



SANTA CRUZ
2002 **catalog**





Some things should never be taken for granted. A ribbon of perfect singletrack weaving through dappled shade, the power of friendship, sunset, and the first sip of an ice cold beer at the end of a long, hot ride.

In 1993, three guys started Santa Cruz Bicycles with an aim to stay in their coastal home of Santa Cruz, California, keep riding all the time, and build the best full suspension bikes possible. Santa Cruz bikes rapidly gained a reputation for being nimble, lightweight and durable, and the original design was so effective and popular that many other manufacturers began to offer bikes designed along very similar lines. Meanwhile, Santa Cruz Bicycles continued to build and sell simple, fast and efficient bikes to an ever growing audience. Our motto has always been "Simply Advanced."

Today, there are 20 employees here. We are all stoked to be riding bikes, and our staff full of shaved legs, scarred knees and scabby elbows bears proud testimony to our commitment.

None of us are willing to rest on past laurels and we are stepping up into a whole new era, offering a broader range of bikes than ever before - for tastes that run the full spectrum from body shaving, skinsuit wearing road weenies across to armor clad, gravity defying hucksters - all while taking technology and performance to a whole new level.

We're still in Santa Cruz. We're still riding more than we should admit. We're still building fast, light bikes that make people smile. We have a few new tricks up our sleeve.

Want to come for a ride?

EVOLUTION:

If it ain't broke, don't fix it. That's what the old timers like to say. Good point. When we first introduced the Tazmon in 1993, we knew we had a good bike on our hands. The simple, single pivot design was faster, lighter, and stiffer than just about anything else around. Over the years we tweaked and refined the design with the Heckler and Superlight models, all the while remaining at the forefront of suspension performance. A solid testimony to the performance of the design can be seen by noticing how many other manufacturers duplicated it on their own bikes. Imitation is the sincerest form of flattery. At least, that's what the old timers tell us.

For 2002, we have gently tweaked the proven performance of these elegantly simple bikes. Now, more than ever, they offer a blend of high octane pedaling responsiveness, simplicity, durability and cost effectiveness that is impossible to match. The race proven (2001 US National X-C Champion, Kirk Molday, thank you very much) Superlight returns lighter and stiffer than ever. The Heckler is back by popular demand, in a fetching new 5 inch rear travel configuration that offers exceptional rigidity while keeping weight in the stealthy light range. And we put the Bullit on steroids, giving it a serious boost in stiffness while upping the travel to 7 inches.

For capable bikes that get the job done well, while offering tanklike durability, these are still the pinnacle of evolution. Think chainsaw performance, and ax reliability. Think Ginsu knife. Think Godzilla wearing a Timex watch - takes a lickin', big boots ass-kickin'.

MUTATION:

The thing about evolution is this: if you spend enough time climbing a family tree, eventually there will be some flipperheaded mutants brought to light. For example, while our focus over the last nine years has been defining and refining suspension performance, the Santa Cruz family tree has nonetheless sprouted a few recessive gene type branches born entirely out of our desire to have good bikes to ride.

That's why we make the Chameleon and Roadster bikes. The Chameleon is a thrashable, do-it-all hardtail, equally at home as a one speed race bike or a backwoods dirt jumper. The Roadster, well, what can we say? It's a road bike. Don't knock it until you try it. If you haven't experienced the rush of a fast paceline or 50 mile an hour downhills, we feel for you. If you have, we've got a bike you might want to take for a spin.

REVOLUTION:

Unfortunately, suspension performance has always carried an aspect of compromise with it. Trying to isolate a large, heavy pendulous object (a rider) from having a detrimental effect on the performance of a given suspension can be a maddening conundrum. Suspension bobs when pedaling. Suspension tops out when pedaling. Suspension locks out under brakes. Suspension packs down under brakes. A plush and effective suspension might feel sluggish. A light and fast pedaling suspension might feel harsh and unyielding. Dive, jack, pogo, inchworm, and any number of other nicknames have been coined to describe the many idiosyncracies of existing suspension designs. They have all had some degree of compromise engineered into them. Until now.

