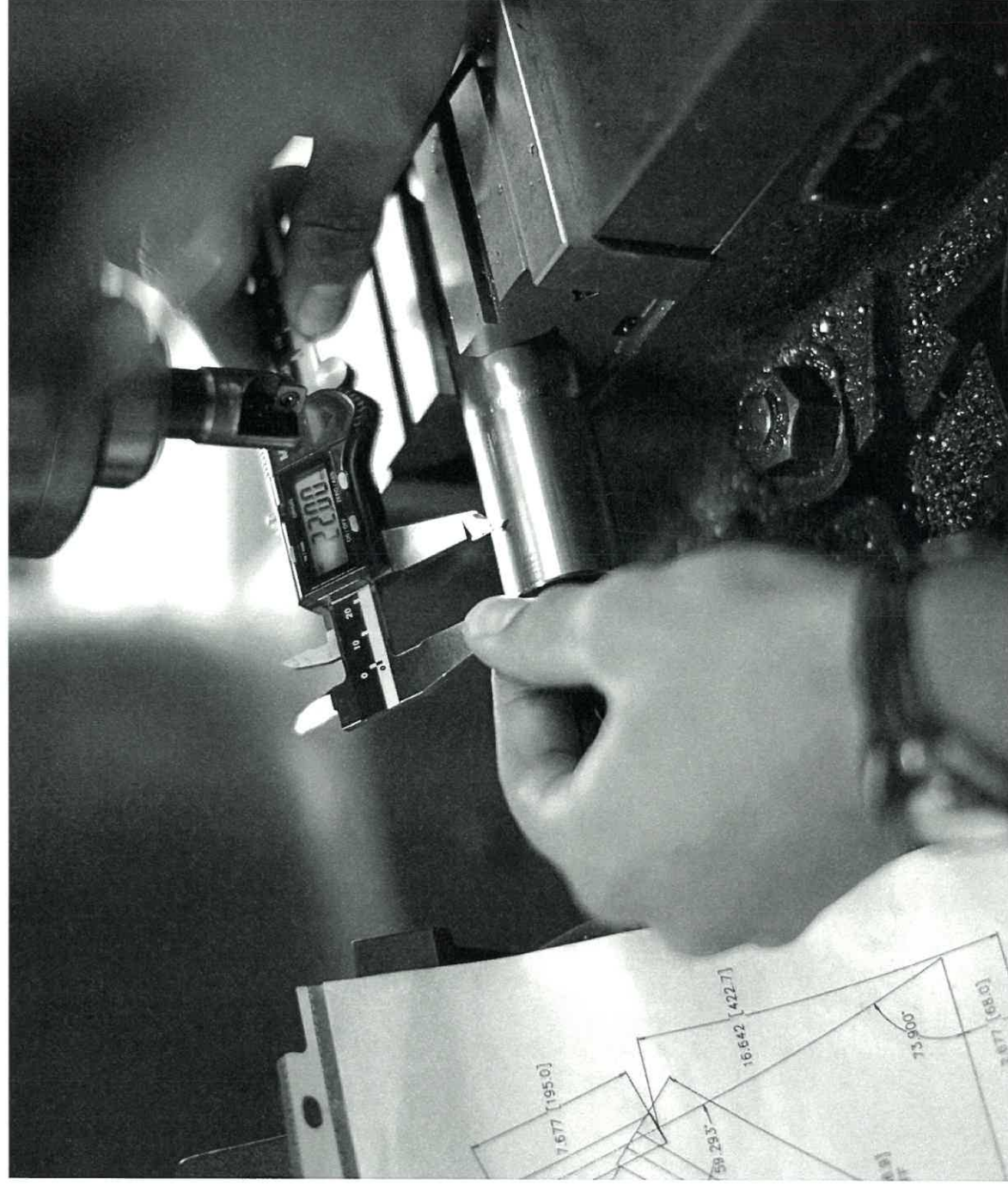
building your customer's perfect bike

Each of our stock-sized bikes is designed with specific tubing diameters, wall thicknesses and performance features, so every frame we build delivers the intended ride quality and rider experience, regardless of model or size. However, with three decades of custom design and fabrication experience, along with the outstanding qualities of the titanium we use in all of our bikes, we have the ability to create truly one-of-a-kind bikes for any rider on any frame.

