

A man with short brown hair, wearing a light blue long-sleeved sweatshirt and blue jeans, is riding a Schwinn bicycle through a sun-dappled forest. He is looking off to the side. The bicycle has a dark frame with 'Sierra' and 'Schwinn' written on it. The background is a dense forest with sunlight filtering through the trees.

SCHWINN
*All Terrain
Bicycles
1985*

SCHWINN® ALL TERRAIN BICYCLES

SCHWINN CAN TAKE YOU THERE



Mountains. Canyons. Forests. Meadows. On a trapper's trail or a country lane, getting there is the fun. Wherever you want to be, Schwinn's 1985 line up of All Terrain Bicycles makes it easier to get

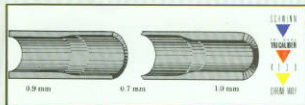
there. With the flexibility and versatility to take you where cars and 4WD's can't go. And the reliability to get you back home, trip after trip, no matter the weather.

TECHNOLOGY TAKES TO THE TRAILS

Each Schwinn All Terrain Bicycle is built to withstand the rigors of off-road riding, yet maintains a smooth and controllable ride on the pavement. The key to this versatility and strength is the design and materials used in the frame and components.

DESIGN: 70° head and seat angles combine with a 55mm (2-3/16") fork offset to assure precise, controllable steering. The wheelbase is a minimum of 1085mm (42¾")—large enough to absorb off-road shocks without sacrificing control on pavement, and a 28mm (1-1/16") drop ensures adequate ground clearance.

MATERIAL: Schwinn uses nothing but 4130, the best "chrome-moly" tubing available at any price.



But Schwinn doesn't stop there. To reduce weight and increase strength, *Double-Butted Tubing* is thicker at joints and thinner in the center.

The patented *Schwinn Bi-Oval Tubing* has been proven to provide the most metal to metal contact at each joint to absorb and distribute stress more evenly.

And on certain models, custom *Tri-Caliber Tubing*—with three separate thicknesses in one tube—insures absolutely minimum tube weight while maintaining incredible strength.

COMPONENTS: If the frame is the heart of a bicycle, components are its soul. Each Schwinn All Terrain Bicycle has componentry that has been either custom designed by Schwinn or carefully selected for its compatibility.

For example, Schwinn engineers helped design the Terra tread pattern and handlebars used on Cimarron, High Sierra, Sierra and Mesa Runner models.

The other components of Schwinn All Terrain Bicycles are selected from top name manufacturers such as Shimano, SunTour, Sugino and Tange.

In addition to being tested by the manufacturer, each and every component is tested by Schwinn engineering, as well. This assures performance, durability and quality.

LET SCHWINN'S EXPERIENCE MOVE YOU

There is one other factor to consider when buying an All Terrain Bicycle—experience—that special understanding that comes from years of designing, racing and riding All Terrain Bicycles.



Ned Overend—
Schwinn ATB Team

Schwinn has three generations of experience. Off-road and on. From winning race performances at Crested Butte and The Pacific Coast Championships, to riding back-country lanes and big-city streets. In good weather and bad. A mile high and below sea level. We've put everything we've learned into the new line of 1985 All Terrain Bicycles.

See and ride one at your nearest authorized Schwinn dealer. We think you'll agree it's a moving experience.



Cimarron™



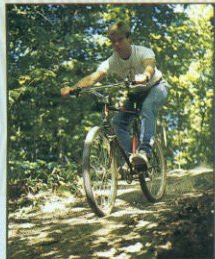
New for 1985, the Cimarron is designed from the ground up for the serious off road rider. Top-of-the-line componentry specifically designed for all terrain riding is combined with a lightweight frame and fork that will absorb plenty of shock yet provide many years of back country riding enjoyment and comfort.

■ **Frame & fork...** Made entirely of 4130 chrome-moly tubing. The top and down tubes are oveled and flared at the head tube end to increase the brazing surface at the most critical joint. The entire main frame is double-buttet tubing. The full chrome-moly Tange "Unicrown" fork rounds out the frameset.

■ **Shifting system...** Top-of-the-line Shimano light alloy Deore XT and "Superplate" XT rear derailleur and human engineered 18-speed XT shift levers and brake levers.

