



serotta

SHIMANO
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W elcome to our 1999 Brochure/training Log.

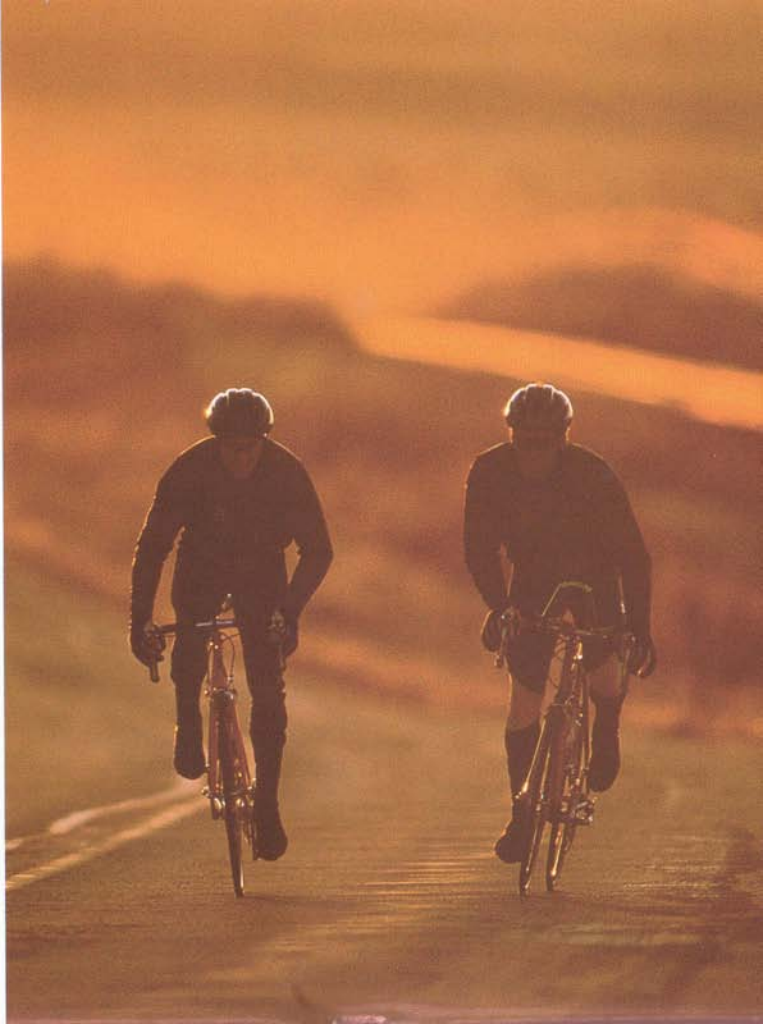
I hope you find our effort helpful, useful and enjoyable. We had fun putting it together. In the end, I know that what you really want to be left with is the ability to make a confident decision — is this a bike *and company* I feel is right for me or not? ... a little leap of faith. The Serotta 1999 Dream Team is the sum of the people and the parts that make for the total difference. This bunch is a mutual admiration society of the finest people I know. Why are they at Serotta? For many of us, it's because we love to ride. We are a company of real cyclists ... and that brings a level of passion to every day's efforts. You could say we might be selfish. We want to make the best bicycles in the world because we enjoy them. Riding them. Beholding them. Sharing them. We love to innovate, because we love the excitement of building a better riding bike. Cycling is what connects us all — our staff, our dealer representatives and you.

