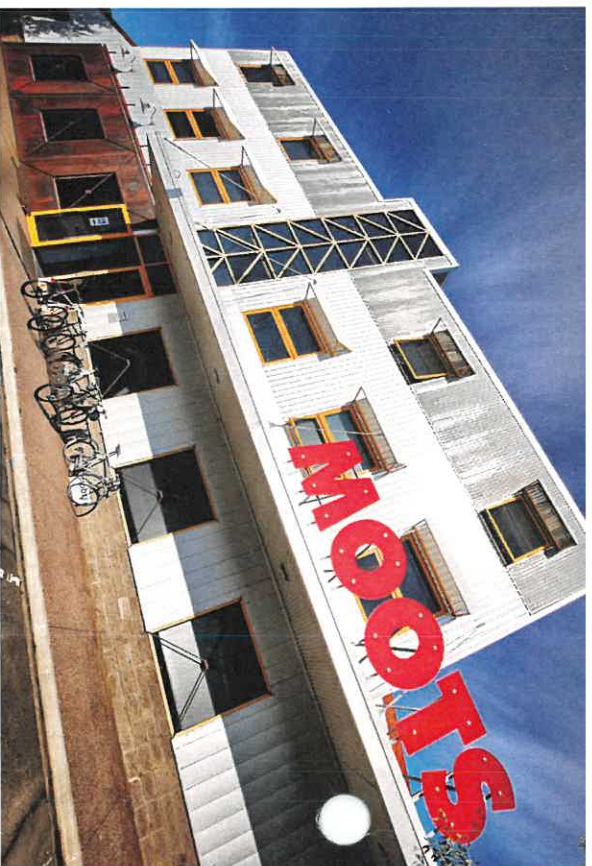


MOOTS





welcome moots dealer

The Moots story spans 32 years and includes many talented and passionate individuals who have driven our product and brand to new levels. The Moots family saw many successes in 2013, from an award-winning trail maintenance bike at the 2013 NAHBS show to the launch of a new Moots boutique in Calabasas, California. Our sales and marketing team participated in a wide range of events, from Cyclocross Worlds and Nationals to the Sea Otter, NAHBS, Interbike, and Eurobike shows, plus many regional events, like the New England Mountain Bike Association festival and 24 Hours of Old Pueblo.

While much of the industry is trying harder to dictate what to sell, how much to stock, and how to present it, we have been listening to our dealers and have used that feedback to put together a solid lineup of 2014 products and dealer programs. Both you and your customers will find great options for anyone who wants the best in U.S.-made titanium road, mountain, and cross bikes backed by a lifetime warranty and outstanding customer service.

For 2014, you can count on us to be on the road meeting Moots owners, talking to potential customers and visiting you, our Dealer Partners. You can also count on us to continue as an industry leader and an outstanding and profitable partner for your business. Thank you for being part of our story—we are excited for another great year with our Moots family of dealers and customers.

Appreciatively,

The Moots Sales & Marketing Team



MATT ALFORD
INTL. SALES DIRECTOR



COREY PISCOPO
DOMESTIC SALES DIRECTOR



MICHAEL LOOMIS
SALES ASSOCIATE



JASON COBLE
SALES ASSOCIATE



TAMI SUMMY
DEALER SERVICE



JON CARIVEAU
MARKETING MANAGER

moots consumer marketing support

For 2014, we will continue to target a variety of marketing programs, social media, large-scale event participation, and print advertising that will extend our visibility around the Moots brand, our bikes and components, and our people, as well as our passion for all things bike. These key areas are proving to be the best methods to drive more customers into our dedicated Moots Dealer Partners' shops.

Moots Website We have a dedicated inside Moots person that updates our site on a daily basis. Whether it's product pages, technical information, or insightful blog postings around our dealers, people, events, or products, you can count on our site for accurate and helpful information on any level. We have approximately 30,000 unique site visitors per month, with our dealer locator ranking in the top three most visited areas of the site. They are looking for our dealers, and we want to continue to push them your way. We ask in return to be listed on your site and can supply you with images, deeper content pieces, and logos.

