



**An
American
Bicycling
Tradition
1989**

HANDCRAFTED
RITCHEY
U-S-A
Mountain Bikes
COMPONENTS & ACCESSORIES

Ritchey: The Man & Mountain

1/ THE MAN

The story of Ritchey Mountain Bikes began some 17 years ago. Tom Ritchey's early interest in the sport of bicycling grew quickly. Even as a junior racer, his love and dedication of the sport were undoubtable. TR represented the United States at the 1974 Junior World Championships. Nicknamed the "Senior Slayer" by the bicycle press, he dominated the competition in Northern California, America's road racing hot bed of the 70's. His racing career continued most successfully, and to this day, TR is still a contender in mountain bike racing.

Though it was the thrill of competition that first attracted TR to bicycling, it was the exciting world of frame design and building which captured his imagination. It would become his passion, and soon, his profession. TR's unique creative abilities and well-honed engineering skills blended so perfectly that soon his custom road racing frames were in great demand. His innovative designs and quality framesets were renowned for their beauty, strength, and superior performance.

Living and riding in the hills above the San Francisco Bay Area, the progression into mountain bikes was evolutionary for TR. He began designing and developing bicycles which could be ridden on the difficult trails that traversed the hilly countryside near his home. It's commonly held that Tom Ritchey's innovations in mountain bike design helped fuel and drive this new and exciting sport. In fact, many of the elements that TR introduced on his bikes during the mid-1970s are found on every mountain bike built today! Since 1978, the Ritchey name has been synonymous with quality mountain bikes.

Today Tom Ritchey and his family live in the hills above Palo Alto, California. And it is in nearby Redwood City where he has chosen to headquarter RITCHEY MOUNTAIN BIKES. To this day, the only thing that compares with Tom Ritchey's dedication to building quality bicycles and components is his quest to develop even better products in the future.

2/ THE DESIGNER

Tom Ritchey's design philosophy is deeply rooted. Only through his knowledge, understanding, and respect

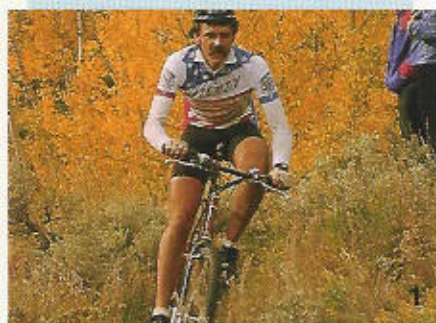
for the history of bicycles has he been able to develop new and usable innovations. The result: RITCHEY designs of the eighties fulfill the needs of the modern cyclist without ignoring the important lessons of a century of bicycle history.

Since 1978, TR's designs have revolutionized the bicycle industry. Beginning with the first mountain bikes themselves, TR has systematically improved every major facet of frame and component design. Key design features originally introduced by TR include unicrown forks, oversize tubing, the reinforced seat collar, ovalized seat tube at the bottom bracket, single bend chainstays, sealed cartridge bottom bracket bearing, and slotted cable guides.

If imitation is the highest form of flattery, Tom Ritchey is most flattered in the area of frame geometry. No other mountain bike designer's geometry has been so copied. Just the same, his years of racing, touring, building, and engineering experience continually allow him to improve upon his own successes. While others builders gamble with frame fads and fashion, TR's superior geometry still blends a unique balance of speed and stability to achieve the very best overall performance.

Many of today's manufacturers are getting caught in "frame fads". They randomly change the angles and dimensions on their bikes. For most, the sole purpose of this is to attract attention and increase sales, not necessarily improve performance. While many try to better Tom Ritchey's trend toward steeper head angles and tighter rear triangles, they often neglect the effect on the "whole bike". Tom Ritchey designs each part of the bike in relation to the rest of the bike. In TR's mind, no benefit is justified if it has detrimental repercussions elsewhere in the frame, as many of these "fad designs" do.

Always believing that the bicycle is only as good as the sum of all of its parts, Tom Ritchey's designs don't end with the frameset. His own component designs include the original BULLMOOSE handlebars, the infamous QUAD 1.9 tire, the aggressive FORCE tires, the FORCE DIRECTIONAL stems and handlebars, and the new VANTAGE rim. Brand new products for 1989 include the ultra-light and virtually indestructible FORCE COMP STEM, the incredible MEGABITE tire, and the new VANTAGE COMP rim for racing.



"When you choose RITCHEY, you join ranks with thousands of satisfied customers, people who recognize the finest quality when they see it."



3/ THE BUILDER

Quality and reputation are areas jealously guarded by Tom Ritchey. All the design innovations in the world aren't of use if the highest level of quality isn't maintained during frame building. Years of development in technique and tooling by TR have enabled him to achieve a level of workmanship few, if any, can duplicate. His dedication is never more evident than when you look at the great number of long-lasting, quality bicycles he's personally built over the years.