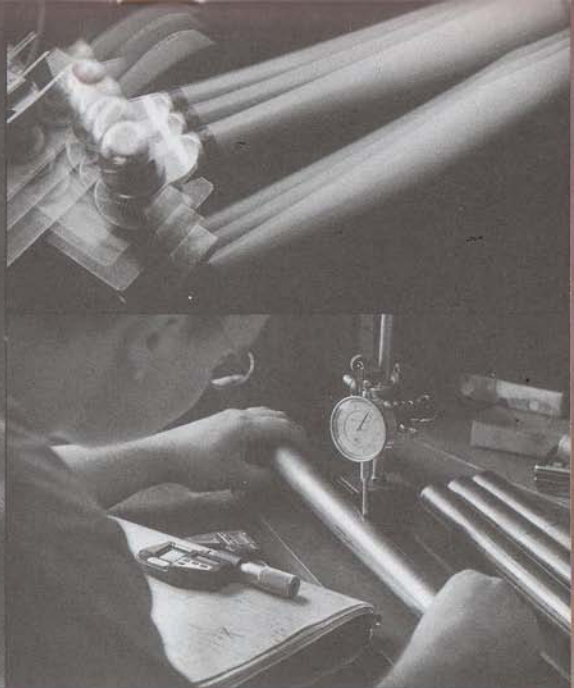
There are plenty of technical reasons why you'd like a Serotta. Putting modesty aside too, they are also gorgeous. But in our hearts we all believe that the real beauty of our bicycles is in the way they ride. It's everything put together that makes the experience special. The ride you see, is like the bicycles' soul. And in the end, it's all you really need to know. Ride one. You'll see.

As for the brochure photos ... we were lucky. I've traveled to many beautiful countries but there are few if any places that can surpass our own "Upstate New York" for its wealth of beautiful, traffic-free roads and trails. It would take several lifetimes to explore them all. On one such outing we spotted this creek bed along side a scenic five mile climb near Lake Champlain. The August weather was hot, but the water was clear, cold and pure. It seemed like a great place to spend the week.

Hope to see you on the road.

Ben Serotta





What makes a Serotta a SEROTTA? It's care and attention to detail by professionals from start to finish. From understanding the individual cyclist's requirements through execution of the making of the frame — materials design through fabrication. Testing, testing, testing. Before any new product is made available to you, we have subjected our new parts to countless hours of rigorous testing. Serotta is one of only a handful of bicycle makers to use laboratory testing (as well as field testing) of its products. In addition, we test leading competitors products.

You could say that we destroy the competition even before it leaves the start line. Pictured (upper right) is a Serotta F-1 carbon fork undergoing cyclical fatigue testing.

In the beginning ... all tubes must meet strict Serotta specifications prior to production. Pat O'Farrell (lower right) measures all tubes for run-out and over-all dimensional accuracy.

Greg Jackson, (left) machinist and hot-shot downhiller, inspects the fit-up of a head tube joint.



Spec's aren't everything... Don Chandler's knowing eye checks each tube for surface blemishes which are not necessarily picked up by instruments.

People often ask, **"who makes your tubing?"** "The tube decals on your frames don't identify the maker."

What's important is not who makes the tubing, but is it finished to the correct specifications; i.e. wall thickness, diameters, butt length and placement, internal and external tapers, hardness, ductility, etc. We only use cold worked seamless material from the most venerable of suppliers. These days most of our steel tubing is produced by Reynolds (England) with some from Columbus (Italy). All of our titanium is produced in the US (the only country producing reliable high quality seamless) with the bulk of it drawn to our specifications by Ancotech (Detroit, Michigan). Columbus and Reynolds produce tubes to our finished specifications. Our titanium tubes will cover an additional 7000Km between secondary and tertiary vendors who in turn work the raw tubes to our finished specifications.

What's size specific tubing? Most bike manufacturers pick a standard tubing set for any given model of frame. That's one set of specifications for one model, no matter what the size. In this case, a smaller frame may be unduly harsh, while a larger frame will be a little too weak. In short, there is a compromise of ride quality in some sizes of the model. A frame designed with size specific tubes will perform more consistently throughout the size range because the tubes themselves will vary dependent on the size – smaller or lighter tubes on the smaller sizes, bigger stronger tubes on the larger frames.