■ **Sealed components...** Help protect your bicycle from the rugged elements of nature, with the Shimano light alloy 600EX headset, Shimano Deore XT "sealed mechanism" hubs, Shimano 600 EX bottom bracket assembly and Shimano XT front and rear derailleurs with sealed bracket and pulley body springs.

CM



Bicycling! Magazine's "Good Buy" pick in 1984, the High Sierra® returns in '85 an even better buy for all terrain touring cyclists. Improvements include new Tri-Caliber™ tubing, a state-of-the-art all terrain fork, more braze-ons and improved sealed components.

■ **Frame & fork.** . . Full 4130 chrome-moly tubing with Tri-Caliber™ main tubes and forged double eyelet dropouts to easily mount fenders and front and rear racks. ■ **Comfort zone.** . . Also new for '85 is a leather covered Viscount Terra saddle with more padding, a wider base and shorter overall length. ■ **Wheels.** . . Shimano sealed mechanism hubs are laced with stainless steel spokes and a new Araya 7X, 1.5" light alloy rim. The new 26" x 2.0" tires provide excellent traction in the dirt yet none of the annoying vibrations of a knobby on pavement. *HS*

High Sierra®



The Schwinn Sierra is designed for the cyclist who expects to spend most of his riding time off-road and wants a dependable performance machine at a reasonable price. Features like 15-speed gearing, sure stopping cantilever brakes and sealed mechanism hubs make the Sierra the ideal choice for the all terrain enthusiast. ■ **Frame & fork**... Full 4130 chrome-moly frame and fork complimented by forged double eyelet dropouts, water bottle braze-ons and rear rack fittings. ■ **Wheels**... Araya light alloy rims are spoked to new SR sealed mechanism, small flange hubs with chrome-moly $\frac{1}{8}$ " axles. Mounted to the rims are dirt grabbing 26" x 2.125" skinwall tires. ■ **Brakes**... New Shimano AT50 light alloy cantilever brakes provide maximum braking performance with all the adjustability features for which Shimano is known. SA

Sierra®



Here's a lightweight 15-speed all terrain model designed for those riders who will be doing most of their riding around town on pavement. Quality features like chrome-moly main tubes, an alloy crank and Shimano derailleurs make the Mirada an excellent choice for commuters, weekend cyclists. ■ **Frame & fork**... 4130 chrome-moly main frame with hi-tensile steel stays and fork. Dropouts are forged double eyelet for mounting fenders and racks. Braze-ons include water bottle mounts, cable guides on top tube and bottom bracket and rear rack mounts.

■ **Wheels**... An SR light alloy, small flange sealed mechanism hub laced to alloy rims mounted with 26" x 1.5" skinwall tires. ■ **Shifting system**... New light alloy Shimano wide range Z501 rear derailleur and AL11 front derailleur. Also Shimano MT-50 thumbshifters, human designed for ease of use. MD

Mirada™



After a very successful introduction in 1984, the Mesa Runner returns with a companion model designed for women. Both the men's and ladies' models offer the control and comfort features found on other Schwinn all terrain models with plenty of ruggedness for those occasions when the lure of a forest path or horse trail can't be passed up. ■ **Frame & fork...**

Responsive hi-tensile steel frame and fork with double eyelet dropouts for fenders and racks. ■ **Comfort zone...** A broad base, anatomically designed Viscount saddle matched with the upright position of the Schwinn designed handlebar. On the handlebar are supple high density rubber hand grips and easy to use Shimano shift levers. *MR*