Acknowledged as one of the world's finest builders, Tom Ritchey is personally involved with the construction of every bicycle that bears his name. When you buy a fillet brazed Ritchey mountain bike, you'll ride a Ritchey creation of the highest quality. Every perfectly brazed fillet, every braze-on fitting, and every dropout has been hand-brazed by Tom himself. Before a Ritchey decal goes on, even the Ascent, Outback, and Ultra receive bridges, braze-ons, and careful alignment by Tom Ritchey personally.

By choosing a Ritchey Mountain Bike, you're choosing a bike with the finest in design elements, and built with the highest quality of workmanship.

4/ RITCHEY FRAME TUBING

The heart of the bicycle is the frameset. To get the most out of a quality designed frameset, you have to begin with the best materials. And when it comes to tubing, Tom Ritchey goes the extra step to insure the integrity of his framesets.

Many bicycle manufacturers are satisfied with the standard tubing sets offered by tubing makers. While it's convenient, certain tubes are often too light or too heavy for their application. This creates a poorly balanced bike, which in turn causes poor performance. TR has collaborated with Tange, one of the world's finest tubing manufacturers, to customize each tubing set. This allows the mixing and blending of frame tubes with respect to bike size, design, and each tube's specific application.

A comprehensive analysis of gauge tapers, butting, and diameters was undertaken in selecting the tubing sets for RITCHEY MOUNTAIN BIKES. RITCHEY designed 4130 double and triple butted chromoly is used throughout the OUTBACK and the ASCENT COMP.

The TIMBERCOMP and SKYLINER use a special selection of RITCHEY designed PRESTIGE and 4130 butted tubing. The ULTRA, SUPERCOMP, and RITCHEY ROAD FRAME models each feature RITCHEY designed PRESTIGE COMPETITION butted tubing exclusively.

With such concern for quality in design, building, and selection of tubing, TR is able to make chromoly bikes as light as most aluminum bikes with greater strength. More importantly, he has been able to keep the strong yet responsive feel that has made quality chromoly the choice of champions and discerning bicyclists for decades.

5/ PAINTING

The quality of a RITCHEY MOUNTAIN BIKE frame doesn't stop when the torch is turned off. TR has chosen to finish every one of his models in DUPONT IMRON, the standard by which all finishes are compared. Though it is difficult to apply, it's well worth the extra effort. It has been called, "the wet look that lasts". Its polyurethane coating gives it a high luster which is one of the most durable finishes made. Whether you choose a standard color or one of the many custom options, your RITCHEY MOUNTAIN BIKE will look great for years to come.

6/ WHO RIDES RITCHEY

When you choose RITCHEY, you join ranks with thousands of satisfied customers, people who recognize the finest quality when they see it. Bicycle industry leaders like Andreas Cinelli and Antonio Columbo, bicycle racers like Jacques Boyer, Dale Stetina, and Eric Hieden, as well as many top celebrities and athletes the world over have chosen RITCHEY as their mountain bike.

The RITCHEY RACING TEAM has proven to be one of the most important assets for RITCHEY MOUNTAIN BIKES. In addition to promoting our products, they've provided invaluable product testing, the likes of which can't be duplicated in non-competitive riding. New frame and component designs either make it or break at this level. If the team doesn't like it, it's discarded. If they give it their stamp of approval, you'll find it soon at a Ritchey dealer near you!



Ritchey : The Components &

7/ COMPONENT SELECTION

For many bicycle manufacturers, component selection is simply a matter of finding parts for the right price. Tom Ritchey believes that each and every part must compliment the overall design of the bike. They must match the quality of the bike, not detract from its performance. Although it's easier to simply select a complete group of components, that's not how TR does things.

No other bicycle maker test, evaluates, and scrutinizes parts and components with the intensity that TR does. Maybe that's why so many manufacturers have involved him in the development and design of their products, as Shimano did with their Deore XT component line.

All 1989 models will feature the new Shimano Deore XT II drivetrain, including crank lengths matched to frame sizes. They feature the new 7 speed Hyperglide freehub, indexed and friction shifting, the Shimano Linear Response (SLR) brake system, two-finger brake levers, and cantilever and U-Brakes brakes. No other complete component group compares.

8/ RITCHEY COMPONENTS

When Tom Ritchey is dissatisfied with what the market has to offer, he doesn't complain. He simply makes something better. That's how he got into the component business. Now his full line of specially designed tires, rims, stems, and handlebars have achieved the same high level of respect that his framesets own. In fact, RITCHEY tires and components are found as original equipment on many other brands of mountain bikes.

Since its debut in 1983, the RITCHEY QUAD 1.9 has become one of the most popular and most copied replacement tires in the country for all-around use. The first tire to depart from the center-ridge design, it's the ideal multi-purpose fat tire. The QUAD 1.9 uses the optimum 1.9" width and the unique GRIP-STRIP (TM) of interlocking center knobs. While it's smooth and quiet on the road, the special QUAD side knobs provide sure-footing in the dirt.

