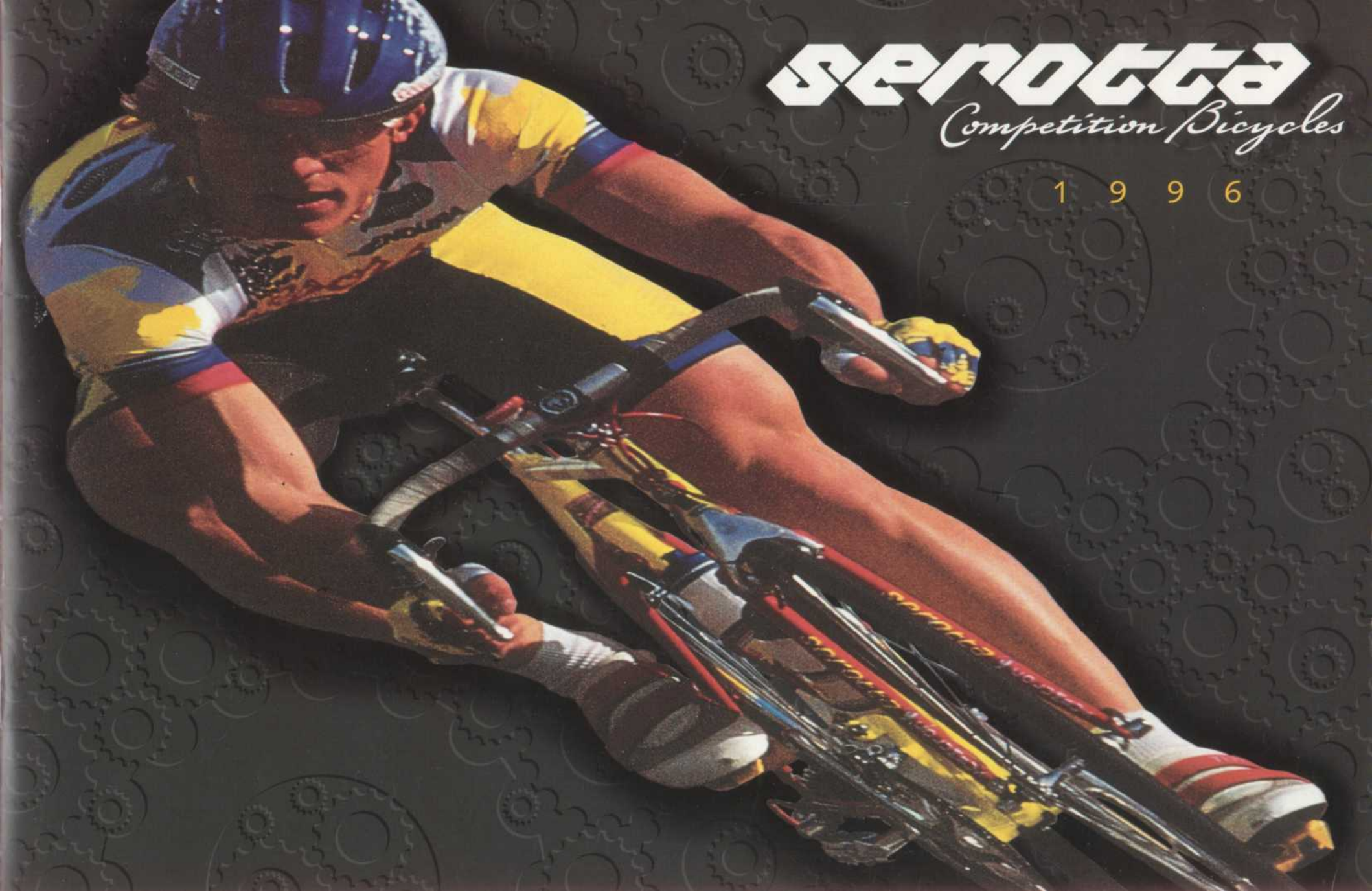


A full-page photograph of a male cyclist in a blue and yellow jersey, wearing a blue helmet, riding a road bike. The cyclist is in a dynamic, forward-leaning position, suggesting speed and competition. The background is dark with a repeating pattern of embossed bicycle gears.