Social Media Our dedicated social media/marketing manager keeps Moots and our dealers in the conversation 24 hours a day, 365 days a year. We maintain a Twitter feed, two Facebook pages, and YouTube and Instagram channels. We have over 5,000 Twitter followers and combined Facebook friends and "likers" of 5,000, plus 1,500 Instagram followers and a huge 60,000 video views on our YouTube channel. With numbers like these—which are growing every month—we are reaching more customers and future customers than ever before. We encourage you to friend us, like us, and follow us to enhance our communication to a growing Moots audience that is passionate about bikes and Moots.

Events Moots participates in nationally attended events to further extend our visibility and reach. Our event calendar includes a number of high-profile events, such as:

NAHBS (North American Handmade Bicycle Show)

Sea Otter

Eurobike

Interbike

USA Pro Challenge

24 Hours of Old Pueblo

National-level races and iconic regional races

Print/Web Advertising Focused advertising in many leading national cycling magazines and websites.



new moots gallery and e-newsletter

We are always pushing to evolve our website to capture new customers and turn some of our 30,000 unique monthly visitors into Moots owners. For this we have created an e-newsletter opt-in to let those visitors receive quarterly updates and insight into what makes Moots a special bike and company.

Also new, we have added a fresh dimension to our Moots Gallery submissions, allowing our dedicated Moots owners to share their photos, videos, and essays on the Moots site. They can be inspire others by sharing rides they have done on their Moots and what has drawn them to our family.

MOOTS PUBLIC RELATIONS CONTACT

Cathy Wiedemer

970.291.9013, cathy@moots.com

MOOTS MARKETING/SOCIAL MEDIA CONTACT

Jon Cariveau

970.879.4982, [jnc@moots.com](mailto:jonc@moots.com)

moots dealer support

Our dealer programs are designed to give you an effective and professional presentation backed by convenient access to the information you need. Below are a selection of proven tools that can elevate your Moots business to the next level.

MOOTS DEALER CENTER

Our online portal brings all useful Moots dealer information into one convenient online location for ease of reference, downloading, and printing. Here you will find the latest dealer newsletters, technical documents, and custom worksheets, as well as images and media reviews for your website. Please contact your Sales Associate for access to this protected area of moots.com and bookmark <http://moots.com/dealer-center>.

MOOTS IN-STORE PRESENTATION

Moots offers each of our Dealer Partners two POP display options to help you showcase our bikes and components in a space-sensitive, clean, and professional manner. The bike display program includes a free single bike display rack/catalog holder, an initial 10% discount on wholesale frame and components package pricing, AND extended 60-day terms for all new Dealer Partners and first-time users of the bike display. 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 Moots craftsmanship on our stems and Cinch seatposts. The countertop display is also free for Moots dealers, and the display components are at a 25% discount on wholesale for the initial setup.

DEALER SUPPORT KIT

This free kit is sent to every new Authorized Moots Dealer Partner. It includes a countertop display piece designed to match the POP single bike display, Moots catalogs, Why Ti FAQ sheet, Moots Custom Build Program workbooks, sticker pack, Authorized Dealer window decal, and large showroom brand poster. Replacements and extras are available upon request.

DEALER E-NEWSLETTER

Keep up to the date with our latest news and announcements through our authorized dealer newsletter. When you hire new staff, send their email addresses to your Moots Sales Associate, and they'll be subscribed to our monthly e-newsletter, which offers access to advance notice of new product launches, the current Moots Hot Sheet, event notices, and current news from the Moots World HQ.



Moots retail presentation **MOAB BIKE SHOP** AUTHORIZED MOOTS DEALER PARTNER, FRANKLIN, TN

moots dealer support checklist

HOW CAN YOUR SHOP BECOME A SUCCESSFUL MOOTS DEALER?