The three main tubes shown here are, like the tall Redwood trees, large at the base for geometrically enhanced drive-train rigidity then they taper towards the top for compliance and comfort. **Ovalization of the forward section of the Csi top tube increases lateral rigidity.**

What's the greatest factor in how a Serotta is better and different from a Merlin, Litespeed, Merckx or Pinarello? "It's the tubing" We call "it," the **Colorado Concept Performance Design**. When asked, the world's leading bicycle tube makers will agree, **Serotta has set the standard for the industry in tube design**. All tubes are butted on the inside, tapered on the outside and dimensioned to your frame size and need. The result are tubes which are stiff where they need to be stiff, compliant where they should be compliant and strong where they need to be strong.



The S-Bend chainstay (now copied by many leading brands) was invented by Serotta for the members of the 1984 US Olympic Team. The design resists bottom bracket deflection by boosting drivetrain rigidity by 10–13% over conventional chainstays while yielding just enough to provide necessary "sticktion" for hard cornering and full acceleration.





December/January	Route	Kilometers	Time
27	SUNDAY		
28	MONDAY		
29	TUESDAY		
30	WEDNESDAY		
31	THURSDAY		
1	FRIDAY		
2	SATURDAY		
3	SUNDAY		
4	MONDAY		
5	TUESDAY		
6	WEDNESDAY		
7	THURSDAY		
8	FRIDAY		
9	SATURDAY		

You can see a lot by observing. —Yogi Berra

Hors Catagorie (C5Ti) is the world's first road bicycle with true performance-enhancing tunable suspension. Our lead designer Dave Kirk's dream come true — a road suspension design worth patenting. Testing has shown that other bent seat stay designs in the market do not allow for enough tube compression to actually influence the ride — (it feels softer like a placebo cures a pain). Only after adding an exaggerated bend to the lower stay, incorporating a pivot and developing a unique silicone-based spring rate and damping adjuster does performance enhancing suspension become a reality. The feather-weight, patent-pending "DKS" suspension technology allows for faster cornering and descending while soaking up the high amplitude, low frequency vibration that can slow you down, add to your fatigue and upset your confidence. Five alternative elastomers allow the individual to personally tune the ride. The ride of the "C5" is myth come reality. *Shown here in Indy Blue.*

Tubing

Colorado Concept Series 4 Double and Triple butted swagged 3/2.5 Size Specific seamless cold-worked US titanium plus rear "DKS" performance suspension technology.

Drop outs

Ultralight Serotta 3/D CNC 6/4 titanium vertical

Cable route

New Serotta "Split Head-ons" with Navel Brass adjusters

Fork

Serotta F-1 Carbon Fork with 6/4 Titanium Drop-outs 46P, 48, 50, 52, 53, 54, 55, 56, 57, 58, 59, 60, 62, 64, Custom

Stock finish

Indy Blue (Big Boy Blue w/ yellow panels, white decals), Indy Orange (Tangerine w/ white panels, Yellow decals)

Special Option Options

Rockshox Ruby-Ready Geometry
The C5 can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

January	Route	Kilometers	Time
10	SUNDAY		
11	MONDAY		
12	TUESDAY		
13	WEDNESDAY		
14	THURSDAY		
15	FRIDAY		
16	SATURDAY		
17	SUNDAY		
18	MONDAY		
19	TUESDAY		
20	WEDNESDAY		
21	THURSDAY		
22	FRIDAY		
23	SATURDAY		

*Elephants have a hard time adapting.
Cockroaches outlive everything.* —Peter Drucker

Legend Ti (C4Ti corsa-strada) is the only titanium bicycle frame that has the pizzazz of steel. Sister-ship to the CSI, the Legend Ti was the first titanium frame to use elaborate double-buttet tubing. But Serotta did not stop there — the Ti is made from our legendary Colorado Concept titanium tubing giving this bicycle a ride you just have to try to believe. A private European testing lab concluded that this is the titanium bicycle that sets the pinnacle mark. Seven years of refinement keep the Legend Ti at the forefront of titanium bicycle engineering. Shown in Ruby Red / Half polish.