serotta

Competition Bicycles

1 9 9 6



1986
We'd been building bikes for more than ten years. Serotta riders had won national championships and worn a yellow jersey in the Tour De France. It seemed we had finally arrived. But even though each frame was the best it could be; craftsmanship, race-proven geometry, state-of-the-art materials - the best - I felt we were just ahead of being even. And that wasn't good enough.

From Serotta's inception our mission was to elevate and enhance the cycling experience. It was time to renew that commitment. Raise the standard. The development of the "designed to function" Colorado Concept tubing had begun, a process that would come to redefine the Serotta bicycle and redefine cycling performance.

1996
We have been true to our mission over that last ten years, enhancing the cycling experience of thousands of riders. But how many more cyclists might be able to really appreciate the Colorado Concept difference if it were more accessible? We had found a new challenge; to build a Serotta that was a "no compromise" flat out performer but within the grasp of more cyclists.

The challenge was not easily met; requiring new engineering, new thinking, an entirely new construction process. But, when the torches were shut down and the goggles flipped up, we'd done it. The Atlanta. A challenge met, a new Serotta. You have to ride one to believe it.



2006
Who knows, but you can bet there will be a new challenge and that Serotta will be there to meet it - continuing to define the cycling experience.

Ben Serotta

Ben Serotta

South Glens Falls, New York

I'm in a hotel lobby in Philadelphia two days before the CoreStates US Pro Championships. Most of the bike racing world is here. A team mechanic walks by on his way to breakfast and asks, "Whatcha up to?"

"I'm writing catalog copy for Ben Serotta."

"Cool," he says.

Why Ben and me? Can an upstate New York framebuilder and a left-coast bikie columnist find happiness together in this catalog?

Why Ben and me? We think alike. We like each other. We love to ride our bikes even if we don't ride as fast as others have on Ben's bikes. Hey, it's fast for us.

Ben and I have mutual friends. You know them, or of them. You've seen them in races or on TV, seen their photos in magazines. Seen them powering breaks or aceing field sprints or sweating up passes in the Rockies or the Dolomites or on the Blueridge. All on Serotta bicycles.

For years I've heard these men and women speak fondly of Ben and of their Serotta bicycles, Ben's bicycles. On reflection, it's no wonder it's Ben and me in this catalog. The wonder is it took so long.

Maynard Hershon

Maynard Hershon

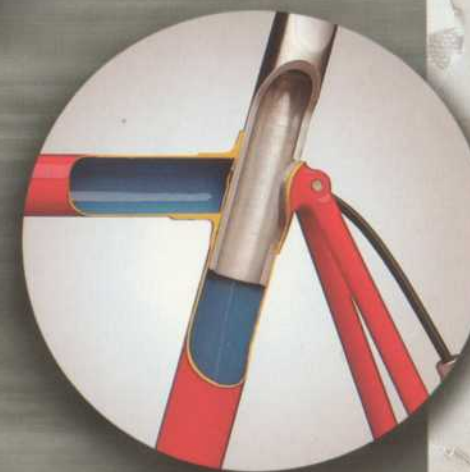
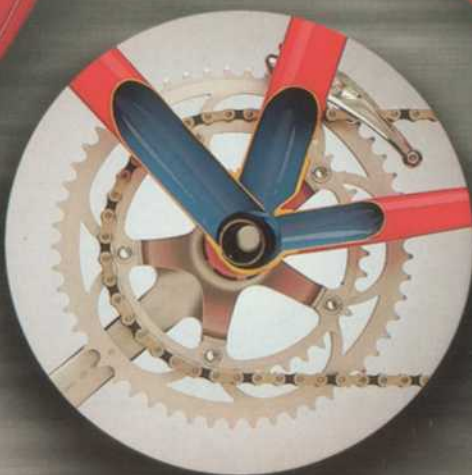
Albany, California



PHOTO: JACK PRITCHARD

Changing a tube's diameter increases its strength and stiffness by geometric proportions. Changing its shape can effect compliance - vital to maintaining comfort, handling and responsiveness. This geometric proportional change is the basis of the Colorado Concept tubing design - the right amount of material in the right part of the frame to most positively impact the ride. Stiff where it needs to be stiff. Compliant where it should be compliant.