- **IN-STORE POP DISPLAYS** Utilize our displays for a professional presentation of a complete Moots bike, stem & post, and catalogs. New authorized dealers can take advantage of a 10% discount on display bike and parts, with the option of 60-day terms on their display bike(s).
- **WEB PRESENCE** Get listed on our moots.com dealer locator and add Moots info to your website. Our moots.com site analytics consistently report that our dealer locator page is one of the most visited pages on our website. Visitors to the site can research our products and then contact you directly. And adding the Moots logo along with information on our product to your website can plant the seed for a Moots purchase with your customers.
- **EMPLOYEE PURCHASE PROGRAM** A Moots Dealer Partner is truly our most informed and most effective salesperson. We offer 10% off wholesale pricing for Moots Dealer employees. Please contact your Sales Associate to discuss options and pricing. Additionally, we can provide you personalized "My Moots" magnets that showcase on your Moots POP why one or more of your staff has selected a Moots as their personal ride of choice.
- **DISCOUNT PROGRAM FOR VOLUME DEALERS** Moots continues to offer great margins for our committed dealers, with 2%, 3%, and 4% discount levels available for dealers who reach \$15K, \$25K, and \$40K in annual sales, respectively. Our Sales Associate can help you forecast and manage a successful season with Moots.
- **COMPONENT PACKAGE DISCOUNTS** Add a Moots fork, stem, and/or seatpost to a frame sale and increase your margin on the components and overall Moots sale through our package discounts.
- **OEM PARTS PRICING AND COMPLETE BIKE PACKAGES** New for 2014, Moots will be offering competitive pricing on OEM parts, including Fox, DT Swiss, and Shimano, to help our Dealer Partners offer complete bikes and give your customers a better idea of complete bike pricing.
- **GRASSMOOTS AMBASSADOR RIDER PROGRAM** Our team of local GrassMoots Ambassadors help to promote Moots and our regional Moots Dealer Partners, represent Moots at local and national races, and participate in various cycling-related advocacy programs. If you know someone in your area who would be a good candidate for the GrassMoots family, please let your Sales Associate know.
- **ORGANIZE A DEMO RIDE AND OWNERS RIDES** The Moots Sprinter Van is on the road throughout the year, participating in demo events with our Dealer Partners. Contact your Sales Rep to discuss options for a 2014 demo event at your shop or local trailhead.
- **DEALER STEAMBOAT VACATION** Above the Moots Factory in beautiful Steamboat Springs, CO, we have a comfortable guest apartment available for Moots Dealer Partners—to come visit our factory for a hands-on experience. Our dealer camp programs are structured to give you and your staff an intimate look at our product, processes, and people, as well as the opportunity to partake in some of the finest riding and skiing Colorado has to offer. Contact your Sales Associate to discuss a potential dealer camp for 2014.

featured moots owner

THAD HOFFMAN Sales Manager at MOAB Franklin
MOOTS RIDE OF CHOICE Moots X RSL

WHY I CHOSE THE MOOTO X RSL

I've been a fan of Ti since first laying eyes on a cross bike in Colorado. As I researched the right ride to fit my needs, Moots quickly moved to the head of the list due to the care and quality they put into the bikes they build. They had everything I wanted in a stiff but magically compliant, dependable ride. The Mooto X RSL offers me one bike that does it all: commuter, cross racer, gravel racer, singletrek, slayer, and bikepacking adventure wonder bike. It's the 23er I've always wanted.



road

SEE SEPARATE INSERT FOR ALL GEOMETRY TABLES.

*the VAMOOTs RSL*

Aggressive, high-performance, all-around road racing.

the VAMOOTs RSL

- Our highest-performance, lightest and stiffest road bike for racing and high-level training
- Internally double-buttled 312.5 CWSR titanium main tube set with 6/4 titanium micro seat stays for vertical compliance
- Size-specific geometries for exceptional handling and fit
- Oversized performance-tuned tube set and Moots largest-diameter tapered chain stays provide the stiffest drive train and most efficient energy transfer of any of our models
- Dedicated, ride-tuned Moots monocoque carbon RSL fork available in 3 rakes, painted to match
- Press fit 30 bottom bracket, 30.9 seatpost with external seat collar, standard 1 1/8" head tube, 34.9 front derailleur clamp, clearance for 27mm tires, down tube cable routing

FRAME WEIGHT 2.6 lbs for 55cm frame*the VAMOOTs CR**the VAMOOTs CR*

Aggressive, high-performance, all-around recreational racing and riding.

- Hardworking, compact-geometry road bike for everything from elite-level racing to performance recreational riding
- Moots 312.5 CWSR seamless tube set, oversized and size-specific tubing for unbeatable ride quality and lifetime durability
- Size-specific geometries and tubing for exceptional handling, feel, and fit
- Oversized chain stays and hooded dropouts for increased torsional strength and lateral rigidity
- Updated thin-walled, larger-diameter seat tube for greater stiffness
- New color-matching aluminum seat collar for greater clamping strength
- Moots monocoque construction carbon Road fork, painted to match the frame, available in 40mm, 45mm, and 50mm rakes
- 68mm English threaded bottom bracket, 27.2 seatpost, standard 1 1/8" head tube, 34.9 front derailleur clamp, clearance for 28mm tires, down tube cable routing