Since its introduction in 1985, the RITCHEY FORCE series of mountain bike tires have won two NORBA National Championships and proven themselves the finest knobbies on the market. RITCHEY FORCE tires use three rows of directional knobs on each side of the tread to provide incredible traction and

maneuverability under cornering and braking stresses. The FORCE RACING K was the first mountain bike tire to use a Kevlar bead. At 540 grams, it's still the lightest racing tire available. With rear tires wearing 200-300% quicker than front tires, Tom Ritchey designed the FORCE DURO K. It uses the same tread design as the FORCE RACING tires, but has 20% more of a specially selected rubber compound.

New for 1989 is the RITCHEY MEGABITE. Never before has anyone designed a tire to accurately counter the vector forces which occur in all types of high performance mountain biking. Many tire companies have "lucked into" designs which might work well in one area, only to suffer in others. The MEGABITE'S unique VECTOR ANALYSIS TREAD DESIGN uses special directional knobs which counter the vector forces appropriately, whether climbing, descending, or cornering. After two full years of rigorous research and development, the MEGABITE will soon challenge the off-road tire establishment. If you're looking for the very best performance in a mountain bike tire, look no further. Available in Spring '89.

To compliment his tires, Tom Ritchey designed the VANTAGE and VANTAGE COMP rims. They represent the latest technology using computer-aided design to get the most strength out of the least material. Both VANTAGE rims feature a "V" section which not only increases cross-section strength, but reduces the overall weight. In fact, at just 455 grams, the standard VANTAGE is the lightest production rim available. Both rims are constructed with 6061 T-6 heat treated aluminum for strength and durability. With less weight and more strength, VANTAGE rims give you the advantage!

When it comes to controlling a bike, you have to have complete confidence in your handlebars and stem. They're not only the controls you use to maneuver your bike, they are important in creating the correct rider position. TR has led the industry in stem design since he first introduced the popular single tube stem for road and track bikes in the early '70s. Later he developed the original BULLMOOSE design. Tom Ritchey now offers two different stem models for mountain bikes. The FORCE DIRECTIONAL stem offers a great strength/weight ratio through specially selected wall thicknesses, tapers, and ovalization. The unique cable stirrup design reduces friction and leaves your brake cable easy to maintain. It is available in the TIG welded version (Model I) and the beautifully fillet brazed version (Model II). The FORCE DIRECTIONAL STEMS come in four

Custom Bikes...

rise/reach combinations: Low, Medium, High, and High/Long.

For those who want nothing but the very best in a stem, Tom Ritchey introduces the new **FORCE COMP** stem. It has all of the great features of the **FORCE DIRECTIONAL** stem, but uses a new "heat treatment after welding" process. This creates an ultra-light, butted, super-tubing stem which is virtually indestructible. It's available in four reaches: Low/Long (175mm), Low (150mm), Medium (130mm), and High (120mm).

To complete the control center, Tom Ritchey designed the **FORCE DIRECTION HANDLEBARS**. **MODEL I** is a heat treated 6061 T-6 bulged aluminum handlebar with a 10 degree bend. **MODEL II** is a bulged handlebar made of ultra-light and ultra-strong Prestige super tubing and features an aggressive 6 degree bend.

9/ RITCHEY A LA CARTE

We design and build **RITCHEY MOUNTAIN BIKES** to be high performance bikes right out of the box. Chances are that when you purchase a **RITCHEY**, it will be the last mountain bike you'll ever own. And though thousands of people have purchased **RITCHEYS** off of showroom floors and loved them, a few customers want something more personal. They simply want a bike tailored to their specific needs. For those customers we present **RITCHEY A LA CARTE**.

RITCHEY A LA CARTE is our way of helping you customize your **RITCHEY MOUNTAIN BIKE**. Our menu includes parts, paints, and other items which will make your new **RITCHEY** even more special. We want you to have the ultimate bike. So take a little time to look over our menu and see what you can create!

HANDLEBARS & STEM – While most of our models come standard with the **FORCE DIRECTIONAL** stem (**Model I**, Medium Position), you have your choice of several different handlebar/stem positions. A longer, lower position is generally chosen for high performance riding and racing. A shorter, higher position is generally preferred for touring, commuting, and light trail riding.

CRANKS & CHAINWHEELS – Your **RITCHEY MOUNTAIN BIKE** comes with a crankset sized to your frame (170mm to 180mm) and round chainrings. We've chosen these based upon the preferences of typical

Ritchey owners. Alternate sizes of crank arms are available, as are Shimano's Biopace chainrings.

BLACK ANODIZED PARTS – With the introduction of our **ULTRA** model and its black component group, we received many requests to make these parts available on other bikes. You can order your **RITCHEY** with a black seatpost, cranks, rims, brakes, and brake levers.

BRAZE-ONS – All **RITCHEY** bicycles have two water bottle bosses, special slotted cable stops and guides, brake bosses front and rear, and dropout eyelets front and rear. Every **Ritchey** is available with different combinations, whether you want to use a different style of brake, extra water bottle braze-ons, carry strap mounts, fenders, or a rear rack.

