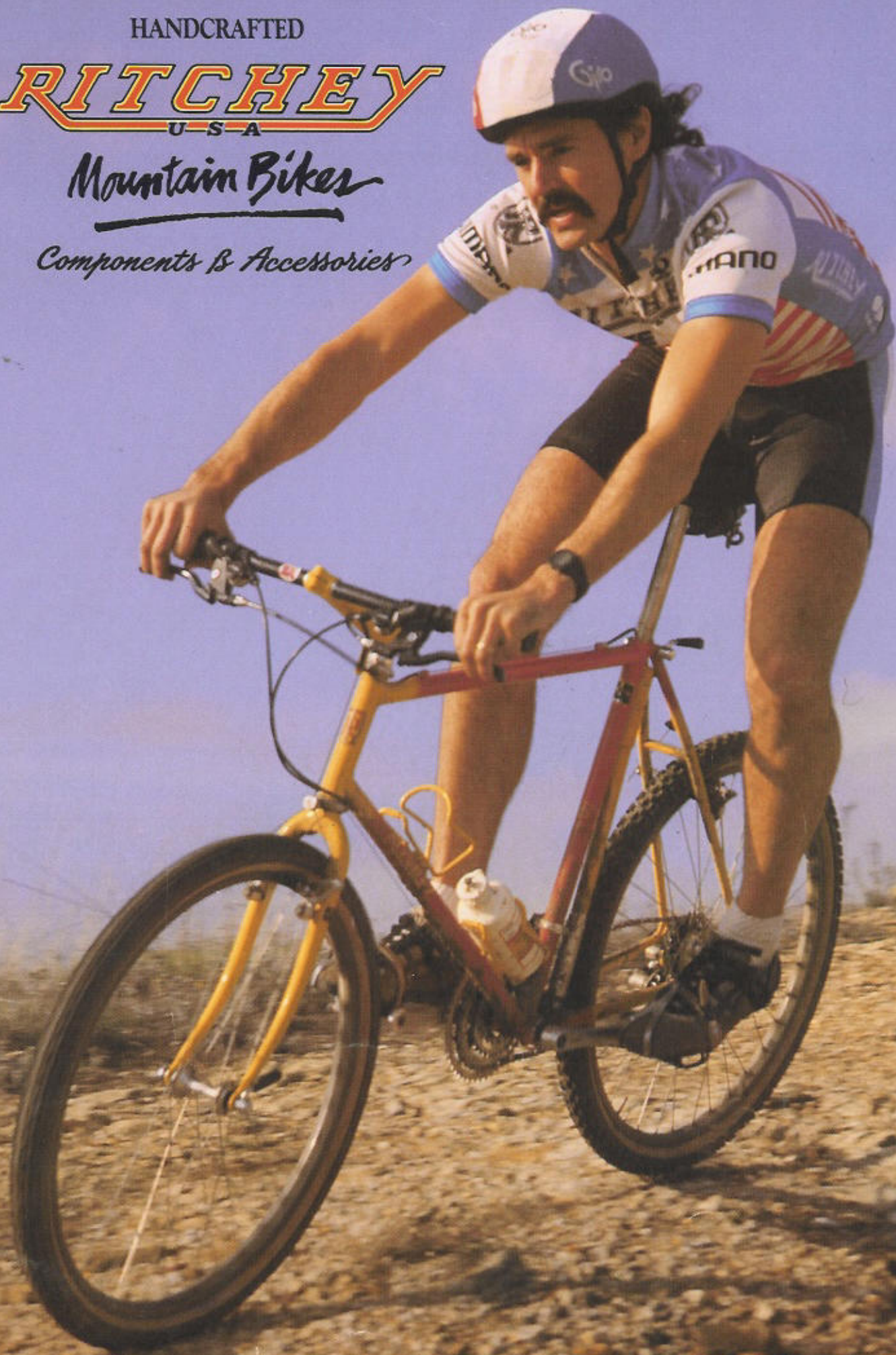


HANDCRAFTED

RITCHEY
U.S.A.

Mountain Bikes

Components & Accessories

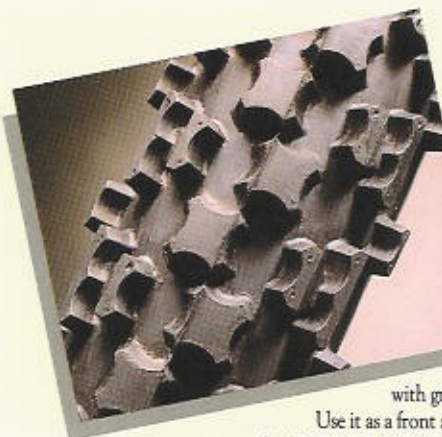


C
O
M
P
O
N
E
N
T
S

Ritchey Tires...

the unfair advantage!