Take a look. The down-tube and seat-tube flair in size towards the bottom bracket - the heart of the frame - efficiently turning the axial and torsional forces generated by pedaling into forward motion. The top tube and down tube are ovalized where they meet the head tube to provide just the right amount of compliance - delivering handling and responsiveness. The eleven "designed to function" Colorado Concept tubes maximize the contribution of every gram of material while omitting any unnecessary weight. The result is a frame that not only optimizes performance advantages but is also among the lightest made.



I'm having coffee with Team Bodywise racer Brooke Blackwelder before the CoreStates Liberty Classic. She's talking about her first season on a Serotta.

"You know," she says, "you can really slam that thing into a corner. I was riding with some guys in the Georgia mountains and we started down a long curvy descent, steep enough so you could go fast, not so tight you needed the brakes."

"The guys expected to drop me. They didn't."

Brooke's right. You can really slam a Serotta into a corner. It goes where you want it. It simply feels right.

Ben Serotta can describe geometry choices and construction techniques. He can explain the Colorado Concept. I don't think about that stuff much when I ride his bikes, about tube shapes or angles or how the guys at Serotta sweat over the details.

It's a freedom, I believe, not to have to think about all that. If it's technical, if it's about the riding experience, Ben's already thought about it. He's been thinking about it for 25 years.

Me? I just know how a bike feels when it's all done perfectly. Right. It simply feels right.

THE Ti

Aircraft shouldn't be built with bicycle tubing and, frankly, a bicycle shouldn't be built with aircraft tubing. The load demands are completely different and the tubing design should reflect that. The Serotta Ti is still the only "designed from the ground up", no-holds-barred competition-grade titanium bicycle.

True, the Serotta Ti wasn't the first titanium frame available. But then we weren't interested in being first, only in being best. Which usually takes a little longer.

- Sizes: 48, 50, 52, 53L-60L, 62L* and custom (Measured in centimeters center-to-center)
- Fork options: Serotta Carbon F-1, brazed steel or Kinesis aluminum
- Colors and decals: Full range

* the "L" designation indicates a proportionately longer top tube. Please see sizing chart for exact length.



YOU THINK ABOUT TAKING THE LONG WAY BACK.

I'm in Glens Falls. Serotta's new home. Pretty country. Ben's invited me here to ride his bikes and offer my impressions, how I feel about each one. No conditions. Just write it like I see it.

Few of us get this opportunity. Because Ben and I ride nearly the same bike in every dimension, I was able to ride otherwise identical Serottas that fit me perfectly, one Ti, one CSI. Same wheels.

I've been anti-titanium. I admit it. "Steel's real." Ti's too much money. Too imagey. Too cool. Riding the Serotta Ti turned me around.

Uphill, the bike feels light. It is light. For all its lightness you don't lose responsiveness or steering precision. The Colorado Concept Ti tubing's absorbency swipes the top third off the road-shock spike. You think the road's been re-paved. You relax on the bars. You think about taking the long way back.

The Ti on the road feels expensive, forgiving, civilized. The way I am, I'd buy the new Atlanta. Not as expensive. But I want a Ti.

THE CSI

All steel isn't created equal. First, there was straight gauge, then butted tubes and now Colorado Concept; putting the metal where it matters. The 1996 Serotta CSI elevates steel to a whole new level, redefining its potential and delivering pure power through a fully lugged Colorado Concept design. The SEROTTA ORIGINAL "S" bend chainstays add extra road-gripping power while the "front to back" design lets you rocket through the turns locked on a rail.