Mesa Runner®



SCHWINN TECHNICAL SPECIFICATIONS 1985 MODELS

MODEL	CIMARRON	HIGH SIERRA	SIERRA	MIRADA	MESA RUNNER
FRAME SIZE	18", 21", 23"	18", 21", 23"	18", 21", 23"	18", 21", 23"	Mens-18", 21", 23" Ladies-17", 20"
FRAME MATERIAL	4130 chrome-moly double butted main tubes with oval ends at head tube. 4130 chrome-moly stays, SunTour forged double eyelet dropouts	4130 chrome-moly, tri-caliber main tubes, 4130 chrome-moly stays, forged double eyelet dropouts	4130 chrome-moly main tubes and stays, forged double eyelet dropouts	4130 chrome-moly main tubes; forged double eyelet dropouts	Hi-tensile steel with double eyelet dropouts
FORK	Tange Unicorn; 4130 chrome-moly with forged double eyelet dropouts	4130 chrome-moly, forged double eyelet dropouts	4130 chrome-moly, forged double eyelet dropouts, sloping crown	Hi-tensile steel with semi-sloping crown; forged double eyelet dropouts	Hi-tensile steel mountain bike; double eyelet dropouts
FRAME GEOMETRY HEAD ANGLE SEAT ANGLE WHEELBASE	(21" Frame) 70° 70° 1085mm (42 3/4")	(21" Frame) 70° 70° 1094mm (43")	(21" Frame) 70° 70° 1094mm (43")	(21" Frame) 70° 70° 1094mm (43")	(21" Frame) 70° 70° 1094mm (43")
BRAZE-ONS	Double water bottle, front "lowrider" and rear carrier bosses for Blackburn racks. Top tube and bottom bracket cable guides	Double water bottle, front "lowrider" and rear carrier bosses for Blackburn racks. Top tube and bottom bracket cable guides	Bottle bosses, rear carrier bosses, cable guides on top tube and bottom bracket	Bottle bosses and cable guides	Cable guides on top tube and bottom bracket. Water bottle fitting on men's model
HEADSET	Shimano 600EX, alloy, sealed	Tange New Falcon, sealed	Schwinn	Schwinn	Schwinn
CRANKSET	Shimano 600EX, 175mm, 28-38-48T, forged alloy	SR SAC-310, 175mm, 28-38-48T, forged alloy	SR SAC-310, 175mm, 28-38-48T, forged alloy arms	SR SAC-310, 170mm, 28-38-48T, forged alloy arms	Sugino No. 5, 170mm, 36-48T, forged alloy arms
DERAILLEURS	Front-Shimano Deore XT; rear-Shimano Deore XT superplate; levers-Shimano Deore XT	Front-SunTour Mt. Tech; rear-SunTour Mt. Tech; levers-SunTour Micro Lite	Front-Shimano AL11; rear-Shimano L512SGS; lever-Shimano AT50 thumb shifters	Front-Shimano AL11; rear-Shimano Z501SGS; lever-Shimano MT50 thumb shifters	Front-Shimano Z202; rear-Shimano Z501SGS; lever-Shimano MT50 thumb shifters
PEDALS	SunTour XC-II, sealed bearings	Beartrap type, chrome-moly axle	SR-518C platform with chrome-moly axle	SR513C, platform with chrome-moly axle	SR SP-513C, platform with chrome-moly axle
CHAIN	Shimano Uniglide, silver	Nickel, black	Nickel, black	Black	Black
FREE WHEEL	Shimano 600UG, silver, 14-17-20-24-28-32T	SunTour PT5000, 14-16-19-24-28-32T	Shimano MF-1500, 14-17-21-26-32T	Shimano MF-1500, 14-17-21-26-32T	Shimano MF-1500, 14-17-21-26-32T
BRAKES	Shimano Deore XT cantilever; Shimano Deore XT levers	Dia-Compe 980 alloy cantilever; Dia-Compe 280 mountain lever	Shimano AT50 alloy cantilever; Shimano AT50 mountain levers	Dia-Compe 981 alloy cantilever; Dia-Compe 281 mountain lever	Dia-Compe 981 alloy cantilever; Dia-Compe 281 mountain lever
HANDLEBAR	Nitto aluminum; rise-95mm; width-690mm	SR aluminum alloy; rise-95mm; width-690mm	Triangulated chrome-moly with cable hanger	4130 chrome-moly; rise-95mm; width-690mm	Steel, upright; rise-95mm; width-690mm
STEM	Nitto MT-1, alloy head, chrome-moly stem	SR MTS-120C, alloy head, chrome-moly stem	SR MTS-120 with alloy head, chrome-moly stem	SR MTS-120 with alloy head, chrome-moly stem	SR CT-80AH (23"), CT-60AH (17", 18", 20", 21")
HUBS	Shimano Deore XT, alloy, large flange, 36H, sealed	Shimano Deore XT, alloy, large flange, 36H, sealed	SR MH-301M, sealed, alloy, small flange, 36H chrome-moly axle	SR MH-301M, sealed, alloy, small flange, 36H chrome-moly axle	Steel, large flange, 36H axle
RIMS	Araya 7x(N), 26" x 1.5"	Araya 7X alloy, 26" x 1.75"	Araya 7C, alloy, 26" x 1.75"	Alloy, 26" x 1.5"	CMC, 26" x 1.5"
TIRES	Schwinn Terra, 26" x 2.0", skinnside	Schwinn Terra, 26" x 2.0", skinnwall	Cheng Shin, 26" x 2.125", skinnwall	Cheng Shin, 26" x 1.5", skinnwall	Cheng Shin, 26" x 1.5", gumwall
SPOKES	D.T. stainless, 14GA	Stainless steel, 14GA	Zinc plated, 14GA	Zinc plated, 14GA	Zinc plated, 14GA
SADDLE	Avocet touring I, Leather	Viscount Terra, leather	Viscount Terra	Viscount Terra	Viscount "Bigseat"
SEAT POST	SunTour Superbe, 26.6mm x 300mm	SR CRE-100X, 230mm	SR CRE-100X, 230mm	Chrome plated steel, 12" long	Steel, chrome plated, 12" long
EXTRAS	Stainless chainstay protector	Stainless chainstay protector	Stainless chainstay protector	Stainless chainstay protector	Stainless chainstay protector
COLOR	Forest green	Forest green and black	Midnight blue and maroon	Maroon and champagne	Maroon and dark blue
WEIGHT	29 Lbs.	30 Lbs.	31 Lbs.	29 Lbs.	33 Lbs.