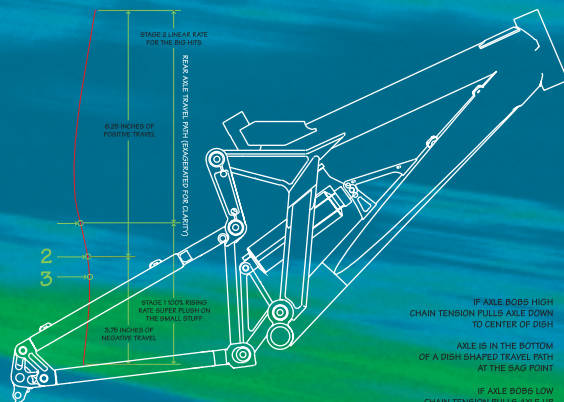
After a rigorous two year technology project aimed solely at bringing mountain bike performance to a new level, we are proud to introduce our thoroughly modern and unparalleled Virtual Pivot Point (VPP) bikes. Based on an original design formulated by pioneers Jamie Calton and James Klassen, the VPP bikes utilize a pair of linkages to isolate and support the rear triangle. This creates a floating pivot point suspension that exhibits close to zero pedal-induced feedback. Throughout the effective pedaling range, chain-induced forces are opposed by the VPP linkage. The end result is a system that is both active and neutral, whether under full power or braking.

What this all means in basic english is this: you can pedal harder, up or down hill, than ever before, and still have plush suspension performance the whole time. You can run lots of sag (up to 4 inches on our 10 inch travel V10) and still have a quick and nimble ride. The VPP bikes will out-accelerate, out-climb and out-handle anything you have known before. And they'll do it without lockouts, without extra compression damping, without inchworming, and without compromise.

Meet the new standard.

The future is not what it used to be...

SUSPENSION



COMING SPRING 2002

Patented Virtual Pivot Point technology found exclusively on Santa Cruz and Intense suspension bikes.

Ten inches of rear wheel travel... pedals efficiently as any short travel suspension bike and sprints like no other.

Features the 5th Element shock from Progressive Suspension.

Includes floating brake caliper and rear hub.

Glides on precision sealed ball bearing pivots.

V10

U.S. PATENT

US055553881, US06206397, US05628524

Race proven by Team SunRace / Santa Cruz riders:

Joel Panozzo
John Waddell
Kirk Molday
Rachel Lloyd
Jordie Lunn
Kenny Burt



VPP

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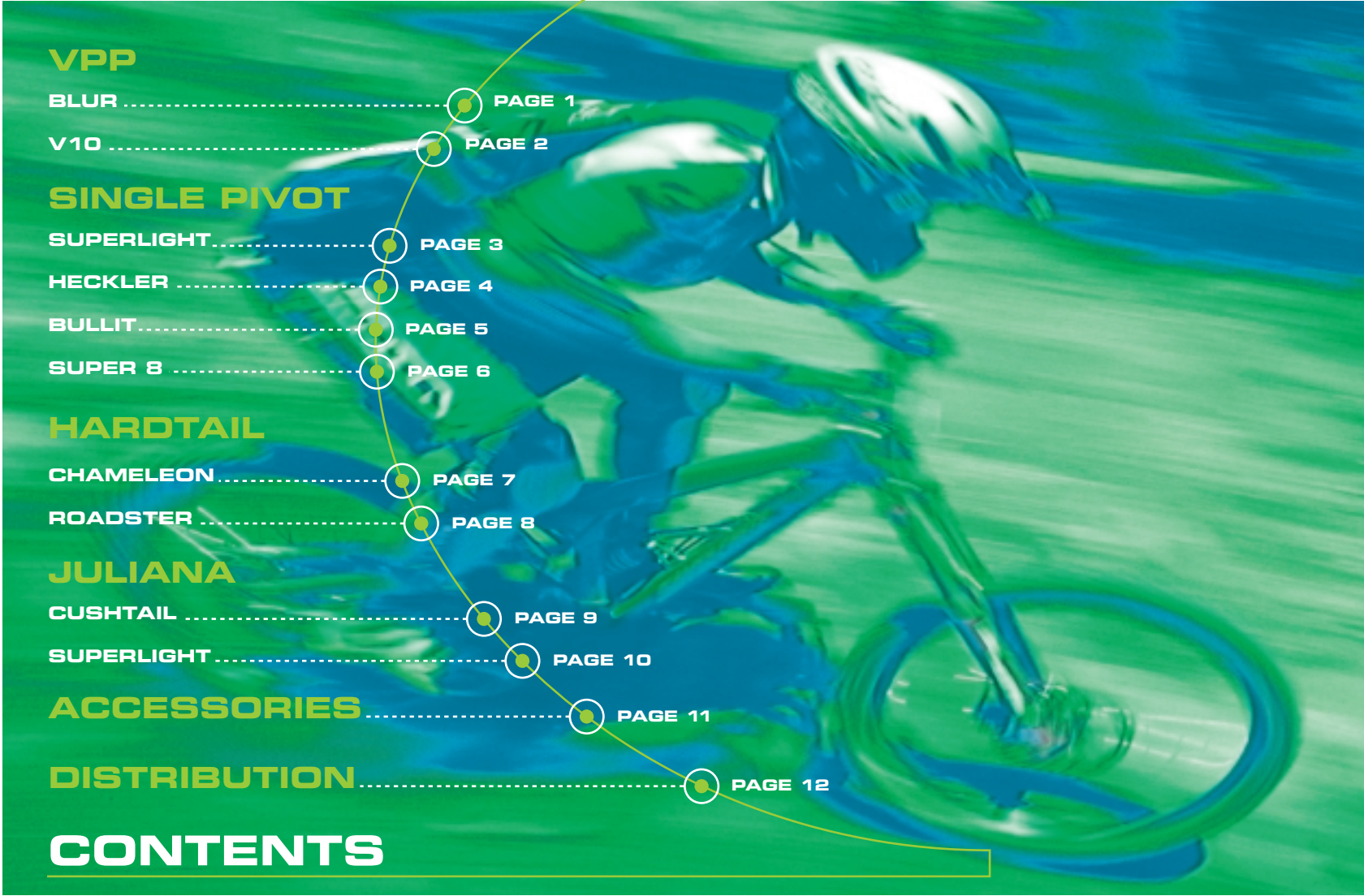
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BLUR

CROSS COUNTRY



The name says it all. Tweaking the VPP design into a cross country friendly package resulted in more speed than we could have imagined from a bike this plush. Or is that more suspension comfort than we could have imagined from a bike this fast? We forget.

Anyway, we've got a VPP bike with four inches of rear wheel travel that feels more like six inches. It's got all this suspension, but it still climbs like a scalded monkey and accelerates with a snap that will make sprinters everywhere lick their chops with glee. No bob. No pogo. Lots of pep and common sense defying bump sucking joy. The Blur is made from superstrong, superlight 6069 aluminum tubing, comes with tight geometry and short chainstays, replaceable dropout for shifting integrity, sealed pivot bearings, and the fleet-footed ability to leap tall buildings in a single bound.

- **100mm Rear Travel**
(Patented Virtual Pivot Point Suspension)
- **Custom Butted 6069 Tubeset**
- **Replaceable Dropout**
- **Disc Ready**



Weight: 23.5 lbs. Pictured with XTR Kit, Rock Shox Sid Race Carbon Fork

ANO:

AVAILABLE COLORS:



Titanium
Anodized



Steel Blue
Anodized



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal
Grey



Polished



Red



Trans Red



Scuba Yellow



White

V10

DOWNHILL



It makes mountains into molehills. Two years on the drawing board, now fully realized in all its metal glory, the VPP-derived V10 signals the changing of the guard in suspension technology. Everything else just became old news. Featuring 10 inches of rear wheel travel, controlled jointly by a titanium sprung Progressive 5th Element shock and the revolutionary VPP linkage, the V10 smashed all of our preconceived notions about what constitutes downhill performance. Even when running an ultra-plush, mega-Barcalounger 4 inches of negative travel, the V10 still pedals without any bobbing and accelerates faster than any downhill bike has a right to. Heck, it accelerates faster than some cross country bikes we could name. And still devours every obstacle in its path.