Add the comfort normally found only in a titanium frame with impeccable craftsmanship and the CSI practically asks to be given a "thank you" wipe-down after each ride.

- Sizes: 48, 50, 52, 53L-60L, 62L* and custom (Measured in centimeters center-to-center)
- Fork options: Serotta Carbon F-1 or brazed steel
- Colors and decals: Full range

* the "L" designation indicates a proportionately longer top tube. Please see sizing chart for exact length.



When I visited Serotta, I looked forward most to riding a CSI, the Serotta of Serottas. I've watched my heroes ride Serottas for more than a decade. Phinney, Knickman, Berglund, Engleman and countless others have thrown their leg over a CSI and set records, worn legendary jerseys, made cycling history.

So maybe, I imagined, if I threw my leg over a CSI, maybe I'd catch a little of that Serotta magic, make a little history of my own.

Where do I start? Light? Responsive? Rock solid handling? All that and more.

My first experience on the CSI was with a couple of guys from Serotta in the rolling, green countryside of upstate New York. It was three companionable guys out on a sunny Saturday morning, no egos at stake.

Still, I had to resist the urge to drop the hammer just a little, to let a great racing bicycle do what it was made to do. Great bikes are like that, they call to you, almost dare you to be equal to the ride.

Bikes like that have an almost mystic ride quality. The Serotta CSI has it. Makes you want to see how good you can really be.

QUALITY.

THE ATLANTA

Full-race geometry, fully lugged, fully Colorado Concept. All performance, all Serotta. It took completely new thinking, new engineering and an entirely new construction process but it's all there; "S" bend chainstays, Colorado Concept tubing, impeccable craftsmanship and the unmistakable Serotta ride.

You can change your diet, your coach, your training regimen, your religion, even your hair color. Or you can change your bike; you can buy an Atlanta. Only one is guaranteed to make you go faster.

- Sizes: 48, 52, 54L, 56L, 58L, 60L and 62L*
(Measured in centimeters center-to-center)
- Fork options: Brazed steel or Kinesis aluminum
- Colors: Red-to-Yellow fade, "Big Boy" Blue or Spruce

* the "L" designation indicates a proportionately longer top tube. Please see sizing chart for exact length.



THE RACING BIKE QUALITIES I CARE ABOUT ARE THERE.

I've always felt that too many bikes are bought for reasons that don't have anything to do with riding: to be displayed on roof racks, perhaps, or at the cappuccino stand downtown. Such bikes make a virtue out of being expensive. Look what I have!

An honest-to-God racing bike needn't be out of the reach of, well, guys like me.

All of the racing bike qualities I care about are there in the Atlanta. The Serotta stuff: painstaking construction, Ben's geometry, that inch-deep Serotta finish. So, soon as you ride the bike a few miles, you know it's a thoroughbred. It's solid; six-hour comfortable; neutral-steering, unshakably poised - it's precisely what you expect from Ben Serotta.

Here's my take. The Atlanta offers me the Serotta riding experience - and no frills I'll forget about in a couple of months. You can think of the Atlanta's cost as appropriate, if appropriateness is a virtue in your household. Sure is in mine.

THE ATx

Build a bike with all the advantages of a hardtail; one that climbs like a scared monkey; light, nimble AND gives you the feeling of control you get in a full-suspension bike. Done. It's the ATx.

When the hype ends and the trail begins, you begin to understand why so many riders depend on the Serotta Colorado Concept ATx hardtails. Steel IS real and may never find a better application than in this bike. Precise and strong. Elegant and light.

Moab tested. Rider approved. Rock Shox "Judy" compatible, high-performance, steel-built by a bunch of bike fanatics.