New Superior Traction Vector
Analysis Tread Design



FORCE DURO

WEIGHT	SIZE	PSI
640 grams	26 x 2.0"	45-80

The RITCHEY FORCE DURO is quickly becoming America's favorite LONG WEARING RACING KNOBBY. It's easy to see why. It features the same race proven tread design as the NORBA National Champion FORCE RACING tire, but has 20% more of a carefully selected tread compound. The result is a high performance tire with great handling, plus a low rate of tread wear.

Use it as a front and rear tire, or in combination on the rear with a FORCE RACING K on the front. May the FORCE be with you for even longer!



FORCE DURO K

WEIGHT	SIZE	PSI
575 grams	26 x 2.0"	45-80

The FORCE DURO K by TOM RITCHEY gives you the best of both worlds. You get the race proven tread design of the FORCE RACING K and the light weight of a Kevlar bead, plus the low tread wear rate of the popular FORCE DURO. Made in the aggressive 2.0" racing width, it also features the highest quality 127 tpi casing. The result is a long lasting

racing tire that's incredibly light and has superior handling characteristics. At just 575 grams, the FORCE DURO K is second only to the FORCE RACING K as the lightest MTB tire available. The FORCE DURO K can be used as a front or rear tire, or both! For a winning tire with long lasting performance try the FORCE DURO K!



MEGABITE OVERDRIVE

WEIGHT	SIZE	PSI
670 grams	26 x 2.0"	40-65

If you want maximum traction without sacrificing maximum speed, shift to OVERDRIVE. TOM RITCHEY first revolutionized mountain bike tire designs back in 1984 with the world famous QUAD 1.9. Two years later he did it again with the world's lightest racing tire, the FORCE RACING K. Now in 1989, TR strikes again with the new MEGABITE series of tires.

The new MEGABITE OVERDRIVE 2.0 is designed for maximum performance on drier, harder packed surfaces. It's 2.0" width and performance design give it a lower rolling resistance; almost begging the tire to go fast!. At the same time, its unique VECTOR ANALYSIS TREAD DESIGN features a knob pattern which holds the ground better whether climbing, cornering, single tracking, or descending. The MEGABITE OVERDRIVE is one of the fastest racing tires available. If you want a high tech, high performance tire, shift to OVERDRIVE.



*New 2.1" Wide Width Megabite Harddrive
for Extra Tough Terrain*

MEGABITE HARDDRIVE

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

Why control the ground when you can own it! With the new MEGABITE tires from TOM RITCHEY, you can! MEGABITE represents the very latest in new tire design technology. Over two years in development, MEGABITE challenges the off-road tire establishment. MEGABITE'S VECTOR ANALYSIS TREAD DESIGN grips the ground by countering the vector forces.

For the ultimate in traction TR designed the wide width and higher air volume MEGABITE HARDDRIVE 2.1. It uses a new wider casing coupled with greater separation of knobs for super traction. The MEGABITE HARDDRIVE 2.1 is perfectly suited for extra tough and loose terrain. The wide knob separation makes for quick mud and dirt dissipation. The new MEGABITE HARDDRIVE from RITCHEY gives you performance and traction; the likes of which no mountain bike tire has ever achieved!



"A great tire design requires years of analyzing, testing, and experimenting with existing tires. The insight from this provides me with the necessary information to address today's mountain bike tire needs. I feel that tires are the single most important components of your bike; Yet we still see many so called 'hot new designs' which come and go. Their poor performances are often hidden beneath great marketing attempts. A tire's true test has always been performance and

time, and I doubt any tire manufacturer can show you a more tested, proven, and winning line of high performance tires than mine."



FORCE RACING K

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

The RITCHEY FORCE RACING K is still the lightest MTB tire on the market! And with recent improvements, it's even lighter. It weighs just 530 grams. But that's only one reason it's won two NORBA National Championships. The other is its superior tread design. TOM RITCHEY designed the 1.9" tread pattern with unique FORCE DIRECTIONAL knobs. By placing the "cat paw-like" knobs precisely where they're needed; full contact with the ground is achieved.

There's no added weight from additional mud clinging knobs. You get championship winning performance at a weight that can't be beat. Try a pair and see why they call RITCHEY tires "the unfair advantage."



QUAD 1.9

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

The RITCHEY QUAD 1.9 was first introduced in 1984. If imitation is the highest form of flattery, then TOM RITCHEY has reason to be flattered. The QUAD 1.9 is the most copied mountain bike tire in history. It is the standard by which other multipurpose tires are judged. The QUAD 1.9 is designed as a tire to meet the needs of multi-terrain riders. The interlocking center row "Gripstrip"™ is smooth and quiet on pavement, while the QUAD

knobs along the sides provide excellent traction. If you ride on the road and on the dirt, don't settle for a cheap imitation. Ride the real thing. Ride RITCHEY!

