





TWENTY YEARS 1972 - 1992

In the beginning, there were simple materials, simple tools and a simple idea — to build better bicycles ... in America.

In the twenty years of Serotta, materials and tools have changed along with our design technology. Building better bikes continues to be the driving force of the company.



First Cover (May 13, 1977) — Novice cyclist Bill Watkins dusts legendary Tom Officer and earns the respect of the national coaching staff for himself and his little-known Serotta bicycle.

7-Eleven Era — in the five racing seasons of 1984–1988 the 7-Eleven team made American cycling history on Serotta frames. The team matured from

a group of young amateurs into seasoned professionals capable of competing in any type of event from criteriums to the grueling stages of the Tour de France. During this period, the team was the dominant force in the US.

Today — Serotta continues to work with many top cyclists from all branches of the sport including Dave Scott (triathlon king), Florian Wiesmann (Swiss mountain bike champion), and Davis Phinney (America's winningest road/crit racer).



The Serotta staff takes great satisfaction in creating bicycles for these and other cyclists who enjoy performance, **craftsmanship** and who have an appreciation of applied technology.

We look forward to the next twenty years with the same determination ... create the finest bicycles anywhere.

The TWENTIETH ANNIVERSARY limited edition frameset is featured at top and on the cover. Each frame is hand numbered and built to your specifications. The "20th" features styling of Serotta's heritage including Tour de France hand cut lugs and Colorado tubing.



to use heavier gauge or larger-diameter tubes. Both solutions add significant harshness to the ride. The tapered-oval Colorado design tubes solve the problem by adding increased lateral rigidity while maintaining **light weight** and **comfort**.

Serotta Sports is dedicated to continuing its position as a leader in practical innovation. To accomplish this, thousands of hours are dedicated each year to the development of **new technologies** and **innovative design**.

FIT

Research proves that proper fit of cyclist to bicycle will not only increase rider comfort, but will also dramatically increase performance as well.

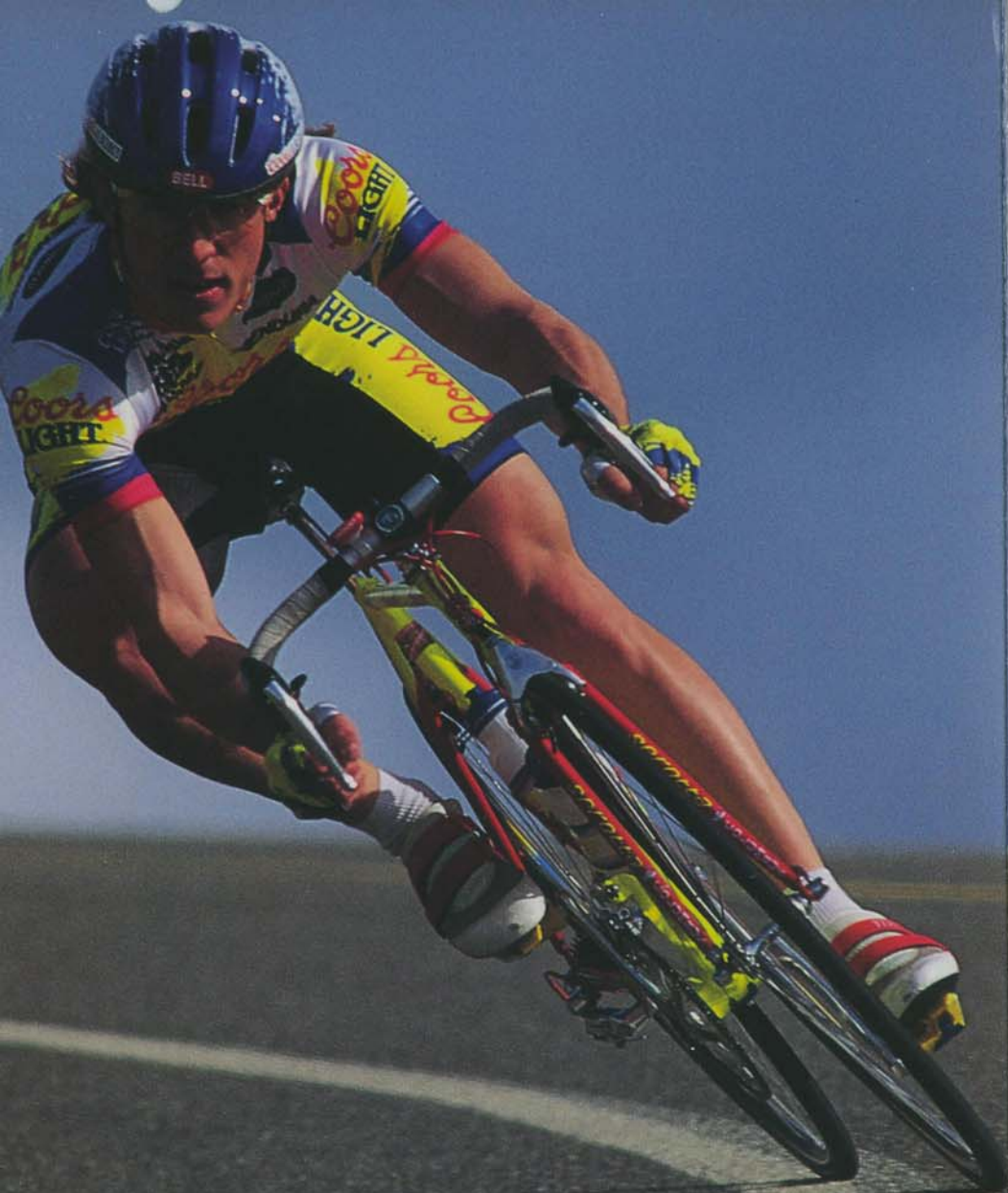
Throughout his frame-building career, Ben Serotta has understood that bicycles must be designed around fit first, not just wheelbase and angles as many companies do. Dimensions and geometry of the bicycle must be relative to the cyclist.