RIMS & WHEELSETS – Depending upon the model, your **RITCHEY MOUNTAIN BIKE** comes with silver or grey 32 spoke **VANTAGE** rims. You may choose the alternate color to suit your particular taste, or upgrade to the new **VANTAGE COMP** rim as well.

PAINTING – Each and every **RITCHEY** bicycle can be finished to satisfy your personal taste. Simply choose from a wide variety of **DUPONT IMRON** colors. You're only limited by your imagination. And if you have something special in mind, we'll do our best to accommodate.

10/ WARRANTY

Every **RITCHEY** frameset is guaranteed for the life of the original owner to be free of defects in workmanship. Due to the nature of off-road riding, any material can and will bend under extreme loading conditions. Riders choosing the **SUPER COMP** and **ULTRA** should do so with care, taking into consideration their own expertise and knowledge of bicycles.

We have a saying here at **RITCHEY USA**. "Quality is not just the quality of the product, but the quality of our company." The entire **RITCHEY** staff takes great pride in their work. Their sole desire is to manufacture bicycles and accessories of the highest quality possible, which customers can enjoy for years to come. At **RITCHEY**, nothing else matters.



Sport/Expedition Series

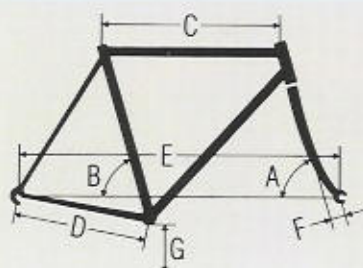
OutBack

**"go anywhere,
do anything"**

For many, the role of the mountain bike is to travel comfortable and efficiently across a wide variety of terrain. TOM RITCHEY addresses this purpose with the OUTBACK. It's purpose: to go anywhere and to do anything, better than any other bike! Whether its a city street in San Francisco, a mountain pass in the Alps, or jungle trail in Africa, the OUTBACK's expedition design can handle it!

With a 71.5 degree head angle and 1.8" fork offset, it's as responsive as can be. A tight rear triangle, 73 degree seat angle, and RITCHEY/TANGE 4130 butted chromoly make for a smooth and comfortable ride. There's no reason to worry about braze-ons because the OUTBACK comes with them all: double water bottles, fenders, rear racks, and a front low-rider rack.

New on the OUTBACK is the Shimano Deore XT II component package. It includes the new 7-speed Hyperglide freehub, indexed shifting, front cantilevers, and a chainstay mounted rear U-II brake. And of course, the OUTBACK features all of quality workmanship that tells you this is a RITCHEY MOUNTAIN BIKE!



Frame Size	A	B	C	D	E	F	G
16	71.5	73	21	17.1	40	1.8	11.5
17	71.5	73	21.5	17.1	40.5	1.8	11.5
18.5	71.5	73	22	17.1	41	1.8	11.5
20	71.5	73	22.5	17.1	41.5	1.8	11.5
21.5	71.5	73	23	17.1	42	1.8	11.5
23	71.5	73	23.5	17.1	42.5	1.8	11.5



Ascent Comp

Sport/Competition Series

"racing quickness and sport riding smoothness"

Never before has anyone offered such a custom quality mountain bike with so many features at such an affordable price. The ASCENT COMP features an entry level race design based on the famous TEAM COMP model, the one that started it all. A great combination of racing quickness and sport riding smoothness makes the ASCENT COMP a great example of traditional RITCHEY quality and value!

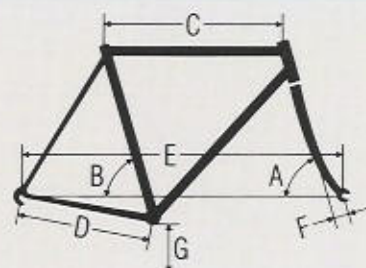
The handcrafted RITCHEY/TANGE 4130 double butted chromoly frameset is built to perform and built to last! The ASCENT COMP features competition geometry, offering the very best in performance and stability. CYCLIST Magazine called the ASCENT "light, quick, and responsive...an exceptionally efficient climber."

The ASCENT COMP features RITCHEY VANTAGE rims, FORCE DURO tires, and the FORCE DIRECTIONAL STEM and HANDLEBARS as standard equipment. It also utilizes the complete SHIMANO DEORE XT II component package, including cantilever brakes front and rear.

Whether you're a racer or just a serious rider who requires a high performance mountain bike, the ASCENT COMP is a custom quality bike at a production line price. Test ride one today and experience the quality that is truly RITCHEY!



Frame Size	A	B	C	D	E	F	G
16	70	73	21	17.1	40.5	1.8	11.5
17	70	73	21.5	17.1	41	1.8	11.5
18.5	70	73	22	17.1	41.5	1.8	11.5
20	70	73	22.5	17.1	42	1.8	11.5
21.5	70	73	23	17.1	42.5	1.8	11.5
23	70	73	23.5	17.1	43	1.8	11.5



**Competition
Series**

ULTRA

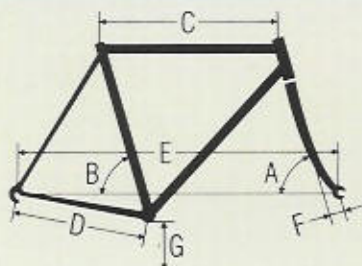
**"winning was never
this easy"**



The ULTRA is the latest in quality racing bikes from TOM RITCHEY. It's a startling blend of state-of-the-art racing technology and visually appealing aesthetics. The sleek, white DUPONT IMRON paint finish is accented by the same components as our SUPER COMP, only with extra black anodized touches!