Crafted from 6066 aluminum alloy, all pivots running on sealed cartridge bearings, featuring replaceable dropouts (not just hangers, bumpy, the whole dang dropout. Shifting performance is key!), with a fully floating rear brake and the best shock money can buy, the V10 is a revolution unto itself. The future starts here. Don't get left behind.

- **255mm Rear Travel**
(Patented Virtual Pivot Point Suspension)
- **Custom Butted 6066 Heavy Duty Tubeset**
- **Progressive 5th Element Shock with Ti-Spring**
- **Floating Brake Caliper and Rear Hub**
- **Disc only**



AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal
Grey



Polished



Red



Trans Red



Scuba Yellow



White

Weight: 43 lbs. Pictured with DH Kit, Rock Shox Boxxer Fork

SUPERLIGHT

Once again, less is more. Taking our ongoing exercise in minimalism yet another step further, we've revamped the national championship winning Superlight. Thanks to some clever swingarm bracing and use of very light and uncommonly strong 6069 aluminum alloy, the already svelte Superlight got downright supermodel skinny. Kind of like a wrestler dehydrating himself down to a lower weight class, or Kate Moss hanging out at a gym doing crunches and one handed push-ups, the new Superlight is in better fighting trim than ever.

If a cross country weapon is what you are looking for, this is it. If light weight, snappy acceleration, nimble handling, and proven durability appeal to you, look no further.

CROSS COUNTRY



- 100mm Rear Travel Fox Float RL Shock
- Custom Butted 6069 Tubeset
- Durable Anodized or Powdercoated Finish
- Custom Sealed Precision Ball Bearing Main Pivot
- Disc Ready

ANO:



AVAILABLE COLORS:



Weight: 24.5 lbs. Pictured with Super X Kit, Fox Float 100 RL Fork

HECKLER

CROSS COUNTRY / FREERIDE



Back by popular demand! The Heckler took a year off and, just like a puberty-stricken teenager going to summer camp, came back transformed. Deep voice, hairy chest, wants to borrow the car kind of thing. Featuring an entirely unique and monstrously stiff new swingarm, boasting 5 inches of rear wheel travel, yet still blessed with quick geometry and lightweight manners, the Heckler blurs the line between cross country performance and freeride grins. Yes, it's stiff and has a bunch of travel. Yes, it's light and nimble. Confused? We don't think so. Dr Jekyll or Mr Hyde? That's up to you, sunshine.

- 130mm Rear Travel
- Custom Butted 6066 Tubeset
- Air or Coilspring Shock
- Replaceable Dropout
- Disc only

AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal Grey



Polished



Red



Trans Red



Scuba Yellow



White



Weight: 27 lbs. Pictured with Super X Disc Kit, Fox Float 100 RL Fork

BULLIT

Remember Steve McQueen in the movie "Bullitt"? The steely eyed man of action, working outside the law, getting massively sideways all over San Francisco? Nobody got in his way.

Hence part of the inspiration for our Bullit. This year it's back, bigger and badder than before. Taking advantage of our new stronger, 6066 aluminum tubing, we've created a magnum caliber Bullit for 2002. Featuring a heavier duty downtube, a lower suspension pivot for more neutral pedaling, and a beefed up swingarm and cross brace, the Bullit now sports 7 inches of rear wheel travel. That travel is handled by the stellar new Progressive Suspension 5th Element shock absorber, which could prove to be the benchmark shock by which others will be judged. The burly frame and longer travel rear end have also brought about two other changes: the Bullit can now run a 7 inch travel fork, and comes set up to handle an 8 inch diameter rear disc rotor. Since all that travel might, just maybe, generate a whole mess of extra downhill speed, we thought these would be a couple nice touches to keep you out of emergency rooms.