Specifications subject to change without notice.

Strang
Bicycle Shop
4453 Union Road
THE CITY 26, N.Y. - NP 2-2700

LIONEL TRAINS
BOUGHT & SOLD

Schwinn Bicycle Company Limited Warranty

Schwinn Bicycle Company—Effective April 16, 1982

Schwinn and Schwinn-Approved bicycles, exercisers, parts, accessories and other products are warranted to be free from defects in materials and workmanship . . . no time limit.

NOTICE: The user assumes the risk of any personal injuries, damage to or failure of the bicycle and any other losses if Schwinn bicycles are used in any competitive event, including bicycle racing, or in bicycle motocross, dirt biking or similar activities. **DO NOT USE Schwinn bicycles for stunt riding, ramp jumping, acrobatics or similar activities, or with motors as power driven vehicles.** This warranty does not cover any personal injuries, damage to or failure of the bicycle, exerciser, or other product, or other losses, due to accident, misuse, neglect, abuse, normal wear, improper assembly or improper maintenance.

FREE 30-Day Bicycle Checkup

Each Schwinn bicycle and exerciser will be fully assembled by the Authorized Schwinn Dealer at the time of purchase. Each Schwinn bicycle will be entitled to receive a Free 30-Day checkup by the same Authorized Schwinn Dealer within the first 30 days of operation . . . such checkup to include free replacement but not including any repair due to accident, improper use, neglect, abuse, normal wear, improper assembly or improper maintenance.

At its option, Schwinn will . . . without charge . . . either provide a replacement of or repair any Schwinn or Schwinn-Approved part or accessory which is defective under the terms of this warranty. Dealer labor charges in installing replacement parts or accessories are not covered by this warranty, except for bicycles during the free 30-day checkup, and except for any labor charges due to replacement of a defective frame for bicycles or exercisers within one year of original purchase at retail.

Repair or replacement of defective parts or accessories and those dealers charges specified above shall be the sole remedy under this warranty, and in no event shall Schwinn be liable for incidental or consequential damages. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

This warranty gives you specific legal rights, and you may also have other rights which may vary from state to state. See your Authorized Schwinn Dealer for service or replacement under the Schwinn Limited Warranty, or write to the Consumer Relations Department at the factory.

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