FRAME WEIGHT 3 lbs for 56cm frame*the VAMOOTs*

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

*the VAMOOTs*

- Our classic, all-around road performer for all types of road riding
- Relaxed and stable geometry for exceptional comfort on both short and long-distance rides
- +.5cm—1cm higher head tube versus our Vamoots CR for extra comfort and smooth handling
- Longer chain stays absorb road chatter and provide proper balance of weight between the front and rear wheels in a more upright riding position
- Oversized chain stays and hooded dropouts for increased torsional strength and lateral rigidity
- Updated thin-walled, larger-diameter seat tube for greater stiffness
- New color-matching aluminum seat collar for greater clamping strength
- Moots monocoque construction carbon Road fork, painted to match the frame, available in 40mm, 45mm, and 50mm rakes
- 68mm English threaded bottom bracket, 27.2 seatpost, standard 1 1/8" head tube, 34.9 front derailleur clamp, clearance for 28mm tires, down tube cable routing

FRAME WEIGHT 3 lbs for 56cm size

SEE INSIDE BACK COVER FOR A CHART OF ALL STANDARD AND OPTIONAL FEATURES OF EACH MODEL.

road

the VAMOOOTS DR (DISC ROAD)

NEW

- New for 2014 – a disc-specific frame designed for long road and light gravel riding
 - Moots 3/2.5 CWSR seamless tube set, oversized and size-specific tubing for unbeatable ride quality and lifetime durability
 - Size-specific geometries and tubing for exceptional handling, feel, and fit
 - Oversized chain stays and hooded dropouts for increased torsional strength and lateral rigidity
 - 44mm head tube for tapered disc road fork
 - Disc post mount for 140 rotor, can be adapted for 160 as well
 - 68mm English threaded bottom bracket, 27.2 seatpost, 34.9 front derailleur clamp, clearance for 28mm tires, down tube cable routing
- FRAME WEIGHT** 3.15 lbs for 56cm frame



the VAMOOOTS DR (DISC ROAD)

Road, road endurance, Gran Fondo, rain bike, mixed-surfaces, 28mm tire capacity, modern road disc brake ready.

the PSYCHLO X RSL

- Butted and tapered tube set throughout for lightest weight and stiffest platform
 - 44mm head tube, oversized tubing, and our largest-diameter tapered chain stays deliver the most efficient pedaling platform of our CX models
 - Radically formed top tube mates perfectly to big 44mm head tube and provides comfortable shouldering over the barriers
 - Moots monocoque carbon frame-matched Cyclocross fork for the ultimate pairing of strength and stiffness
 - Maximized tire/mud clearance
 - Press Fit 30 bottom bracket, 30.9 seatpost with external seat collar, 44mm head tube for inset headsets, 34.9 front derailleur clamp, clearance for 35mm tires, top tube cable routing
- FRAME WEIGHT** 3 lbs for 55cm frame



the PSYCHLO X RSL

Elite and serious recreational cyclocross racing.

the PSYCHLO X / PSYCHLO X YBB

UPDATED

- Our classic cyclocross bike and all-around, all-season performance utility bike
 - Updated geometry for greater all-around use
 - Chain stay design allows for maximum tire clearance
 - Optional 450mm chain stay for 40mm tire clearance on Psychlo X
 - YBB version integrates our legendary softtail design, adding 1 1/8" of pivotless travel at a minimal weight
 - Wishbone seat stays and top of top tube cable routing
 - Matching Moots monocoque carbon Cyclocross fork (non-disc version)
 - 68mm English threaded bottom bracket, 27.2 seatpost, standard 44mm head tube, 34.9 front derailleur clamp, clearance for 35mm tires, top tube cable routing
- FRAME WEIGHT** 3.6 lbs for Psychlo X and 3.85 lbs. for Psychlo X YBB



the PSYCHLO X / PSYCHLO X YBB

All-out cyclocross race performance, gravel epics or daily commutes.

MOOTS
HANDBUILT IN THE ROCKIES

mountain 29"

SEE SEPARATE INSERT FOR ALL GEOMETRY TABLES.

*the MX DIVIDE*

Cross-country racing and riding on 29" wheels.