- Sizes: 37, 40, 43, 46, 49, 52 and custom
(In centimeters measured center-to-center)
14 1/2, 15 3/4, 17, 18, 19 1/4 and 20 1/2
(In inches measured center-to-center)
- Fork options: Rock Shox
- Colors: Red-to-Yellow fade, "Big Boy" Blue or Yellow



LIGHT,

I'm at my local bike shop where, for nearly 10 days after lifting my new ATx out of the box, the guys have hovered over it, refusing to release it into my unworthy custody. Understand that my Serotta was not the only respectable bicycle there; the store is wall-to-wall splendid with fat-tired riding equipment, much of it more exotic than my red-and-yellow Serotta.

SWEET

But even in the dual-suspended '90's, class counts; my bike got fussed over more than any triple-jointed downhill sensation. Way more.

What's it like to ride? First I noticed the always neutral, always reassuring handling and the amazing control under breaking. After a few miles, I decided the dominant characteristic is the rooted solidness of the bottom bracket and back-end of the frame.

AND

Like other fine bikes, the rest of the Serotta moves, light, sweet and willing under you and between your knees.

Unlike other bikes, the ATx feels as if the "driving" part of the frame is slotted into the trail, immune to side movement or twisting. I'd swear the arc of my pedal stroke starts earlier and lasts longer on the ATx.

That's just an illusion, though. Isn't it?

WILLING

THE ATi

The ATi inspired one renowned editor to proclaim "this bike becomes the trail." Hardtail. Titanium. Colorado Concept. The pinnacle of tubing design meets the mountain bike and delivers ride qualities that simply don't exist in other bikes. The Colorado Concept design gives you acceleration and climbing ability that are 100 percent solid while the frame's compliance has many riders wondering where we've hidden the shock.

The ATi hardtail. Best use a Rock Shox "Judy" fork.

- Sizes: 37, 40, 43, 46, 49, 52 and custom
(In centimeters measured center-to-center)
14 1/2, 15 3/4, 17, 18, 19 1/4 and 20 1/2
(In inches measured center-to-center)
- Fork options: Rock Shox
- Colors and decals: Full range.



LESS

10 am. I'm hangin' with my friends up the Avenue at Peet's, having coffee and eating bran muffins. As usual, we're talking about whatever interests us at the moment. Today that's bikes, mostly the new ATi that Serotta loaned me to test ride.

WEIGHT,

In the Serotta ATi I re-discovered all the qualities I rave about in my real-steel ATx - and less. Less? Less weight, less trail shock coming up through my sensitive lycra-clad butt. Less chance for rust. Less cosmetic maintenance. Less of everything you don't miss at all.

LESS

I'm glad I already own an ATx. Saves me from having to make a difficult purchase decision - between two of the best mountain bikes money can buy.

TRAIL

SHOCK

THE

When I first starting building custom bikes in the '70's, I would measure cyclists limb-to-limb using recommendations developed for the Italian cycling bible C.O.N.I. which were based on a study of accomplished cyclists and their bikes.

These measurements were based on averages. They assumed that if a cyclist had a certain leg length and was riding a frame with a 58 centimeter seat tube then another cyclist with the same leg length should be riding the same size. Today, whether from the C.O.N.I. book, a computer data base or on a spreadsheet, all modern sizing systems are still averaged-based. Except one. The Serotta Size-Cycle.

SIZE

People are not averages. We are creatures of nature and as such are all different with different limb lengths, sizes and orientations of joints, symmetries, fitness levels and flexibilities - all of which contribute to bike fit. Only one fit system accounts for all of these variables - the Serotta Size-Cycle.

The Size-Cycle is essentially an infinitely adjustable stationary bicycle on which our trained technicians will help you determine YOUR optimum cycling position based on YOUR body, fitness, and flexibility. This information will help you make sound decisions on frame size, selection and component choice, ensuring your newly fitted bicycle will deliver its maximum performance. No averages. No hocus-pocus. Just the right fit.