Traditionally, a cyclist is sized for a bicycle by being measured limb to limb. The data is processed by computer or formula and a size recommendation is produced. This method is close but rarely precise, because people are different. The size, shape, tilt, mass and relative positioning and symmetry of our limbs and joints vary, effecting the cyclist's riding posture.

Another Serotta innovation — the Size-Cycle — allows the cyclist's natural position to be **precisely located**. The Size-Cycle is **infinitely adjustable**. This allows the cyclist to try an unlimited range of positions as well as test different saddle and handlebar styles. Both of these can effect proper positioning. Sizing procedure is accomplished while pedaling under load to simulate actual riding conditions. The net result is a perfect fit.

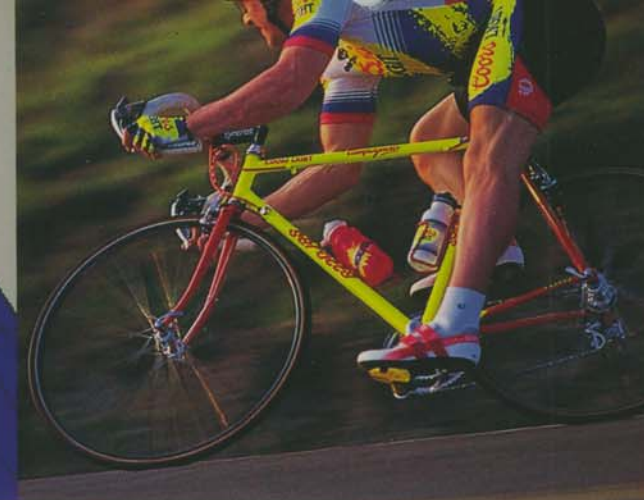


All of our bicycle models come in a wide range of sizes — more in fact than any other manufacturer. If, however, your optimal size does not exist as a stock frame, our custom department can fulfill any of your sizing needs.



UNPRECEDENTED PERFORMANCE

In 1991 the Coors Light Professional Team rode Serotta bicycles for the first time. They dominated the US racing scene, winning more than 60% of the races entered and achieving 191 top-three placings. The Coors Light Team Issue bicycle is available on a limited basis. Ask your dealer for details.