Tubing

Colorado Concept Series 4 Double and Triple butted swagged 3/2.5 Size Specific seamless cold-worked US titanium

Dropouts

Ultra-light Serotta 3/D CNC 6/4 titanium vertical

Cable Route

New Split Serotta Head-ons w/navel brass adjuster

Fork

Serotta F-1 Carbon Fork with 6/4 Titanium Drop-outs

Stock sizes

46P, 48, 50, 52, 53, 54, 55, 56, 57, 58, 59, 60, 62, 64 and custom

Stock finish

Ruby Red w/ half polish, White/gold decals; Cha-Ching Green w/ half polish, WHITE / gold decals

Options

The 'Ti' can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

What makes a Serotta Legend Ti different from other brands of titanium bikes? It's the tubing! There are many beautifully made bicycles on the market today, but none have the extensive engineering behind them that all Serotta models have, because none have all the riding enhancing features that come with the Serotta **Colorado Concept** tubing design. As early as 1975 we began experimentation with changing a tube's dimensions to effect performance. For 25 years we have worked closely with elite cyclists providing meaningful feedback which has been utilized in perfecting both geometry and tube design. We were/are cyclists first (unlike most of the US brands) which brings an added passion to everything we do.





January/February	Route	Kilometers	Time
24	SUNDAY		
25	MONDAY		
26	TUESDAY		
27	WEDNESDAY		
28	THURSDAY		
29	FRIDAY		
30	SATURDAY		
31	SUNDAY		
1	MONDAY		
2	TUESDAY		
3	WEDNESDAY		
4	THURSDAY		
5	FRIDAY		
6	SATURDAY		

*When the sea was calm, all ships alike showed
miership in floating.* —William Shakespeare

Concours (C3Ti corsa-strada) is what a titanium race bike should be. Don't be misled by the wimpy ride other titanium frames can have, Serotta's proprietary Colorado Concept-titanium tubing packs a lot of muscle in this light and nimble frame. Equally at home on a century ride through the Rockies or on the European road race circuit, the Concours is licensed to win. If not for the Legend Ti, this would be breakthrough technology with flagship status. (Shown in Majorka Green/Matte finish.)

Tubing

Taper butted and swagged Colorado 3 Series Seam-less cold-worked 3/2.5 US titanium

Dropouts

Ultralight Serotta 3/D CNC 6/4 titanium vertical

Cable Route

Down tube shift boss mounts

Fork

Carbon (Icon or Kinesis)

Stock Sizes

46P, 48, 50, 52, 54, 56, 58, 60, 62, CUSTOM

Stock finish

Majorka Green Panels / Matte or Matte with Competition Red painted fork, RED / yellow decals

Options

Serotta F-1 Carbon Fork with 6/4 Titanium Drop-outs. The "Concours" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

Why don't you publish frame weights? We never publish frame weights because: 1) It is impossible to be accurate. Combine the choice of finish plus the standard deviance's in tubing tolerances and you have a +/- range up to 200g (this would apply to any brand); and 2) Unfortunately too great an importance has been placed on weight, creating market pressure which compels most manufacturers to publish 'wishful' weights. A practice we will not stoop to.

The bottom line issue in selecting a new bicycle should be **how does it ride**. The ride encompasses all facets of design, weight, proportion, etc. A heavier frame can have a lighter feel by being more responsive, just as a lighter frame can have a heavy ride by absorbing your energy through frame compression and flex. The lightest frames (if durable enough to be safe) will not have the most efficient ride.

February	Route	Kilometers	Time
7	SUNDAY		
8	MONDAY		
9	TUESDAY		
10	WEDNESDAY		
11	THURSDAY		
12	FRIDAY		
13	SATURDAY		
14	SUNDAY		
15	MONDAY		
16	TUESDAY		
17	WEDNESDAY		
18	THURSDAY		
19	FRIDAY		
20	SATURDAY		

CSi (C4S corsa-strada) No frame defines a pro-bike better than the CSi — our signature model: Serotta's proprietary Colorado Concept heat-treated steel, custom hand-cut lugs, Serotta Headons and impeccable time honored craftsmanship. On the first down-stroke of the pedals, you'll feel the CSi come alive. One ride and you'll know that this bicycle is in a class without peers. Corner like you're locked on a rail, feel your power go directly to acceleration, ride in control with uncanny smoothness. (Shown here in Harlequin/Platinum fade.)

