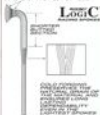
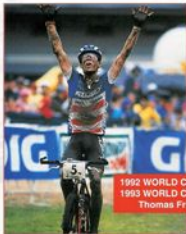


RITCHEY™

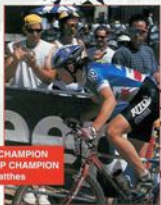
Our patented head mechanism
allows the rider to adjust the
tension of the spokes and the
position of the hub to the
shape of the rider's head.



**1992 WORLD CHAMPION
1993 WORLD CHAMPION
Henrik Djernis**



**1992 WORLD CUP CHAMPION
1993 WORLD CUP CHAMPION
Thomas Frischknecht**



**1991 WORLD CHAMPION
1992 WORLD CUP CHAMPION
Ruthie Matthes**



TIRES, RIMS AND WHEEL COMPONENTS

MOUNTAIN TIRES

WCS TIRES

The available lightweight, high performance, WCS tires have consistently topped the leader board in pro events around the world. The combination of Victor Finner's exclusive tread design, high density linear sipes and special low density rubber compound make WCS tires performance winners.

SEVERE CONDITION TIRES

The new Severe Condition tires from Ritchey are winners of world winning Z-Max design and WCS technology. Sporting the most aggressive Ritchey tread design ever, Severe Condition offers the perfect tire for the most difficult terrain. Severe Condition tires have already been used to win the 1993 Cransley World Cup and World Championships.



Z-Max

Adding up the medals won by pro riders means, the Z-Max has won more Cransley World Cup medals and professional world championship medals than any other.

- 26" x 1.75" (20" x 1.75")
- 400/180, 500/180 grams (WCS 180/180, 500/180 grams (WCS 180/180)
- Available in standard, Medialand and full road.



Z-Max SC.

A more aggressive variation of Ritchey's world champion winning Z-Max design. The perfect Severe Condition tire for those in need.

- 26" x 1.75"
- 400/180 grams (WCS 180/180)
- 500/180 grams (WCS 180/180)
- Available in standard, Medialand and full road.

MOUNTAIN TIRES

ALFA-BITE

Designed especially for the front wheel, the Alfa-Bite is the ultimate sibling of the new Bruce Candace tire.

- 26 x 2.1
- 160 grams (WCS)
- 450 grams (wire)



OMEGA-BITE

Designed especially for the rear wheel with massive horizontal traction bars and a big, open central pattern. Tough wall knobs provide superior climbing and cornering traction even in conditions demanding.

- 26 x 2.1
- 160 grams (WCS)
- 450 grams (wire)



MAD-MAX

Now designed the new "open tread" Mad-Max maximizes all-around performance in loose conditions. Probs not the competition by using the Mad-Max on the front or rear.

- 26 x 2.1
- 140 grams (Kiefer)
- 360 grams (wire)



CLIMB-MAX

Finally now, the Climb-Max for more aggressive, open, horizontal traction bars for the rear wheel. Plus 2-Max side knobs deliver superior cornering performance.

- 26 x 2.1
- 150 grams (Kiefer)
- 410 grams (wire)



MOUNTAIN RIMS

Rock Rims

The rugged, triple-bolt construction of the new Rock Rim guarantees excellent load-handling performance. Rock Rims are available for strong, durable wheels, and very short building. Constructed from 6061 T-6 alloy, Rock Rims have a dry weight less than rimless wheels of the same size. Full, full-width spokes are just what you need.



Typical dimensions of all Rock rims

ROCK 380 E

The ultimate lightweight racing rim configuration. Perfect for the fastest road and light bikes.

ROCK 410 E

Proven, competitive rim with spillover. Perfect for the fastest road wheels.

ROCK 440

Physically multi-purpose rim with excellent spillover.

ROCK 50

The ultimate "bump & run" rim with spillover and high strength to weight ratio. Great for cross-country.

ROCK 450CE

Lightweight, high-performance rim with spillover. Great for road wheels.

ROCK 490C

Strong, multi-purpose rim with spillover. Great for road and mountain bikes.



TUBES

Ritchey's new lightweight tubes are the perfect change from all your flats. The new Pro-Wall tube weighs only 100 grams. WCS tubes are standard issue. Hand-copied and flat-free, they offer pure race performance. A pair of the WCS Tubes will save nearly 100 grams of racing weight.

WCS

- 26x1.5-1.75 100 grams • 26x1.5-1.75 100 grams • 26x1.5-1.75 100 grams
- 26x2.0-2.1 100 grams • 26x2.0-2.1 100 grams • 26x2.0-2.1 100 grams

Lightweight Rims

- 26x1.5-1.75 100 grams • 26x1.5-1.75 100 grams • 26x1.5-1.75 100 grams
- 26x2.0-2.1 100 grams • 26x2.0-2.1 100 grams • 26x2.0-2.1 100 grams



RITCHEY

VANTAGE RIMS

VANTAGE PRO WCS

After six years of rim making experience, Ritchey introduced the Vantage Pro WCS Rim. Made with the finest alloy and construction, 1991, 1992 and 1993 World Championships and 1 Olympic World Cup Championships prove the Vantage Pro WCS has the competitive edge.

- 28" dia.
- 395 grams
- 25, 32, 36 holes



VANTAGE COMP

This long time favorite made its competitive debut by winning the 1990 USABA World. Since then it has won countless international events and titles.

- 28" and 34" dia.
- 415 grams (28")
- 25, 32, 36 holes



VANTAGE SPORT

Single wall rim with the same extreme profile as the Comp and Pro WCS.