THE SCIENCE OF PERFORMANCE ENGINEERING

Performance is the measure of success. In a bicycle, the maximum level of performance can best be achieved by uniting the body and machine so that the two perform efficiently as one. This is achieved through engineering and proper fit.

ENGINEERING

1992 marks the first year that all of the Serotta line will be built from only **proprietary and exclusive design tube sets**. Serotta has been a pioneer in the use of oversized and directionally shaped tubes designed to meet the stress needs of the frame while maintaining comfort needs for the cyclist.

Our **Colorado Concept Design** accomplishes this by placing material where it is needed and shaping it for maximum effectiveness.

The main tubes of the Colorado II frame show the most obvious of these innovations. Both the seat and down tubes gradually increase in diameter as they approach the bottom bracket area providing a dramatic gain in torsional rigidity (15% – 25% greater than conventional tubing).

The forward end of the down tube retains a conventional size so that there is no increase in harshness in the ride. This is accomplished with no increase in weight over conventional tubes, as the same amount of material is used.

The top tube also has been changed. Conventional 25.4 mm top tubes are a compromise between strength and comfort. When sprinting or hill climbing, a rider can cause torsional flexing of the frame. The traditional remedy has been



Colorado II

The flagship of our line, the Colorado II, has become our most popular model of all time. With our proprietary Colorado tubing, which is produced from the finest ultra light steel alloy — Columbus Nivacrom, the Colorado is in a class by itself. By virtue of its tubing design and geometry, this bike outperforms all other road bikes with a combination of unsurpassed responsiveness, stability, and comfort. Immaculate hand cut lugs and internal brake cable routing make the Colorado as beautiful to behold as it is to ride. The Colorado is available as a frame only or as a complete bicycle.



Colorado LT

Built from our proprietary design Colorado tubes of Tange Prestige steel, the LT outwardly appears identical to its sister, the Colorado II. The ride qualities of the tube set, however, make the LT likely to be the most comfortable pro bike you'll ever ride while at the same time it maintains more drive-train rigidity than you'll find in any conventional straight-tubed bike. External top-tube cable guides are standard.



colorado tg

As the newest in our line of road bikes, the TG offers the same performance advantages of the LT and II but with one important difference. Price. Unquestionably a true competition machine, the TG is produced in our TIG welding shop with the same meticulous care as with all Serottas. Flawless welds require virtually no clean-up, saving us costly production time and you money.

MOUNTAIN BIKING has become more sophisticated in recent times ... equipment works better, lasts longer, and is lighter ... but few companies have truly addressed the importance of proper fit. Our bikes are designed to deliver maximum performance as a result of our engineering, materials selection and proper size availability for correct weight distribution of the cyclist. We offer two distinctly different models — the T-MAX and COLORADO AT.



ous MAX. Unlike conventional
le-butted wall thickness to be
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after pounding mile the T-MAX
because of it's energy saving



T-MAX

The name T-MAX derives from the most sophisticated ATB tubing—Columbus MAX. The oval tubing, it is drawn into its shape, not squashed, allowing precise double-butt welded joints. Formed in the same process that ovalizes the tubes. The multidimensional shape resists flexing. It is stronger against relentless shock and stiffer in flex-prone areas. So mile after pound you will get you where you want to go safely and quickly with unfailing security because of the power-train rigidity.



T-MAX

The name T-MAX derives from the most sophisticated ATB tubing—Columbus MAX. Unlike conventional oval tubing, it is drawn into its shape, not squashed, allowing precise double-buttressed wall thickness to be formed in the same process that ovalizes the tubes. The multidimensional shape results in a frame that is stronger against relentless shock and stiffer in flex-prone areas. So mile after pounding mile the T-MAX will get you where you want to go safely and quickly with unfailing security because of its energy saving power-train rigidity.



Colorado AT

Colorado design, heads for the mountains ... built from our newest Colorado tube set the AT offers the same great qualities of its road sister, the Colorado II, in an ATB version ... unsurpassed power transmission, nimble yet stable and sure handling, rider comfort and unbelievably light weight.