Tubing	Colorado 4 Series Triple butted and swagged Size Specific super high strength steel (UK & Italy)
Dropouts	Serotta cold forged semi-vertical (Italy)
Cable Route	New for 1999 Serotta Split-Headons w/ navel brass adjuster
Fork	Serotta F-1 Carbon/ti or Classic Steel (your choice)
Stock Sizes	46P, 48, 50, 52, 53, 54, 55, 56, 58, 59, 60, 62, 64, CUSTOM
Stock Finish	Midnight/Platinum, WHITE/gold decals; Harlequin/Platinum
Options	The "CSi" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

Attention to Details 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. Painsstaking 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.





February/March	Route	Kilometers	Time
21	SUNDAY		
22	MONDAY		
23	TUESDAY		
24	WEDNESDAY		
25	THURSDAY		
26	FRIDAY		
27	SATURDAY		
28	SUNDAY		
1	MONDAY		
2	TUESDAY		
3	WEDNESDAY		
4	THURSDAY		
5	FRIDAY		
6	SATURDAY		

Atlanta (C3S corsa-strada). The 1999 Atlanta is so new, we could have changed its name. An upgraded Colorado 3 Series heat-treated tubeset, new cast-in-the-lug cable fittings and carbon fibre fork make this hand-built racing frame a true professionals dream ride. The Ukrainian nationals (who first raced the Atlanta in the '96 Olympics) wish they had these now! Equally at home in a crit, stage race, or century ride, the Colorado Concept steel tubes and time tested geometry make this bike seem to disappear beneath you. In fact the Atlanta climbs so effectively you'd swear you lost some weight along the way. Of course, since it's a Serotta, immaculate lug-work and a brilliant finish complete this world-class performance machine. Shown in Azure Blue metallic/ Frost White fade.

Tubing

New for 1999 Colorado 3 Series Double and Triple butted and swagged, heat treated and stress relieved steel (UK)

Dropouts

Serotta cold forged semi-vertical (Italy)

Cable Route

New for 1999 Cast-in-the-Lug Cable Fittings

Fork

Carbon (Icon or Kinesis as available)

Stock Sizes

46P, 48, 50, 52, 54, 56, 58, 60, 62, and custom.

Stock Finish

Azure Blue / Frost White; Emerald / Frost White with CHARCOAL / titanium decals

Options

Serotta F-1 Carbon Fork with 6/4 Titanium Drop-outs. The "Atlanta" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

The bottom line issue in selecting a new bicycle should be *how does it ride*. The ride encompasses all facets of design, weight, proportion, etc. A heavier frame can have a lighter feel by being more responsive, just as a lighter frame can have a heavy ride by absorbing your energy through frame compression and flex. The lightest frames (if durable enough to be safe) will not have the most efficient ride.

March	Route	Kilometers	Time
7	SUNDAY		
8	MONDAY		
9	TUESDAY		
10	WEDNESDAY		
11	THURSDAY		
12	FRIDAY		
13	SATURDAY		
14	SUNDAY		
15	MONDAY		
16	TUESDAY		
17	WEDNESDAY		
18	THURSDAY		
19	FRIDAY		
20	SATURDAY		



Preparation of a Classic steel fork. In traditional lugged / brazed frames all parts are cast to tightly controlled Serotta specifications. All contours are painstakingly prepared for aesthetic appeal and sockets are checked for proper fit-up. For durability, all stress rising burrs are removed. It's in time consuming details like these that Serotta's break away from the peleton.