The ULTRA begins with a handcrafted TIG welded frame using ultra-light RITCHEY designed TANGENT PRESTIGE tubing. Then Tom Ritchey adds a custom PRESTIGE unicrown fork, PRESTIGE handlebars, and the new butted and heat-treated FORCE COMP STEERING. These combine to give you the weight of an aluminum bike yet the positive and responsive feel of chromoly. The ULTRA also features the same RITCHEY RACING GEOMETRY of the famed SUPER COMP, including 16.9" single-bend chainstays! Built for the discerning rider, it's confidence inspiring from the first moment you ride it!

Only the finest components available are used on the ULTRA. State-of-the-art SHIMANO DEORE XT components including two-finger levers, 7-speed Hyperglide, and cantilever brakes front and rear make it a race-ready bike of the highest caliber. Test the ULTRA today and experience for yourself the quality of a RITCHEY MOUNTAIN BIKE. Winning was never this easy!



Frame Size	A	B	C	D	E	F	G
16	70	74	21	16.9	40.7	1.8	11.5
17	70	74	21.5	16.9	41.2	1.8	11.5
18.5	70	74	22	16.9	41.7	1.8	11.5
20	70	74	22.5	16.9	42.2	1.8	11.5
21.5	70	74	23	16.9	42.7	1.8	11.5

Same Ritchey racing
geometry as the
Supercomp

The new "FD Comp"
racing stem

Ritchey designed Prestige
frame, fork, & bars

Cantilever brakes front &
rear w/two finger SLR
levers

Shimano
Deore XT II
component

Vantage 32" x
grey

Deore Comp
pedals

timbercomp

Sport/Competition
Fillet Brazed by
TOM RITCHEY

**"excellent in every area
of performance"**

Here's your chance to own a mountain bike of the very highest quality. TOM RITCHEY personally fillet brazes the TIMBERCOMP, making this high performance machine a work of art!

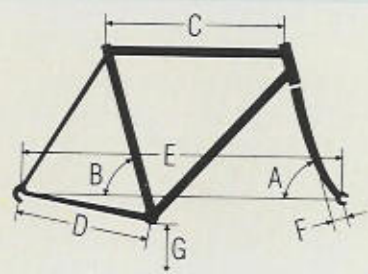
MOUNTAIN BIKE ACTION rated the TIMBERCOMP "excellent" in every area of performance including climbing, descending, cornering, and shock absorption. They called the TIMBERCOMP the "ultimate go anywhere, do anything machine". It's no wonder, with its custom RITCHEY designed PRESTIGE and 4130 chromoly frame. The TIMBERCOMP's race-proven geometry lets you ride aggressively, yet comfortably mile after mile.

The TIMBERCOMP features the fillet brazed RITCHEY FORCE DIRECTIONAL stem and MODEL I bulged handlebars. The top-of-the-line SHIMANO DEORE XT II components are standard equipment, complete with the 7 speed Hyperglide, SLR levers, indexed shifting, and cantilever brakes front and rear.

Come test a TIMBERCOMP and see why the competition calls RITCHEY "the UNFAIR advantage".



Frame Size	A	B	C	D	E	F	G
16	70	73	21	17.1	41.8	1.8	11.5
17	70	73	21.5	17.1	41.6	1.8	11.5
18	70	73	21.5	17.1	41.8	1.8	11.5
19	70	73	22	17.1	42.1	1.8	11.5
20	70	73	22.5	17.1	42.6	1.8	11.5
21.5	70	73	23	17.1	43.1	1.8	11.5
23	70	73	23.5	17.1	43.6	1.8	11.5
24	70	73	24	17.1	44.1	1.8	11.5
25	70	73	24.5	17.1	44.6	1.8	11.5
26	70	73	24.5	17.1	44.6	1.8	11.5



Competition
Fillet Brazed by
TOM RITCHEY

SuperComp



"ride what the Ritchey Team races on"

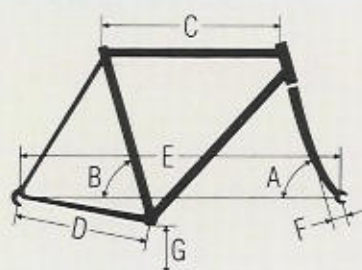
Built in the tradition of the world's finest bicycles, the SUPERCOMP combines decades of racing and building experience with state-of-the-art technology. When you ride the SUPERCOMP, you're riding the future of mountain biking today!