ALL AROUND OR DOWNHILL



- **178mm Rear Travel**
- **Custom Butted 6066 Heavy Duty Tubeset**
- **Progressive 5th Element Shock**
- **Custom Sealed Precision Ball Bearing Main Pivot**
- **Accepts 8" Disc Rotors**



Weight: 35 lbs. Pictured with Super X FR Kit, Marzocchi Super T Fork

AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal Grey



Polished



Red



Trans Red



Scuba Yellow



White

SUPER 8

DOWNHILL



For the longest time, we've stood behind the tag line "simply advanced". No bike is more exemplary of this philosophy than our tried and true Super 8 downhill rig. Featuring a he-man tough frame built from custom drawn, heavy duty 7005 aluminum, the Super 8 boasts a full 210mm of ground eating rear wheel travel, all achieved with the simplicity and durability of a single pivot design. It's simple, but far from primitive. The swingarm pivot is optimally placed, the ultra-stiff large section swingarm rides on sealed bearings, the frame comes stock with a 14mm thru-axle rear hub, and the bike has an adjustable wheelbase as well as adjustable ride height.

The combination of strength, durability, performance, and dollar value found in the Super 8 is unbeatable. Think of it as a reliable ax. A very sharp, reliable ax. One that can cut down just about anything in its path.

- **210mm Rear Travel**
- **Custom Butted 7005 Heavy Duty Tubeset**
- **Adjustable Wheelbase and Ride Height**
- **Custom Sealed Precision Ball Bearing Main Pivot**
- **14mm Thru-Axle Rear Hub Standard**



Weight: 45 lbs. Pictured with DH Kit, Rock Shox Boxxer Fork

AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal Grey



Polished



Red



Trans Red



Scuba Yellow



White

CHAMELEON

As schizophrenic as the name implies, the Chameleon has gained a loyal following among the deviants of the cycling world. Single speeders love it because it has horizontal dropouts and big beefy chainstays and can handle a lifetime of stomping uphill in too big a gear. It will last longer than most one speeders' knees, that's fer tootin'. The dirt jumpers, outgrown BMXers, and freeride hardtail crowd love the Chameleon for the same reasons. It's got big, beefy chainstays, and can handle being thrown at logs and dropped off cliffs long after most riders have been wheeled away to the intensive care unit.

So what did we change for this year? We made the chainstays even beefier. Have at it, lads!

CROSS COUNTRY OR SLALOM



- **Single Speed or Multi-Speed Ready**
- **Horizontal Dropouts**
- **Custom Butted 6066 Heavy Duty Tubeset**
- **Up to 6" Travel Fork**
- **Disc Ready**



Weight: 24.5 lbs. Pictured with Super X Disc Kit, Fox Float 100 RL Fork

AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal Grey



Polished



Red



Trans Red



Scuba Yellow



White

ROADSTER

It may seem kind of odd for a company that's carved a reputation out of the dirt to be building a road bike, but here's the deal: one of the guys who works here has more District Championship TT medals than you can shake a stick at. Problem is they're all silver and bronze. And he takes that angst out on the rest of us every time we hit the road.

In an effort to keep up with him, we introduced the Roadster. Its swoopy aluminum frame is stiff enough to deliver the goods in a sprinting frenzy, corner like a glue-wheeled slot car, and has replaceable rear dropouts which can be switched between horizontal and vertical for anyone wanting to play at fixed gear fun. We built it with a sloping top tube and spec'd a long, carbon fiber seatpost so the bike will absorb road shock better than any hideously expensive ti frame. And it's light. Real light. The combination of light weight, top-fuel acceleration and demon-cornering ability make the Roadster a criterium racer's wet dream. Or a track racer's. Or a TT rider's. Whatever. This is the frame for those of you seeking to steal those extra few seconds that separate 2nd from 1st.