- 28" and 34" dia.
- 405 grams (28")
- 32 and 36 holes



VANTAGE PRO AERO

The Vantage Pro Aero's deep rim section is more aerodynamically efficient than standard rims and has a greater strength-to-weight ratio.

- 700c, 28" dia.
- 395 grams (700c), 365 grams (28")
- 25, 32, 36 holes

ROAD RIMS



VANTAGE COMP ROAD

For added strength, the Vantage Comp Road rim uses the "V" cross-section of the Vantage Mountain Rim and the highest quality aluminum available.

- 700c, 28" dia.
- 435 grams (700c), 365 grams (28")
- 25, 32, 36 holes

RIM TAPE

PRO WCS RIM TAPE

At just 1 gram/sq inch, this high-quality polyurethane, adhesive-backed rim tape will save 30 grams per rim compared to other rubber rim tapes. High strength fabric allows for thin profile tape, improving tire air sealing and speeding up rim changes. Available in various widths, one roll is sufficient for 25 wheels.



MULTI PURPOSE AND SPECIALTY TIRES

ALFA-BITE TRAIL MIX

Designed for hybrid or multi-purpose. This smooth-riding, aggressive, cushioning tire provides superior on-road or off-road performance.

- 26x 1 1/2
- 44T / 450 grams
- 65T psi



CROSS-BITE

The Cross-Bite "steered grip" is designed for smooth, low-rolling, puncture- and spike-resistant ride made on either.

- 26x1 1/2 to 28x 1 1/2
- 150T / 160T / 190 grams
- 12T psi (street)
- 45T / 60T / 45T grams
- 45psi - 60psi



MOAR-BITE SLICK/ROCK

Rating Moar-Bite's slick, Rock-Tread inspired tires no stone is left unturned. Slip and slide, climb, descend. Rapidly as you can. With Rock-Tread's aggressive, the Moar-Bite's huge stone resistant and sticky grip compound make it the ultimate for smooth, confident rides.

- 26x2.1
- 450 grams
- 60 psi



MOD QUAD

The Mod-Quad's compound gives edge-conditions with a V-shaped tread for climbing and descending, rolling resistance and the off-road performance of the Moar-Bite's grip make it the best.

- 26x2.0
- 450 grams
- 60 psi



Road Trees

Reuben Roco

Recher has the most with the world's first Victor Hugo Antique wall clock. Real Victor Hugo's unique portable pocket for superior accuracy and a special window for ultra low voltage resistance.

• 2006-06	120	grams	60	gms
• 2006-06 Boston	160	grams	120	gms
• 2006-06	170	grams	60	gms
• 2006-06 Boston	160	grams	120	gms
• 2006-06	170	grams	60	gms
• 2006-06 Boston	160	grams	120	gms



Total Score

The Tensar Soil Reinforcement (SRA) technology and proprietary directional yarn is made the four strands within the extensible fabric. A smooth, low coefficient fringes from the middle lightweight core improves grip and the stable, inverted wedge sand mass of the soil's surface are during hard concrete.

Model	Size	Accuracy
Model 1	100	0.85
Model 2	200	0.88
Model 3	300	0.90

Learn More

Blackberry Lapis opales are manufactured by Blackberry Inc. (ST of Switzerland). Popularity: long-lasting and unique floral design could give you the most significant satisfaction in opales technology since double-lasting. Lapis opales with combined

- Available in small and wide lengths
- 1.40 1.40 1.40 1.40 1.40 1.40
- 1.40 1.40 1.40 1.40 1.40 1.40



Lighting Ropes™ O.R. Systems

Lightning Rods are made of the finest copper materials. The elongated form and the bronze aluminum oxide are functionally superior to other lightning rods.

WC Training

- **Programa per giovani**
- **Programma unico**
- **Programma unico**



Source: *Author's calculations*.

- 1997: green gas price
- 1998: white gas
- 1999: yellow, black, red

RITCHEY



OFFICIAL BICYCLE EQUIPMENT
OF THE 1996 OLYMPIC GAMES



Pro-Elite

Wheels

Whether the Pro-Elite's long-rear-drops and true racing World Cup proven 32 and 36 Ritchey Pro-Elite wheels are the lightest two-piece wheels in the world. They're made from 7075 aluminum and 51 mm rear rims equipped with large, wide, steel spokes and alloy nipples, rimless, shell-mount, a point of starting weight from racing. Pro-Elite wheels are fitted with 25.0mm, 28mm and 30mm tires. The wheels are made and assembled in the USA. Ritchey wheels are made in the USA. Ritchey wheels are made in the USA. Ritchey wheels are made in the USA.

TEAM RITCHEY



Team Ritchey's long-rear-drops and true racing World Cup proven 32 and 36 Ritchey Pro-Elite wheels.

World Headquarters
RITCHEY BICYCLES
10000 Ritchey Blvd.
Redwood City, CA 94061
Tel: 415/338-1000
Fax: 415/338-1001

PRO-ELITE WHEELS

"It was a real pleasure to have the Ritchey Corporation, custom-made wheels for the Olympic Games." - Olympic Athlete, winner of a gold medal, USA Olympic Team, USA Olympic Team, USA Olympic Team.

RETAIL STORES

Custom Ritchey Corporation can be found in various retail locations, parts in performance oriented bicycle shops, worldwide.

10000 Ritchey Blvd.
Redwood City
Tel: 415/338-1000
Fax: 415/338-1001

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