This is the very same bike that is ridden by the RITCHEY MOUNTAIN BIKE RACING TEAM. Fillet brazed personally by TOM RITCHEY, the SUPERCOMP frameset uses ultra-light RITCHEY designed PRESTIGE tubing. The result is an incredibly light, 25 pound race bike with the responsiveness and durability that only steel alloy super tubing affords.

The SUPERCOMP uses our race winning geometry, which is tighter and quicker for today's high performance rider. The nimble front end can easily negotiate the toughest single track, while the tight rear triangle will power you up the steepest of hills.

The SUPERCOMP features the very best in componentry, including a special fillet brazed version of our new ultra-light and heat treated FORCE COMP STEM. It also comes standard with PRESTIGE handlebars SHIMANO DEORE XT II componentry including cantilever brakes front and rear. And new for '89 you have your choice of any standard Dupont Imron color, with the Red/White/Blue team colors as an option. The

SUPERCOMP lets you ride what the RITCHEY TEAM races on!



Frame Size	A	B	C	D	E	F	G
18	70°	74°	22	16.9	42.1	1.8	11.5
19	70°	74°	22.3	16.9	42.4	1.8	11.5
20	70°	74°	22.7	16.9	42.8	1.8	11.5
21	70°	74°	23	16.9	43.1	1.8	11.5
22	70°	74°	23.3	16.9	43.4	1.8	11.5
23	70°	74°	23.7	16.9	43.8	1.8	11.5



Skyliner

Tandem
Fillet Brazed by
TOM RITCHEY

"gonzo togetherness"

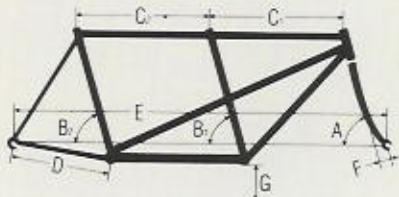
Some of you might think us a little crazy. Well, maybe we are. But we take our fun seriously, and there's no better way than with a fillet brazed tandem by TOM RITCHEY. When everyone else said "no way", Tom Ritchey said "why not". The result is the beautiful SKYLINER tandem. TR's spirited design, meticulous craftsmanship and impeccable finishing makes the SKYLINER a very special bicycle, indeed!

While the SKYLINER is designed as the ultimate off-road tandem, it's equally well-suited for serious road riding. It's no wonder, since Tom Ritchey built over 100 custom road racing tandems before he designed his first mountain bike tandem. Its unique frame of specially selected Prestige and oversized 4130 chromoly tubing and fat tires help it overcome the problems so often associated with road tandems, making it safe, strong, and dependable. In fact, BICYCLING Magazine called it, "a bombproof sport tandem that's stiffer and just as light as a more fragile skinny tire tandem."

The highest quality and most durable components are used throughout the SKYLINER, including a SHIMANO DEORE XT drivetrain, durable RITCHEY VANTAGE rims, and the infamous RITCHEY QUAD 1.9 tires. Test a SKYLINER, and see why TR, himself, calls his tandem "gonzo togetherness"!



A	B ₁	B ₂	C ₁	C ₂	D	E	F	G
71°	73°	73°	22.6	26.0	17.0	68.0	2.0	11.5



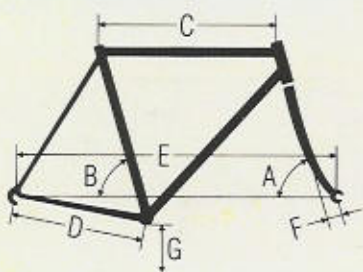
Road Racing
Fillet Brazed by
TOM RITCHEY

Limited Edition Classic

The long awaited return of the RITCHEY name bikes has arrived! Few of today's riders have been long enough to remember the quality RITCHEY FRAMES that brought Tom Ritchey world notoriety as a frame builder in the '70s. Available now in limited edition, is the fabulous RITCHEY FRAME.

Using a special oversize top tube design, this road frame is extremely strong and light. In fact, it was the choice of 7/ELEVEN team rider ERIC HANSEN during his most successful season and Pro Champion winning year. Its performance is only matched by its beauty. TOM RITCHEY hand fillet brazes PRESTIGE tubing, creating an exquisite road bike in the finest tradition of the great road frame builders.

Whether you currently own a RITCHEY MOUNTAIN BIKE or not, now is your chance to experience the quality of RITCHEY in this limited edition classic frame. TR will only build 50 RITCHEY FRAMES this year, so hit the road with RITCHEY while you can!