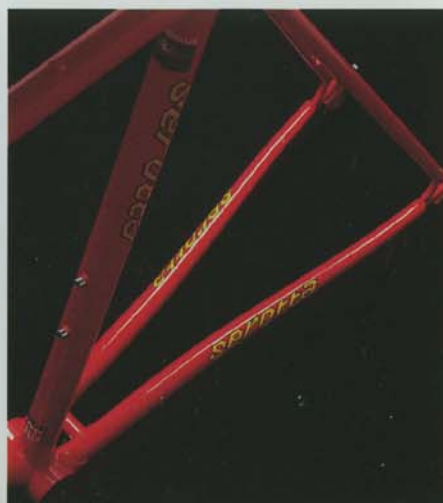
ATTENTION TO DETAIL

It takes at least 1,000 hours of brazing and careful supervision before a Serotta worker is allowed to put flame to the most critical of operations — the brazing of the main diamond. **Form and beauty** are the signature of the master craftsman. Each edge, joint and contour of a Serotta is carefully worked by hand to ensure that every detail meets the standards of excellence that Serotta frames are known for. The Serotta is impressive even while standing still. Painstaking alignment



checks at every stage of assembly rather than one, ensure that the frame has been built to ride as straight and solid at 100 kph as at 30 kph. These numerous alignment checks also reduce the amount of built-in stresses in a frame thereby enhancing the **longevity** of the bicycle. Precision machining of all bearing races and threads ensures the accuracy of overall frame alignment and longer wear of bearing surfaces.

The Colorado bent chainstays were first developed by Ben Serotta when building bicycles for the 1984 Olympic Games. Their outward bend increases drive train rigidity without adding weight or affecting comfort. In a similar theme, the seat stays, which run from the rear dropouts to the seat lug, have a special Serotta design taper to improve bicycle response.



Excellent for time trialists in all events, the Tri combines Colorado Concepts engineering with a geometry designed around the most efficient rider position. Working with legendary triathlete Dave Scott, our design team's research has shown that a moderately steep seat tube angle provides the best biomechanic position for fast, steady cycling. Designed from the ground up, the fast, yet stable Tri incorporates either clip-on or full aero bars and utilizes 26" wheels for enhanced acceleration, aerodynamics, reduced weight and greater stability in crosswinds.

tri-colorado





STANDARD ROAD GEOMETRY (Please note all measurements center to center.)																							
MODELS AVAILABLE		II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II
		TG	TG			TG			LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SIZE (cm)		45	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65		
TOP TUBE		49.0	50.0	51.0	51.5	53.0	53.0	53.0	53.5	54.0	54.5	55.0	56.0	57.0	57.5	58.0	58.5	59.0	60.0	61.0	62.0		
HEAD ANGLE		72.0	72.5	72.5	72.5	73.0	73.0	73.0	73.0	73.0	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5		
SEAT ANGLE		74.5	75.0	74.0	74.0	74.0	74.0	73.5	73.5	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0		
CHAINSTAY		38.0	41.0	41.0	41.0	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	42.0	42.0	42.0	42.0	42.0	42.0		
RAKE		4.5	4.9	4.7	4.7	4.5	4.5	4.5	4.5	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3		
DROP		4.75	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00		
STAND OVER HT (cm)		71.6	73.7	74.4	75.4	76.3	77.3	78.1	79.1	79.9	80.9	81.8	82.8	83.7	84.7	85.7	86.6	87.6	88.5	89.5	90.4		

EXTENDED ROAD GEOMETRY									
MODELS AVAILABLE		II	II	II	II	II	II	II	II
		LT	LT	LT	LT	LT	LT		
SIZE (cm)		54L	55L	56L	57L	58L	59L	60L	62L
TOP TUBE		55.0	55.5	56.0	57.0	58.0	58.5	60.0	61.0
HEAD ANGLE		73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5
SEAT ANGLE		73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0
CHAINSTAY		41.5	41.5	41.5	41.5	41.5	41.5	42.0	42.0
RAKE		4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
DROP		7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00
STAND OVER HT (cm)		79.9	80.9	81.8	82.8	83.7	84.7	85.7	87.6