- Our most advanced full-suspension 29" cross-country mountain bike to date
- Well-balanced 100mm travel 29er cross-country platform
- Efficient Fusion Link suspension maximizes efficiency and plushness across the entire travel range
- Seamlessly integrates many of the RSL family features, such as 44mm head tube, Press Fit 30 bottom bracket, 30.9mm seatpost, and titanium seat stays
- Carbon swing link for a solid, stiff, and precise connection between the seat stays, mainframe, and shock
- Fox CTD Kashima Shock on all MX Divide frames for superior performance
- 142 x 12 modular rear axle with option for 135 x 10 post-mount disc brake
- Press Fit 30 bottom bracket, 30.9 seatpost, 44mm head tube for inset headset, compatible with tapered steerer forks, 34.9 derailleur clamp for bottom pull derailleur, clearance for up to 29 x 2.25 tires, down tube cable routing

FRAME WEIGHT 6.7 lbs for 18" frame w/shock and rear axle*the MOOTO X RSL*

Cross-country and short-track racing.

- *the MOOTO X RSL 29"*
- Our lightest, stiffest, and most responsive cross-country race bike – designed for 100mm tapered fork
- Press Fit 30 bottom bracket increases drive train stiffness and provides larger landing platform for oversized down tube, seat tube, and chain stays
- Double-curved down tube allows for fork crown clearance, increased bottom bracket stiffness, and best H₂O bottle location
- Tapered chain stays and seat stays for stiffness at bottom bracket and compliance at the dropout
- 30.9mm seatpost for efficient power transfer when in the saddle
- Curved top tube on 16" model for increased stand-over clearance
- Press Fit 30 bottom bracket, 30.9 seatpost, 44mm head tube for inset headset, 34.9 derailleur clamp, clearance for up to 29 x 2.25 tires, underside of top tube cable routing

FRAME WEIGHT 3.5 lbs for 18" frame*the MOOTO X YBB*

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

- *the MOOTO X YBB 29"*
- Our most popular 29er, equipped with the legendary YBB softtail pivotless suspension for cross-country marathons, 24-hr races, and all-day epics
- Simple and reliable race-proven Moots YBB pivotless suspension design provides 1 1/8" of travel at the rear wheel
- Curved down tube for increased 100mm tapered 29er fork crown clearance
- 16" and 17" stock sizes with strut for increased stand-over, curved top tube on 18" and 19" models
- 68mm English threaded bottom bracket, 27.2 seatpost, 44mm head tube for inset headset, 34.9 derailleur clamp, clearance for up to 29 x 2.25 tires, top of top tube cable routing

FRAME WEIGHT 4.25 lbs for 18" frame*the MOOTO X*

Daily cross-country riding or all-out racing.

- *the MOOTO X 29"*
- Our hardtail workhorse 29er intended for fast-paced cross-country racing and riding – designed for 100mm tapered for 16" and 17", 120mm tapered suspension fork 18" and greater
- Wishbone seat stay system for superior torsional and lateral stiffness
- 68mm English threaded bottom bracket, 27.2 seatpost, 44mm head tube for inset headset, 34.9 derailleur clamp, clearance for up to 29 x 2.25 tires, top of top tube cable routing

FRAME WEIGHT 3.8 lbs for 18" frame

mountain 27.5"/26"

SEE INSIDE BACK COVER FOR A CHART OF ALL STANDARD AND OPTIONAL FEATURES OF EACH MODEL.

the ROGUE RSL 27.5"

NEW

- Using our RSL technology and design principles, we have created an exceptional 27.5" (650b) cross-country race bike
- Press Fit 30 bottom bracket increases drive train stiffness and provides larger landing platform for oversized down tube, seat tube, and chain stays
- Single-curved down tube allows for fork crown clearance, increased bottom bracket stiffness and best H₂O bottle location
- Tapered chain stays and seat stays for stiffness at bottom bracket and compliance at the dropout
- 30.9mm seatpost for efficient power transfer when in the saddle
- Curved top tube on 14"-17" model for increased stand-over clearance
- Press Fit 30 bottom bracket, 30.9 seatpost, 44mm head tube for inset headset, 34.9 derailleur clamp, clearance for up to 27.5 x 2.25 tires, underside of top tube cable routing

FRAME WEIGHT 3.5 lbs for 18" frame



the ROGUE RSL

Mid-wheel-size cross-country arrow. Not in love with big wheels? You might just have to change your mind. 2.2" tire capacity. Also available as a YBB.



the ROGUE YBB

Mid-wheel-size cross-country arrow. Not in love with big wheels? You might just have to change your mind. 2.2" tire capacity. Also available as a hardtail RSL.