Ritchey Stems, Grips, and H ***quality controls!***



FORCE COMP STEMS

Fresh from the '88 race season and two years in development comes the race proven **FORCE COMP STEM!** Another **RITCHEY** first, it's the only single tube chromoly stem to use TR's special butting and heat treatment processes. These combine to give the **FORCE COMP** super tubing characteristics never before found on a stem so light. In addition to

RITCHEY RACE TEAM testing, the **FORCE COMP** withstood 1.7 million fatigue cycles under a 20 kg load in special laboratory testing outperforming all other previously tested stems! The **FORCE COMP** is virtually indestructible, and is available in four reach/rise combinations: 120mm **HIGH**, 130mm **MEDIUM**, 150mm **LOW**, and 175mm **LOW LONG**. The quality stems from **RITCHEY!**



*Super light butted tubing
Heat Treated for superior strength*

*Slotted Cable Guide for Better Serviceability
and a More direct Cable Routing*



FORCE DIRECTIONAL (FD) STEMS

Don't be a bone-head! Get a stem that performs as good as it looks. Your stem is the heart of your bike's control center. It has a direct influence on the way you control your bike and how comfortable it will be.

With 17 years of stem building experience behind him, **TOM**

RITCHEY has created the **FD STEMS**. His unique **FORCE DIRECTIONAL** design puts strength where you need it, maximizing its durability, yet minimizing its weight. With carefully selected wall thicknesses, tapers, and ovalizations, the **FD STEMS** have superior strength/weight ratios. Plus you get the superior performance of the trademark **RITCHEY** slotted cable stirrup, which offers better cable routing, better cable serviceability, and superior brake action.

FD STEMS are available in the tough TIG welded **MODEL I**, and the beautifully fillet brazed **MODEL II**. You have four reach/rise combinations to choose from: 120mm **HIGH**, 140mm **HIGH/LONG**, 130mm **MEDIUM**, and 150mm **LOW**. So don't go for bones when you can have the real thing!



andlebars...

Force Comp Stem World's
Lightest production stem.

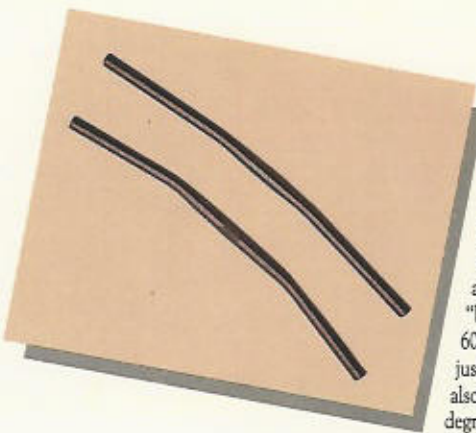


Satin Chrome
"Dull Bright finish"



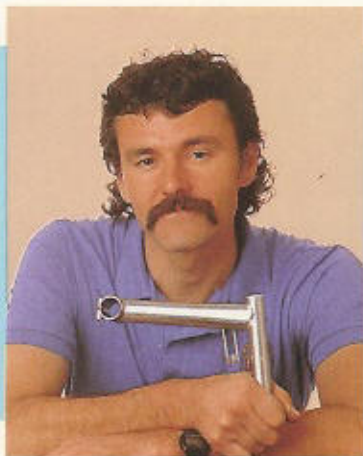
TRUE GRIPS

If you want quick hands, not slick hands, get some TRUE GRIP! Introducing another quality product from TOM RITCHEY. Unlike so many of today's "trendy" grips which might look attractive but are off-the-back in performance, new TRUE GRIPS from RITCHEY can actually improve your performance! TRUE GRIPS feature an ergonomic design which gives your hand a better grip on the bars. It also reduces hand strain and fatigue, letting you concentrate on control, not just survival. TRUE GRIPS are made of a specially formulated compound which helps your hand "stick" to the grip, without a gummy residue. Don't just get a grip, get TRUE GRIPS!



FD HANDLEBARS

To complete your mountain bike's control center, TOM RITCHEY brings you the FD (FORCE DIRECTIONAL) handlebars. The FD bars are 560mm wide and feature an ideal 10 degree bend. These "bulged" handlebars are made of durable 6061 T-6 heat treated aluminum, and weigh just 250 grams! The FD MODEL II bars are also 560mm wide, but feature the popular 6 degree "racing" bend, plus they're made of special "bulged & butted" Tange Prestige. So put some quality in your controls with RITCHEY quality controls!