Think of our custom program as a continuum of sorts—from simple aesthetic additions to your customer's frame to incorporating a specific performance option like a PF 30 bottom bracket to a ground-up custom build with unique geometry throughout. In every case our goal is to make it easy for you to work with your customers to customize their bikes, if they so desire. And our ultimate goal remains the same: to deliver the best ride and ownership experience your Moots customers will ever have.

On the facing page is a chart of all standard features and available options for each of our frames. Please use this as a quick yet thorough reference guide to understand what comes as a stock feature on a specific model and/or whether or not a certain item is available as an option. If you have any questions, please contact your Moots Sales Associate.

Finally, to order a custom Moots for your customer please refer to our Custom Frame Program brochure or visit the Dealer Section of **MOOTS.COM** to understand the process we use for ordering a custom bike and to print a custom questionnaire and spec sheet to complete with your customer prior to sending to your Moots Sales Associate.



optional & standard features

S STOCK
O OPTION

*Will require standard CS

**Post mt

† MXRSL/MX-16" MXBB 18"/19"
YBB/Rigor -12"/14" GR's 16"

†† With single-curve DT only

MOUNTAIN

ROAD

OPTIONAL FEATURES	MX DIVIDE 29"	DIVIDE 26"	MOOTO X RSL 29"	MOOTO X YBB 29"	MOOTO X 29"	YBB 26"	RIGORMOOTS 26"	GRISTLE 96"ER	GRISTLE YBB 26"	VAMOOTS RSL	VAMOOTS CR	VAMOOTS	VAMOOTS LT	PSYCHLO X RSL	PSYCHLO X / PSYCHLO X YBB	COMOOTER
CUSTOM GEOMETRY	O	O														
CABLE ROUTING																
SLIDER DROPOUT																
TRACK DROPOUT																
ISO MOUNTS	S**	S**	S	S	S	S	S	S	S	S	S	S	S	S	S	S
PF 30 BOTTOM BRACKET	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
44MM HEAD TUBE -INSET	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
ENGLISH THREADED 68MM BB	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O
D12 CABLE ROUTING	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O
CURVED TOP TUBE	S	S	S/O†	S/O†	S/O†	S/O†	S/O†	S/O†	S/O†	S/O†	S	S	S	S	S	S
RACK EYELETS			O	O	O	O	O	O	O	O	O	O	O	O	O	O
FENDER MOUNTS			O	O	O	O	O	O	O	O	O	O	O	O	O	O
3RD H20 BOTTLE BOSSES			O	O	O	O	O	O	O	O	O	O	O	O	O	O
PUMP PEG			O	O	O	O	O	O	O	O	O	O	O	O	O	O
CHAIN HANGER			O	O	O	O	O	O	O	O	O	O	O	O	O	O
S&S COUPLERS			O††	O	O	O	O	O	O	O	O	O	O	O	O	O
DECAL COLORS	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
MONOSTAY SEAT STAY			S	S	S	S	S	S	S	S						
CANTI BRAKE MOUNTS																
STANDARD ROAD CALIPER BRAKES																
DOWN TUBE SHIFTER MOUNTS																
STANDARD FEATURES																
BUTTED TUBING			S							S						
DOUBLE-CURVED DOWN TUBE	S	S	S													
SINGLE-CURVED DOWN TUBE				S	S											
30.9 SEATPOST	S	S	S							S						
6/4 SEAT STAYS										S						
TAPERED CHAIN STAYS										S						
FORMED CHAIN STAYS			S		S											
WINDOWED DROPOUT										S						
REPLACEABLE DERAILLEUR HANGER	S	S	S	S	S	S	S				S	S	S	S	S	S
WELD-ON SEAT BINDER											S	S	S	S	S	S
27.2 SEATPOST											S	S	S	S	S	S
SEAT COLLAR	S	S	S	S	S	S	S	S	S	S						
FORMED TOP TUBE																
CHAIN STAY BRIDGE	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
MOOTS PI TECH 3/2.5 TUBING	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
STANDARD 1 1/8" HEAD TUBE																
130MM REAR DROPOUT SPACING																
135MM REAR DROPOUT SPACING	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S

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WE SUPPORT



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Bikes Belong
COALITION

bikesbelong.org



**INTERNATIONAL MOUNTAIN
BICYCLING ASSOCIATION**

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LIVESTRONG

livestrong.org



nemba.org



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sorba.org



steamboat-chamber.com

MOOTS
HANDBUILT IN THE ROCKIES



2545 COPPER RIDGE DRIVE STEAMBOAT SPRINGS, CO 80487 970.879.1676 INFO@MOOTS.COM
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