NEW

the ROGUE YBB 27.5"

- Equipped with the legendary YBB softtail pivotless suspension for cross-country riding, 24-hr races, and all-day epics using the 27.5" (650b) wheel size
- Simple and reliable race-proven Moots YBB pivotless suspension design provides 1 1/8" of travel at the rear wheel
- Curved down tube for increased 100mm tapered 27.5" fork crown clearance
- Curved top tube on 14"-19" model for increased stand-over clearance
- Strutted seat tube on 14"-16" sizes for better stand-over clearance
- 66mm English threaded bottom bracket, 27.2 seatpost, 44mm head tube for inset headset, 34.9 derailleur clamp, clearance for up to 27.5 x 2.25 tires, top of top tube cable routing

FRAME WEIGHT 4.25 lbs for 18" frame

the DIVIDE 26"

- Our most advanced full-suspension 26" cross-country race and recreation bike to date
- Sure-footed 100mm travel 26" cross-country platform with superior stand-over clearance
- Efficient Fusion Link suspension design to maximize efficiency and plushness across entire travel range
- Carbon swing link for a solid, stiff, and precise connection between the seat stays, mainframe, and shock
- Fox CTD Kashima Shock for superior performance
- 142 x 12 modular rear axle with option for 135 x 10 post-mount disc brake
- Press Fit 30 bottom bracket, 30.9 seatpost, 44mm head tube for inset headset, compatible with tapered steerer forks, 34.9 derailleur clamp for bottom pull derailleur, clearance for up to 26 x 2.25 tires, down tube cable routing

FRAME WEIGHT 6.5 lbs for 18" frame w/shock and rear axle



the DIVIDE

Cross-country racing and riding on 26" wheels.

the RIGORMOOTIS / YBB 26"

- Our classic 26" hardtail and softtail cross-country bike design – YBB features 1 1/8" of lightweight, pivotless rear wheel travel
- Super simple, low-maintenance suspension design
- Wishbone seat stay design with modified Brezner-style dropouts and replaceable derailleur hanger
- 12"-16" frames designed for 80mm travel forks, 17" and larger designed for 100mm forks
- 12" and 14" frames come with curved top tube, optional curved top tube available on 16"
- 68mm English threaded bottom bracket, 27.2 seatpost, 1 1/8" standard head tube, 34.9 derailleur clamp, clearance for up to 26 x 2.25 tires, top of top tube cable routing

FRAME WEIGHT (RIG) 3.65 lbs for 18" frame (YBB) 4.15 lbs for 18" frame



the YBB

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

components

MOOTS CARBON FORKS

Moos is proud to offer three painted-to-match fork models to complement our road and cross frames. All Moos forks feature full carbon monocoque construction from 1 1/8" straight steerer tube to dropout with no bonding or glued-on pieces. All come with a custom Mr. Moos engraved top cap and removable adjustment plug, and the fork layup and performance characteristics are optimized to mate up with the appropriate Moos model for top performance.

A VAMOOTS RSL FORK

Available in 50mm, 45mm, and 40mm 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

Also available in 50mm, 45mm, and 40mm rakes, the approximately 330-gram road fork is designed to ride seamlessly with the Vamoos and Vamoos CR frames, offering lightweight and stable handling over the roughest of roads.

C MOOTS CYCLOCROSS FORK

Light, stiff, and offering a tremendous amount of mud and tire clearance, the Moos Psycho 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 47mm rake only.



RSL TITANIUM SPACERS

Significant weight savings and sleek houghglass shaping create the perfect spacers to complete a super-lightweight build. More than 40% lighter than same size standard spacer!

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

TI HEADSET SPACERS

Matching satin finish titanium headset spacers finish off any Moos build in style and look great on other bikes as well. These super-strong and light spacers are available in three 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 Moos Tailgator includes an integrated handmade titanium rack that will support up to 5 lbs 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 slim weighs 125 grams. Complete system weighs 400 grams. Includes shims for most popular seatpost diameters. 5 lbs weight limit, 400 cubic inch volume.



*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 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, 100, 110, & 120 lengths with -6, 0, & +6 angles as well as custom lengths and angles. 31.8 handlebar clamp, 1 1/8" steerer clamp.