March/April	Route	Kilometers	Time
21	SUNDAY		
22	MONDAY		
23	TUESDAY		
24	WEDNESDAY		
25	THURSDAY		
26	FRIDAY		
27	SATURDAY		
28	SUNDAY		
29	MONDAY		
30	TUESDAY		
31	WEDNESDAY		
1	THURSDAY		
2	FRIDAY		
3	SATURDAY		



The frame components are assembled in highly accurate fixtures and 'spot' welded or brazed for positioning. Next comes one of the numerous intermediate alignment checks. The frame joints are then finish-welded or brazed while the frame is "free" of clamps and fixtures. Our method, while adding extra steps and placing more burden on the skills of the builder, allows the materials to expand and contract normally when the heat is applied, reducing the amount of strain placed on the frame components and adding life to the new frame. Here Dave Wages "sweats" perfect brazed joints in the bottom bracket area of a new CSI.

April	Route	Kilometers	Time
4	SUNDAY		
5	MONDAY		
6	TUESDAY		
7	WEDNESDAY		
8	THURSDAY		
9	FRIDAY		
10	SATURDAY		
11	SUNDAY		
12	MONDAY		
13	TUESDAY		
14	WEDNESDAY		
15	THURSDAY		
16	FRIDAY		
17	SATURDAY		

Flanders (C3Al corsa strada), where 7000 series aluminum meets the Serotta Colorado Concept. What works in steel and titanium holds true for aluminum. The tube design makes all the difference. The Flanders sports the most expensive aluminum tube set in use today. One ride will tell you it was worth the investment. The leading aluminum frames today are usually described as "it's real stiff and ... well ... it's stiff." Stiffness alone does not equal performance. The fully butted and swagged tubes of the C3 give it the personality lacking in the other brands. That Colorado Concept gives it the performance that can only be found in a Serotta. On the C3 you'll ride farther with greater comfort, corner with increased confidence and attack with the benefit of all your power. Shown in our original Colorado finish – Competition Red/Yellow fade.

Tubing	Double butted and swagged 7000 series heat cured seamless aluminum
Dropouts	Cold Forged Kinesis vertical w/ replaceable hanger
Cable Route	Down tube shift boss mounts
Fork	Carbon (Kinesis or Icon as available)
Stock Sizes	48, 50, 52, 54, 56, 58, 60, 62
Stock Finish	Original Competition Red/Yellow fade; Pearl White with Competition Red fork, RED / black decals.
Options	Serotta F-1 Carbon Fork with 6/4 Titanium Drop-outs. The "C3Al" can be ordered in many custom finish options. Please consult finish chart at back of this book.

What are the real differences between models? When I develop a new model, I alternate riding it and a CSi (our reference for perfection), so I always have an immediate comparison to a standard. With each prototype I can identify the effects of the changes. When I think we're very close, a select group of employees and professional cyclists test the new model. All Serottas are true to our theme — be the best in their category. Aluminum, steel, titanium, road, hardtail, etc. Most of us prefer the feel of steel to aluminum, some titanium to steel. The CSi is slightly lighter and more spry than the Atlanta (the same comparison can be made between the Legend Ti and the Concoors). The Legend Ti and CSi come in more stock sizes which may be important for you, as well as more options.





April/May	Route	Kilometers	Time
18	SUNDAY		
19	MONDAY		
20	TUESDAY		
21	WEDNESDAY		
22	THURSDAY		
23	FRIDAY		
24	SATURDAY		
25	SUNDAY		
26	MONDAY		
27	TUESDAY		
28	WEDNESDAY		
29	THURSDAY		
30	FRIDAY		
1	SATURDAY		

Classique Ti (S2Ti Corsa Strada) is all new for 1999. The "S" (Saratoga Series) frames represent both a step to our past and to the present and future of current bicycle industry trends. The "S" series frames feature the best standard tubing designs that our tubing suppliers have to offer. Because of the choice of materials, the Classique Ti will more closely resemble other titanium models. But, as with all of our road frames, the "S" series frames feature our powerful signature "Serotta Original S-bend" rear end design (yes, we were the first!). Add to that Serotta's unique single-pass weld system that only craftsmen of our standards can match and you have a new classic road machine. Light, nimble, responsive.