"Designing good products requires a lot of technical training, plus a personal commitment to riding your own designs, as well as others. During my past 18 years as a racer, designer, and builder, I've ridden almost 200,000 miles. I feel that so much personal time on a bike gives me an advantage in designing the very best in high performance products."

Ritchey Seatpost...

why you need a butted seatpost!

*Super Tough
Forged Clamping
Post Head*



FD SEATPOST

Whoever said high-tech had to be ugly? TOM RITCHEY designed his new FD SEATPOST to be as aesthetically pleasing as it is functionally superior. Inside the FD SEATPOST is special FORCE DIRECTIONAL butting, putting the strength precisely where it's needed. This counters the stresses imposed on a seatpost during the rigors of off-road riding.

On the outside, the RITCHEY quality continues. While most manufacturers are content with bulky cast clamps, the FD SEATPOST is joined to a tough, forged single-bolt clamp. Sparing no expense, this heat-treated seatpost is made of 2024 T-4 alloy. It is not only the strongest seatpost available, but at just 245 grams, it's also the world's lightest MTB seatpost!

The FD SEATPOST is available in 26.0-27.2 diameters. TOM RITCHEY proves once again that with the right design and the best materials, you don't have to compromise good looks for the best performance.

World's First Butted Seatpost

*At 245 grams the Ritchey FD Seatpost
is the World's lightest 300mm post.*

"I'm a rider and designer, not a business man. I admit that I'm selfishly motivated. My first goal is to make the very best high performance, quality products for myself. If a product doesn't prove itself to me on my bike, I won't sell it. Only when it's passed my testing and my race team's testing is it ready for you."



Ritchey Vantage Rims...

get the Vantage advantage!

VANTAGE AND VANTAGE COMP

If you ride the ragged edge, you should ride a RITCHEY rim! The VANTAGE & VANTAGE COMP are quickly becoming the choice of professional mountain bike racers. Why? Because they feel so good! They're strong, they're light, and they're fast. VANTAGE and VANTAGE COMP rims make for quicker climbing, faster acceleration, and better single-tracking!

When it came time to make a better MTB rim, TOM RITCHEY didn't just cut down an inferior quality road rim that can't hope to withstand off-road pounding. Cut downs lack strength and durability, have insufficient depth which causes improper tire seating and provide poor braking surfaces. Compromises such as these just aren't acceptable.



Through Computer-Aided-Design technology, TOM RITCHEY developed the VANTAGE and VANTAGE COMP, the lightest high performance MTB rims on the market! They're made of quality 6061 T-6 aluminum, the finest heat treated alloy available for rims. The result; the 23mm VANTAGE COMP is the world's lightest MTB rim, weighing just 410 grams. Even the standard 25mm VANTAGE weighs just 450 grams, still 10% less than the leading competition.

VANTAGE and VANTAGE COMP rims withstood rigorous testing by the RITCHEY RACE TEAM throughout the '88 season. Their proven durability comes from a unique "V" cross section which increases the internal cross section, making them stronger torsionally and in the spoke support area. VANTAGE and VANTAGE COMP rims are available in 28, 32, and 36 hole drillings, in both silver and Durochrom Gray. Try a pair, and see why more pros are getting the VANTAGE advantage!



"I'm often asked how it feels to have played such a part in the mountain bike evolution. I'm really surprised at how fast it's developed, and while I'm satisfied, I sometimes feel like it's my child. I want to see it develop correctly, and keeping it from damaging mistakes. Too many manufacturers are caught up in untested fads, giving up integrity in their products. I want to keep the sport moving in the right direction with responsible components that have function and substance, not just designer fads."

A stylized, handwritten signature of Tom Ritchey in black ink.

Ritchey Extras...

wear what the Ritchey Team wears!

We feel RITCHEY MOUNTAIN BIKES, COMPONENTS, & ACCESSORIES offer 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 the official RITCHEY TEAM racewear, clothing, shop aprons, and water bottles.

Now you can wear what the RITCHEY RACE TEAM wears! Our new team colors are available on high quality cycling apparel from Aussie. This includes the official team jersey and matching shorts. Go ahead, show 'em your colors!

You can also choose from our apres-riding line of clothing. 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, we're sure you'll find something to fit your style!

Of course, we also carry RITCHEY water bottles. They come in a variety of colors and are available in two sizes: regular and "1/3 more". Whether it's a mountain bike, component, or accessory, see how the quality of RITCHEY always gives you something extra!



Dave Johnson

324 4072

HANDCRAFTED

RITCHEY
U.S.A.

Mountain Bikes

Components & Accessories

RITCHEY USA 1326 Hancock Ave. Redwood City California 94061

318-4118

0354

Dave Mall