Frame Size	A	B	C	D	E	F	G
50 C.C.	73	75	53.5	41	97	4.4	26.5
52 C.C.	73.5	74	54	41	97	4.4	26.5
54 C.C.	73.5	73.5	55	41.5	98	4.4	27
56 C.C.	73.5	73.5	56	41.5	99	4.4	27
58 C.C.	73.5	73.5	57	41.5	100	4.4	27
60 C.C.	73.5	73.5	58	41.5	101	4.4	27

TR's custom specified
 designed Prestige tubing
 throughout

Personally "Fillet" brazed by
 Tom Ritchey

Superior strength oversize
 top tube design

Trademark ovalized
 seat tube

Full braze-ons,
 standard

Investment cast
 unicrown fork

Ritchey Tires... the unfair advantage

FORCE RACING K

WEIGHT	SIZE	PSI
540 grams	26x1.9"	45-80

The new lighter FORCE is here. The first off-road tire to use a Kevlar bead, it is the ultimate tire for performance riders. Tom Ritchey designed the FORCE RACING K to be the lightest, best performing race tire available. Using the optimum 1.9 tire size introduced by Ritchey, the tire has three rows of Force Directional knobs on either side of the tread to provide unbelievable control under all types of cornering and braking stresses. With a new and exclusive 127 tpi casing, the FORCE RACING K now weighs an amazing 540 grams. Both 1st and 2nd place riders-men and women- in Mens Pro and Veterans chose the FORCE RACING K in the 1986 NORBA national Championships. The FORCE RACING K is a winner, and another example of how Tom Ritchey continues to set the definition of Mountain Bike tires.

FORCE DURO K

WEIGHT	SIZE	PSI
575 grams	26x2.0"	45-80

Our research at RITCHEY MOUNTAIN BIKES shows that a rear tire wears 200 - 300% more quickly than a front tire. With this in mind, Tom Ritchey designed the FORCE DURO K to give you more of a good thing. Based on the successful FORCE tread, but with 20% more of a carefully selected tread rubber, the FORCE DURO K is rough and hard-wearing. Like the FORCE RACING K, it uses the strong, yet supple and lively 127 tpi casing. A lightweight performance tire, especially suited for the rear wheel, it's a great match with the original FORCE RACING K on the front. You'll have a pair of complimentary wearing tires that deliver the optimum in off-road performance.

NEW FOR '89 MEGABITE

WEIGHT	SIZE	PSI
690 grams	26x2.1"	40-65

The MEGABITE represents the very latest in RITCHEY tire technology. Over two years in development, the MEGABITE challenges the off-road tire establishment! Never before has a tire accurately addressed the individual vector forces encountered in all types of mountain biking conditions. The MEGABITE's unique VECTOR ANALYSIS TREAD DESIGN uses special vector force directional knobs to hold onto the interacting ground. These counter all of the vector forces found in mountain biking. The aggressive MEGABITE gives you maximum traction in climbing, cornering, single tracking and descending. At the same time it provides extreme stability as well as immediate dirt and mud dissipation. The MEGABITE offers you performance, the likes of which no mountain bike tire has ever achieved! Available in Spring '89.

FORCE DURO

WEIGHT	SIZE	PSI
640 grams	26x2.0"	45-80

RITCHEY tires offer you the choices to pick your ideal pair of tires. With the introduction of the FORCE DURO, there is a RITCHEY tire for every challenge. The great handling characteristics of the original FORCE RACING and a low tread wear rate is also combined in the FORCE DURO wire-bead tire. Another thoroughbred, it's an ideal rear tire, and makes a great match with the lighter FORCE RACING.

QUAD 1.9

WEIGHT	SIZE	PSI
650 grams	26x1.9"	45-80

The RITCHEY QUAD 1.9 tire, introduced in 1985, pioneered the industry standard 1.9" tire width. It provides an optimum ratio of strength and weight to air volume that is characteristic of all RITCHEY tires. It was designed as a multi-purpose off-road tire to meet all the needs of the mountain bike rider. The center ridge "Gripstrip"™ is smooth and quiet on pavement. Combined with the side Quad knobs, this tire provides excellent traction.

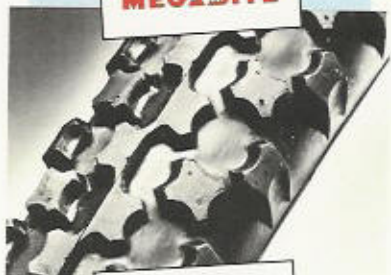
HANDCRAFTED
RITCHEY
U.S.A.
Mountain Bikes
COMPONENTS & ACCESSORIES



FORCE
RACING K



MEGABITE



QUAD 1.9



FORCE
DURO



FORCE
DURO K

Ritchey Vantage Rims

**"Only the Ritchey didn't exceed its advertised weight"
"we've been bashing around on them for several months, without damage." -
Mountain Bike Magazine**

Get the Vantage advantage!

When it comes to high performance on the trail, you need light wheels. It boils down to simple math: the less rolling weight, the more responsive the bike. As the racing adage says, "An ounce off your wheels is worth two off your frame!" Lighter wheels make for quicker climbing, faster acceleration, and better single tracking.

At the same time you need strong rims, ones that can withstand the abuse that comes with mountain biking. When it all comes down to it, your bike is only as strong as your wheels.

That's why Tom Ritchey designed the VANTAGE rim: the lightest and strongest rim on the market. We call it the VANTAGE advantage!