ROAD BIKE



- **Superlight 6066 Aluminum Aero Tubeset**
- **Short Seat Tube with long Carbon Post for a smooth ride**
- **1 1/8" Headtube**
- **Interchangeable Road or Track Dropouts**



Weight: 18 lbs. Pictured with Ultegra Kit, Kinesis Carbon Fork

AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sid Blue



Gunmetal Grey



Polished



Red



Trans Red



Scuba Yellow



White

JULIANA

SUPERLIGHT

It's a Superlight, but one that's been tweaked. Created in conjunction with Wylder Bicycles, and drawing on their Juli Furtado database of experience, the Juliana SL features geometry altered slightly to accommodate a woman's physique. Slightly lower bottom brackets, shorter top tubes, and relaxed head angles can be found on a range of bikes that offer sizes and suspension options for riders all the way down into pixiedom. So far, they've been getting rave reviews from all who have ridden them. Which, quite frankly, surprises us, since we're just a bunch of hairy knuckled ogres.

WOMENS FULL SUSPENSION



- 100mm Rear Travel Fox Float R Shock
- Women Specific Geometry
- Custom Butted 7005 Alloy Superlight Tubeset
- Custom Sealed Precision Ball Bearing Main Pivot
- Disc Ready

AVAILABLE COLORS:



Apple Green



Black



Duke Blue



Metallic Blue



Sird Blue



Gunmetal Grey



Polished



Red



Trans Red



Scuba Yellow



White



Purple



Weight: 24.5 lbs. Pictured with Super X Kit, Rock Shox Duke Race Fork

JULIANA

CUSHTAIL

Since we can't think of any 200 pound women with a penchant for breaking bikes (that's not to say there aren't any out there), it seemed like overkill to just do a makeover on the Chameleon. Instead, we built the Juliana HT. Featuring all the geometry tweaks of the Juliana SL, the HT also benefits from lighter tubing and a completely redesigned rear triangle. The overkill chain and seatstays of the Chameleon have been replaced with a much lighter rear triangle which, aside from offering buckets of mud clearance, is far less likely to rattle teeth out of the heads of 120 pound riders when jamming over rough ground. The bike is a feather. The 200 pound, dirt jumping, bike wrecking, hairy knuckled ogres are all jealous.

WOMENS HARDTAIL



- Custom Butted 7005 Superlight Tubeset
- Women Specific Geometry
- Maximum Standover
- Disc Ready

AVAILABLE COLORS:



Weight: 24 lbs. Pictured with R Kit, Rock Shox Duke XC Fork

ACCESSORIES



JERSEYS



L/S DH Jersey
Grey/Red/Black, Blue/Gret/Black
S,M,L,XL,XXL



S/S and L/S Jersey
Grey/Red/Black, Blue/Gret/Black
S,M,L,XL,XXL

SHORTS



SC Shorts
Black
XS,S,M,L,XI

SOCKS



SCB Sock
Black
M, L Sizes

T-SHIRTS



SCB Label T
Navy, Kelp
M,L,XL,XXL



SC Original T
Khaki, Black
M,L,XL,XXL



SC Simply Advanced T
Khaki, Kelp
M,L,XL,XXL



SC Strip T
Navy, Black
M,L,XL,XXL



SC Garage T
Green, Graphite
M,L,XL,XXL

SWEATSHIRTS



SC Hooded Sweat
Navy, Black
M,L,XL,XXL



SCB Label Hooded Sweat
Charcoal, Black
M,L,XL,XXL



SC Stripman Hooded Sweat
Navy, Black
M,L,XL,XXL

BALL CAPS



VPP Flexfit Ball Cap
Navy



SC Flexfit Ball Cap
Black

DECALS



SC Oval Decal
2 Sizes
4" and 24"



SC Strip Decal
1 Size only
10"

BANNER



SC Banner
8.5"x1.5"

SCB RUBBER PATCH





SANTA CRUZ BICYCLES INC.



104 Bronson Street #22 Santa Cruz, CA 95063
Ph: 831 459 7560 Fax: 831 459 7561
www.santacruz bicycles.com e-mail: info@santacruz bicycles.com