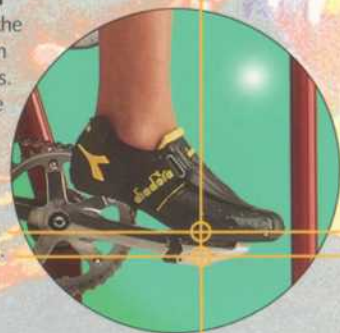
FIVE STEPS TO A PERFECT FIT

1. IN THE BEGINNING ...

SETTING YOUR FOOT POSITION

You can ride no-handed. You can ride out of the saddle. But you can't ride without your foot on the pedal. That's how essential pedal contact is. Essential for power, for comfort, for injury-free miles season after season. A thing so essential must be perfect.

Positioning the ball of your foot over the pedal spindle is the foundation of fit. The rest of the sizing process builds on that foundation.



2. BACK IN THE SADDLE AGAIN

FINDING THE CORRECT LEG EXTENSION

After setting the correct foot position, the fit process finds your saddle height. Pedal at the bottom. Foot level. Moving the seat post up or down until the leg is extended but not "locked out", will set up nearly perfect saddle height.

Long feet may mean a higher saddle. A flat pedal stroke with minimal anking dictates a lower saddle. Toes-down pedaling a higher one.



3. MEZZO! MEZZO!

SADDLE POSITION AND SEAT TUBE ANGLE

Look at the pictures in Winning and Velo News; Greg LeMond sits way back on his bike. Hey, he's famous for it. Look at Rominger on his hour record bike, way forward over the bottom bracket.

Where should you be?

In the middle. The pros start with a neutral saddle position. A moderate seat tube angle. Your frame angles and saddle position can evolve based on your physiology and the kind of riding you do.



4. THE THIGH BONE'S CONNECTED TO...

POSITIONING YOUR KNEE OVER THE PEDAL

Pros start with a neutral position that places their knee directly over the spindle, the position that minimizes knee strain.

The fit process finds that position for you by vertically aligning a spot, the tibial tuberosity, right below your kneecap, with the center of the pedal spindle. Simple. No smoke. No mirrors.



5. GET A GRIP

HANDLEBAR HEIGHT AND STEM LENGTH

There is a place in space, precisely so many centimeters in front of your saddle, precisely so many centimeters below the level of your saddle where your handlebars ought to be. Neither too far forward nor too far back. Just the right place.

On the Size-Cycle you find that precisely right place. Reach out and grab the bars. Look at yourself; elbows slightly bent, back almost flat. Pro-fessional.



I'm waiting in Ben Serotta's. Ben's going to fit me on the Size-Cycle. Ben himself. Whatta luxury. I've been riding in pretty much the same position for years without any problems. Well, except my back. I've had some problems with THAT.

"First time you've been fit?", he asks. Yes, I say, thinking that I'm not really going to learn anything new but hoping somehow I do. How much can there be to all of this? Legs bent, arms bent so. Is this rocket science?

Ben spent an hour with me, maybe a little more. He asked questions and made adjustments based both on my answers and his observations.

He speaks quietly, confidently. You feel sure that when he's done watching and measuring you can have absolute faith in his recommendations. You can surrender.

Thanks to my fit experience, I discovered that since the mid-80's I (unadvisedly) pushed my saddle farther and farther back. I even ordered a frame with a mega-shallow seat angle so I could get it back farther yet. Two successive hard, hilly rides in cold weather could injure my back so badly I have to take a couple of weeks off the bike.

There was nothing wrong with my custom bike, or any of the other bikes I rode. They just didn't fit correctly, is all. My fitting was mostly guesswork; without Ben and the Size-Cycle I'd be guessing still.

Now my position is dialed in. The Size-Cycle, some fiddling with my bike and voila! Oh, AND new seat post I ordered that'll allow me to move my saddle FORWARD five centimeters.

NOW

MAY

POSITION

IS

DIALED

IN.

THE SEROTTA STS STEM

It took years of riding, strength testing, computer analysis and then more riding to make the Serotta STS titanium stem. The outcome is one of the lightest, strongest and most intelligently designed stems available.

Beyond the premium finish is a world of design integrity and internal engineering that will enhance your riding experience. Riding. It's the reason we sweat the details in all of our products.

Serotta STS Stem - 195 Grams of Absolute Control.