LIGHTER BY DESIGN

With the help of computer-aided-design technology, Tom Ritchey has developed the strong yet ultra-light VANTAGE rims. They're made in the U.S. with 6061 T-6 aluminum, the finest heat treated alloy available for rims. The result: the standard 25mm VANTAGE weighs only 455 grams - 10% less than the leading competition. The new 23mm VANTAGE COMP rim weighs only an incredibly light 400 grams!

With VANTAGE rims, you can feel the difference. They're nimble and quick, giving you peak performance on the trail. At the same time, their light weight lets you sustain your speed on long rides.

PROVEN STRONGER

With VANTAGE rims you not only get lighter rims, you get stronger rims. In fact, VANTAGE rims are designed to be torsionally stronger than any other rim on the market! A unique "V" cross section provides a stronger spoke area with an increase in the tubular box section.

VANTAGE rims have withstood the most rigorous torture testing. The RITCHEY MOUNTAIN BIKE TEAM race tested VANTAGE rims throughout the '88 race season. With your choice of 32 and 36 spoke rims, VANTAGE gives you complete flexibility in strength and performance.

VANTAGE rims: they're lighter, they're stronger. Get the VANTAGE advantage today!



Ritchey Stems & Handlebars

The quality stems from Ritchey!

The stem and handlebars are the heart of your bike's control center. Your selection of a quality stem and handlebar combination has a direct impact on the way you control your bike and how comfortable it will be.

Tom Ritchey first introduced the single tube steel stem on his racing bikes in the early 1970s. While then it was used primarily on road and track bikes for record attempts, it has now become the preferred style for mountain bikes. Later he brought us the famous BULL - MOOSE handlebar & stem unit the first control system specifically designed for mountain bikes. Now Tom Ritchey brings you the superior FORCE DIRECTIONAL stems and handlebars!

1/ FORCE DIRECTIONAL STEMS

The FORCE COMP is available in four reach/rise combinations: HIGH (120mm, high rise), MEDIUM (130mm reach medium rise), LOW (150mm reach, low rise), and LOW/LONG (175mm reach, low rise).

The standard FD stem is available in two different versions, with four different reach/rise combinations. The MODEL I is our TIG welded workhorse, while the MODEL II is beautifully filler brazed. Your choice in

reach/rise combinations include LOW (150mm and low rise), MEDIUM (130mm reach and medium rise), HIGH (110mm reach and high rise), and HIGH/LONG (140mm reach and high rise).

2/ FORCE DIRECTIONAL HANDLEBARS

To complete your mountain bike's control center, Tom Ritchey introduces the FORCE DIRECTIONAL handlebars. The MODEL I handlebars are 22.5" wide with the optimal 10 degree bend. These "bulged" handlebars are made of light and durable 6061 T-6 heat treated aluminum. The MODEL II handlebars are 22" wide with a 6 degree bend, but are made of special bulged TANGE PRESTIGE tubing.

3/ NEW FOR '89 FORCE COMP STEM

Fresh from the '88 race season and two years in development comes the race tested FORCE COMP stem. Another RITCHEY first, it's the only stem to use butted tubing and a heat treatment process to produce super tubing characteristics never before found on a stem so light. Fatigue tested on a specially made test apparatus, it performed 1.7 million fatigue cycles with a 200 kg. (440 lbs.) load weight. This ultra-light stem is virtually indestructible!

The FORCE COMP is available in four reach/rise combinations: HIGH (120mm, high rise), MEDIUM (130mm reach medium rise), LOW (150mm reach, low rise), and LOW/LONG (175mm reach, low rise).

When you make your choice for quality components, remember the quality stems from Ritchey!

*Super light butted tubing
Heat Treated for superior strength*

Slotted cable guide

*Force Comp Stem Lightest
production stem made*

Satin chrome finish



HANDCRAFTED
RITCHEY
USA
Mountain Bikes
COMPONENTS & ACCESSORIES

Ritchey Extras

We feel a RITCHEY MOUNTAIN BIKE offers riders something extra. That's why we wanted to offer a little something extra to our friends and customers. We now carry a wide variety of extras, including clothing, shop aprons, and water bottles.

You have your choice of short sleeve t-shirts, long sleeve t-shirts, and workshop aprons, all featuring the infamous "Handmade by Tom Ritchey" art design. You can also order our classic polo shirt which displays the signature "TR" logo. With sizes from small to extra-large and a wide variety of colors, we're sure you find some to suit your style.

And of course, we carry quality RITCHEY water bottles. They come in a variety of colors and are available in two sizes: regular and "1/3 more."



HANDCRAFTED

RITCHEY
U.S.A.

Mountain Bikes

COMPONENTS & ACCESSORIES

RITCHEY USA
1326 Hancock Ave.
Redwood City
California 94061

PHOTO CREDIT

BRIAN FESSENDEN / ROD KENDRICK
RALEIGH MILLS / JOE YOUNG
DAVID EMERSON / SCOTT WARREN
DENNIS COELLO / BRIAN HELMSWORTH

DESIGN

ZAND GEE

EDITOR

BRIAN HELMSWORTH