XL ROAD GEOMETRY						
MODELS AVAILABLE		II	II	II	II	II
		TG	TG		TG	TG
SIZE (cm)		54X	56X	57X	58X	60X
TOP TUBE		56.5	57.5	58.5	59.5	61.5
HEAD ANGLE		73.5	73.5	73.5	73.5	73.5
SEAT ANGLE		73.0	73.0	73.0	73.0	73.0
CHAINSTAY		41.5	41.5	41.5	41.5	42.0
RAKE		4.3	4.3	4.3	4.3	4.3
DROP		7.00	7.00	7.00	7.00	7.00
STAND OVER HT (cm)		79.9	81.8	82.8	83.7	85.7

TRI COLORADO GEOMETRY													
SIZE		48	50	52	52L	54	54L	56	56L	58	58L	60	
TOP TUBE		49.0	51.0	52.0	53.5	53.0	54.5	55.0	56.5	57.0	58.5	59.0	
HEAD ANGLE		72.0	73.0	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5	
SEAT ANGLE		76.0	75.5	75.5	75.5	75.5	75.5	75.5	75.5	75.0	75.0	75.0	
CHAINSTAY		38.0	38.0	38.0	38.0	38.0	38.0	38.0	38.0	38.0	38.0	38.0	
RAKE		4.5	4.0	3.7	3.7	3.7	3.7	3.7	3.7	3.5	3.5	3.5	
DROP		4.90	4.90	4.90	4.90	4.90	4.90	4.90	4.90	4.90	4.90	4.90	
STAND OVER HT (cm)		71.8	73.6	75.6	75.6	77.5	77.5	79.4	79.4	81.3	81.3	83.2	

COLORADO AT & T-MAX GEOMETRY									
SIZE		38L	44	44L	48	48L	51L	53L	
TOP TUBE		54.5	55.0	56.5	57.0	58.5	59.0	60.0	
HEAD ANGLE		71.0	71.0	72.0	72.0	72.0	72.0	72.0	
SEAT ANGLE		73.0	73.0	73.0	73.0	73.0	72.0	72.0	
CHAINSTAY		42.5	42.5	42.5	42.5	42.5	42.5	42.5	
RAKE		4.0	4.0	4.0	4.0	4.0	4.0	4.0	
DROP		4.00	4.00	4.00	4.00	4.00	4.00	4.00	
STAND OVER HT (cm)		67.2	72.9	72.9	76.7	76.7	79.3	81.2	

CUSTOM PAINT

Virtually any imaginable paint style is available from hard edge or fade transitions to smoke, splatter or any combination. Price will be quoted with your illustration.

CUSTOM BUILDING

Custom work is a twenty-year tradition at Serotta Sports. Nothing less than total satisfaction is our customer commitment. Our custom shop is the heart of our company. From custom geometry to fully personalized lugwork, or sculpted lugless construction, to tube selection, our custom shop can deliver your every frame need. Custom building is available in any model in the unlikely event that one of our stock sizes does not fit, or if your riding tastes require something a bit different.

Track, pursuit, sprint, hybrid, expedition bikes and tandems are but a few of the varieties of bicycles that can be built on a special order basis. Please feel free to inquire for availability and pricing.



COMPLETE BICYCLES

We offer a full line of the world's best components to complete your new Serotta. Let our race-certified mechanic build your dream machine. Please choose from one of the following kits. Substitutions may be made occasionally based on availability. Crank arm and stem length are selected to match the frame size.

SUSPENSION FORKS FOR MOUNTAIN BIKES

Our mountain bikes are designed to adapt well with most popular suspension fork systems. ROCKSHOX and MANITOU front forks are available as a substitution for our standard forks at an additional cost. Should you get a suspension fork? It all depends on the type of riding you normally do. If packed trails with predictable obstacles are the norm, then the value of a suspension fork is questionable. If, however, you plan a kamikaze run down the nearest boulder-strewn trail, a suspension fork may well save you as well as reduce the potential for damage to your frame. Remember also that a suspension fork will add approximately $\frac{3}{4}$ lb. or more to the weight of your bicycle.

ACCESSORIES

Serotta Sports is pleased to offer a full range of accessory items including water bottles, T-shirts, jerseys, polo shirts, shorts, caps, posters, window decals, and frame-fit pumps painted to match your new bike. Please stop by your nearest Serotta dealer for the details.