- Quill: CNC machined 6/4 titanium, 1" diameter
- Quill bolt: 6/4 titanium
- Clamp barrel: CNC machined 6/4 titanium
- Extension tube: 1 1/8" O.D. 3/2.5 titanium
- Cap: Engraved Aluminum
- Sizes: 100mm through 135mm in 5mm increments. Custom sizes available
- Rises: -17 degree and 0 degree
- Handlebar diameter: 26.0 only

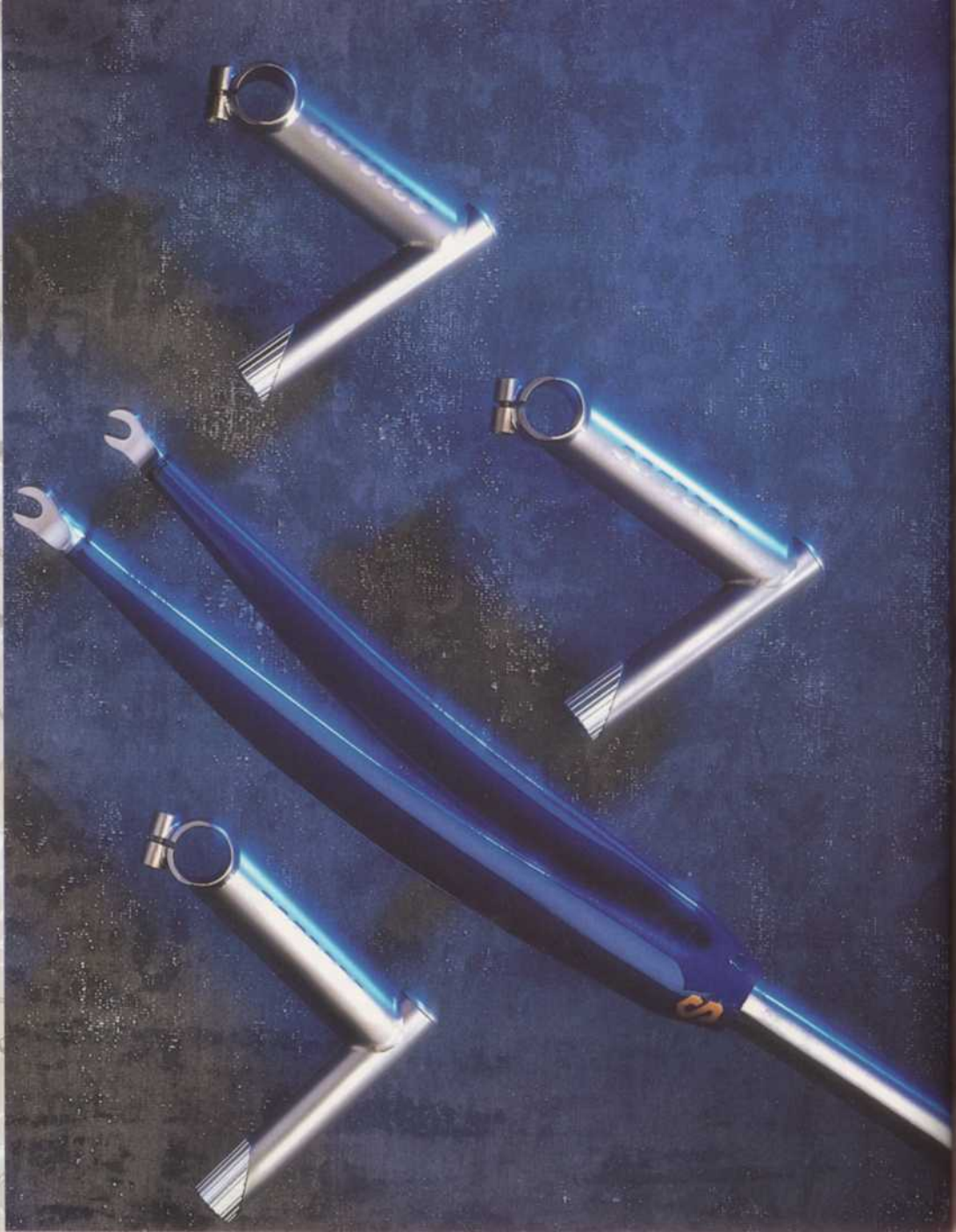
THE SEROTTA F-1 CARBON FORK

As the Serotta frame is the ultimate expression of the builder's art, the F-1 Carbon fork is its complement, marrying the best performance properties of carbon fiber, titanium and steel to deliver a fork that gives you exactly the right balance between stiffness and compliance.

With its multiple directional plies of carbon fiber mated to corrosion-free titanium dropouts, the F-1 is lighter and stronger than conventional forks, combining the great cornering and confident feel of steel with braking control that is beyond what any other fork currently offers.

The Serotta F-1 Fork - Faster. Lighter. Stronger.

- Steerer tube: 4130 chromoly, internally butted
- Dropouts: CNC machined 6/4 titanium milled to standard dropout width
- Internal crown: 4130 tubular steel
- Blades/External crown: High tolerance placement of braided and unidirectional carbon fiber
- Steerer tube sizes: 150mm, 170mm, 190mm, 210mm, 240mm and 300mm



1996 SEROTTA ROAD GEOMETRY

Size	48	50	52	53L	54L	55L	56L	57L	58L	59L	60L	62L
Seat tube length	48	50	52	53	54	55	56	57	58	59	60	62
Top tube length	51	53	53	54.5	55	55.5	56	57	58	58.5	60	61
Seat tube angle	74	74	73.5	73	73	73	73	73	73	73	73	73