**TI STEM**

One stem optimized for all of your mountain, cross, and road needs. 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.

NEW

TECH 90 x 6-degree stem weighs 156 grams. Available in 90, 100, 110, & 120 lengths with -6, 0, & +6 angles as well as custom lengths and angles. 31.8 handlebar clamp, 45mm tall 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 to provide control of saddle tilt. Layback and Straight versions available in three lengths for road, mountain, and cyclocross applications.

TECH 27.2 diameter x 340mm length layback seatpost weighs 192 grams. Available in three lengths, 280mm, 340mm, and 380mm in Straight or Layback design. 27.2 and 30.9 diameters. 27.2 Layback seatposts are offset 19mm; 30.9 Layback seatposts are offset 15mm.

**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", 23", 24", & 25" in 5 or 8 degree bend. Includes 31.8 shim.

**COLOR OPTIONS**

We offer matching decal colors, stem, Cinch posts and seat collar anodized bit options in black, blue, and red. We also offer traditional clear anodizing for all bits.

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 presale 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 by and purchased from Moots and will be initiated at the new model year, January 1, 2014. Discounts will then continue until December 31, 2014.

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. Moots requires proof of employment for all employee purchases. Employee frames will not be included in the initial purchase plan.

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

A 10% restocking fee will be applied to all returned Moots frames and components.

authorized moots dealer program

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 WEB AND MAIL-ORDER ADVERTISING POLICIES

It is our policy at Moots to disallow any mail-order advertising of our products. This applies only 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 consumers 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

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 who 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 that the customer is not located within 100 miles of another Authorized Dealer, and contact Moots to preapprove 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 a dealer, 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 believe that 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 believe that 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.

building your customer's perfect bike

At Moots we have been fitting frames to our customers for 33 years, working with dealers and customers to optimize their comfort, enjoyment, and performance since 1981. Our team is trained in the Retül system of fitting, but we are experienced with all fit systems. These are the steps we use to create the best fit utilizing our stock geometries through a full custom design:

- Dealer works directly with customer, discussing the intended use and riding style, to choose the best model from our line.
- The expert fitter at the shop, using the preferred fit process, determines the optimal fit for the customer.
- The shop's fitter then fully completes our Custom Dealer Worksheet (see sheet). This gives Moots several hard data points, including saddle and handlebar X and Y coordinates.
- The first draft Bike Forest CAD drawing is created based on the information in the Custom Dealer Worksheet and sent to the dealer. Through conversation with your Sales Associate he will determine whether a semi-custom, custom, or stock frame will provide the optimal fit and comfort for the customer.
- If it is determined that a custom-designed frame is most appropriate, a second draft is created by our technical design team to refine the geometry and tubing selection. (This is often the final draft.)
- A final draft is created on which the shop and customer sign off.
- A \$1,000 custom frame deposit initiates the order and triggers the technical design team to create the final mitering and build drawings needed to properly craft the frame. This team drafts the Moots build drawing and the frame moves into production.

Our goal is simple: build the best frame possible for your customer. Open conversation with your Sales Associate is the key to satisfying your customer, and we encourage that at every step. This takes maximum advantage of our extensive knowledge and experience in taking hard points from a professional fitter and translating them into the best frame geometry possible.



Joe Hughes performs a fit for a Moots customer. **VECCHIOS** AUTHORIZED MOOTS DEALER PARTNER, BOULDER, CO

moots sales team contacts

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TERRITORIES International	TERRITORIES Northeast Mid-Atlantic Southeast	TERRITORIES West Southwest	TERRITORIES Rockies Midwest	JON CARIVEAU Marketing Manager 970.879.4982 jonc@moots.com

WE SUPPORT

 BICYCLE COLORADO bicyclecolo.org	 Bikes Belong COALITION bikesbelong.org	 IMBA INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION imba.com
 NEMBA nemba.org	 FORT COLLINS RIDERS 0.000 routecountryriders.org	 SORBA SOUTHERN OFF ROAD BICYCLE ASSOCIATION sorba.org
		 STEAMBOAT SPRINGS CHAMBER MEMBERS 100 MOST YEARS steamboat-chamber.com



MOOTS

HANDBUILT IN THE ROCKIES

Let us show you around sometime.
Come see us in Steamboat for a tour and meet the team.

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



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. ©2013 Moots Cycles