BICYCLE KIT SPECIFICATIONS

MODEL	GROUP	HANDLEBAR	STEM*	SADDLE	CLINCHER RIM/TIRE	TUBULAR RIM/TIRE
ROAD						
SHIMANO DURA ACE	DA 8	CINELLI	CINELLI X/A	S.M. REGAL	MAVIC O4CD/MICH HI LT	MAVIC GL330/VIT CX
DURA ACE STI	DA 8 STI	"	"	"	"	"
ULTEGRA 8	ULT 8	"	CINELLI 1/E	S.M. PRO	"	MAVIC GL330/VIT SP
ULTEGRA 8 STI	ULT 8 STI	"	"	"	"	"
TRI ULTEGRA 7 SPD	ULT 7	"	"	S.M. SPRINT	MAVIC O4CD 26"/MICH HI LT	N/A
CAMPAGNOLO RECORD	RECORD 8	"	CINELLI X/A	S.M. REGAL	MAVIC O4CD/MICH HI LT	MAVIC GL330/VIT CX
RECORD ERGO	REC 8 ERG	"	"	"	"	"
CHORUS	CHORUS 8	"	"	S.M. PRO	"	MAVIC GL330/VIT SP
CHORUS ERGO	CHR 8 ERG	"	"	"	"	"

* ALL ROAD STEMS ARE ENGRAVED WITH THE SEROTTA LOGO.

ATB						
SHIMANO XT	XT	TIOGA 2000	TIOGA PRES	S.M. PRO	MAVIC M231	ALL MOUNTAIN BIKES
XT PLUS	XT	"	SYNCROS	S.M. TITANIO	M231CD	COME WITH
XTR	XTR	"	"	"	"	SPECIALIZED OR
CAMPAGNOLO RECORD OR	REC	"	"	"	"	EQUIVALENT GRADE
GRUPO MISTO LIGHT	MIXED	ANS. HYPERLT	CNTRL TECH	"	"	TIRES.

(Grupo Misto is a combination of tried and true but very light parts... SunTour Micro cranks and derailleurs; Ringle front hub, skewers, and Moby seat post.

	CUS/SZ	FR.WHT	MO/PL	MICA	TM PT	TEAL	BLUE	RED	EMRA	OX/EM	MG/OR	PR/TL	CH/MG	OX/PR	R/CH T	PR/T T	CST.B	SUS.F
TWENTIETH ANN.	X		S														X	
TEAM ISSUE	X				S												X	
COLORADO II	X	ST	ST	S	ST	ST	ST	ST	ST	ST	S	ST	ST	ST	STX	STX	X	
COLORADO LT	X	ST	ST	ST	ST	S	ST	ST	ST	S	ST	ST	ST	ST	STX	STX	X	
COLORADO TG	X+	X	X	X	X	X	S	S	X	X	X	X	X	X	X+	X+	X+	
TRI COLORADO	X+	ST	ST	ST	ST	ST	ST	ST	ST	ST	S	S	ST	ST	X+	X+	X+	
COLORADO AT	X+	ST	ST	S	ST	ST	ST	ST	ST	ST	S	ST	ST	ST	STX	STX	X+	X+
T-MAX	X+	ST	ST	ST	ST	ST	ST	ST	ST	S	ST	ST	S	S	STX	STX	X+	X+

S = STOCK COLOR

ST = STANDARD OPTION, NO EXTRA CHARGE;

ALLOW EXTRA TIME FOR DELIVERY

X = OPTION AVAILABLE AT MODERATE ADDITIONAL COST

X+ = OPTION AVAILABLE AT SIGNIFICANT UPCHARGE

CUS/SZ = Custom Sizing

FR.WHT = Frost White

MO/PL = Mother of Pearl

TM PT = Team Paint

EMRA = Emerald

OX/EM = Onyx/Emerald

MG/OR = Magenta/Orange

PR/TL = Purple/Teal

CH/MG = Chartreuse/Magenta

OX/PR = Onyx/Purple

R/CH T = Red/Chartreuse Tape

PR/T T = Purple Teal Tape

OX/EM = Onyx/Emerald

CST.B = Custom Braze-Ons

SUS.F = Suspension Fork





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