Head tube angle	72.5	72.5	73	73	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5
Chainstay length	41	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	42	42
Stand-over height	75	77	78	79	80	81	82	83	84	85	86	88
Wheelbase	95	97	97	98	98	98.5	99	100	101	101	103	104

Measurements: In centimeters measured center-to-center

Seat tube diameter: 27.2mm

Bottom bracket shell width: 68mm

Wheel size: 700c

Steerer tube diameter: 1"

Front derailleur clamp size: 1 3/8"

Rear spacing: 130mm

1996 SEROTTA MOUNTAIN BIKE GEOMETRY

Size	37	40	43	46	49	52
Seat tube length	37	40	43	46	49	52
Horizontal top tube length*	54.5	56	57	58.5	59.5	60.5
Actual top tube length	51.3	53.4	54.7	56.5	58	59
Seat tube angle	73.5	73	73	73	72.5	72.5
Head tube angle	69.5	71	71	71	71.5	71.5
Chainstay length	42.5	42.5	42.5	42.5	42.5	42.5
Stand over height	73	75	77	79	81	84
Wheelbase	102.3	102.6	103.8	105.5	105.7	106.7

Measurements: Measured center-to-center

Seat tube diameter: 27.2mm

Bottom bracket shell width: 68mm

Wheel size: 26"

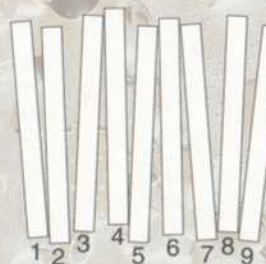
Steerer tube diameter: 1 1/8"

Front derailleur clamp size: 1 3/8"

Rear spacing: 135 mm

* Please note: Due to sloping top tubes, the physical length is different from the horizontal dimensional length given. The horizontal length is used to determine correct sizing.

** Except size 37: 1 1/8"



1996 COLORS

1. Pearl White
2. Onyx
3. "Big Boy" Blue
4. Spruce
5. "Cha-Ching" Green
6. Mint
7. Yellow
8. Torch Red
9. Deep Plum



Serotta accessories? You bet. Ask your nearest dealer or call direct.

Serotta
Competition Bicycles

P.O. Box 1439
South Glens Falls, NY 12803
1-518-747-8620