Tubing

Ancotech Fully Certified 3/2.5 Seamless Cold-Worked Titanium Tubing with Colorado Concept 3 Rear End Technology

Dropouts

Ultralight Serotta 3/D CNC 6/4 titanium vertical

Cable Route

Down tube shift boss mounts

Fork

Carbon Fibre (Icon or Kinesis as available)

Stock Sizes

46P, 48, 50, 52, 54, 56, 58, 60, 62, and custom.

Stock Finish

Matte with painted blue fork; Full paint in Hot-Rod Blue (see S2S corsa strada)

Options

Serotta F-1 Carbon Fork with 6/4 Titanium drop-outs. The Classique Ti can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

Who builds your titanium frames? All of our production is in our own facility in New York ... with two exceptions. The **Flanders** is produced by Kinesis in Portland, Oregon, and the F-1 fork is jointly produced with General Composites (and Serotta). When we decided to produce an aluminum frameset, it was admittedly to achieve a lower price point than we were meeting. Aluminum appealed because it is inherently less expensive to build with. The Flanders has the most expensive aluminum tubeset on the market (**Colorado Concept** remember) but is our least expensive frame. Run by Mike Nover, my brother-in-law and long time Serotta employee, we knew Kinesis would understand the nuances required to make a Serotta.

Lead-welder Dan Nellis "spots" the front diamond tubes on a Legend Ti. Note the small tubes in the foreground. These tubes fill the inside of the frame with inert gas creating an internal atmosphere free of damaging Oxygen. On the outside of the joint, the welding torch spreads a high volume of inert gas in the vicinity of the weld in progress, keeping the area clear of oxygen. Although these precautions are essential on titanium frames, Serotta uses the same methods on all tig welded models. Our tests have shown that an oxygen-free joint can increase the life-span of a steel welded joint by 20%.

All welds are not created equal. Form and function joust for priority. Look closely at a Serotta weld. What you see is just how the weld bead was "laid down" by the welder. What makes the Serotta weld unique is the fact that it is done in a single pass, meaning that (other than the spot or tack weld) the joint is completed in the first weld pass. Most titanium frame producers utilize a two-pass system. The first pass to form the joint, a second pass to produce a cosmetic weld. It is rare to find a welder who can produce a cosmetically acceptable single pass weld. This however, is another fine detail that places Serotta's tig welded frames up a notch from the competition. Each welding pass risks deterioration of the base materials perhaps shortening the period that the frame retains its "like new" ride. **The single pass weld has a smaller appearance than a two-pass weld but in the case of this type of weld, smaller means better – for strength and durability.**



May	Route	Kilometers	Time
2	SUNDAY		
3	MONDAY		
4	TUESDAY		
5	WEDNESDAY		
6	THURSDAY		
7	FRIDAY		
8	SATURDAY		
9	SUNDAY		
10	MONDAY		
11	TUESDAY		
12	WEDNESDAY		
13	THURSDAY		
14	FRIDAY		
15	SATURDAY		

May	Route	Kilometers	Time
16	SUNDAY		
17	MONDAY		
18	TUESDAY		
19	WEDNESDAY		
20	THURSDAY		
21	FRIDAY		
22	SATURDAY		
23	SUNDAY		
24	MONDAY		
25	TUESDAY		
26	WEDNESDAY		
27	THURSDAY		
28	FRIDAY		
29	SATURDAY		



**Is the CSI (Legend Ti)
too much bike for me?**

After all, I'm not a professional racer. Your decision is about personal choice, for you are the one riding the bike. Just because you're not Mario Andretti doesn't mean you wouldn't relish the feel of a high-performance racing car in your hands. If you are a musician, you're probably not booked at Carnegie Hall, but would revel in exploring the mystic qualities of a Stradivarius. If cycling is not just a part, but a way of your life, then the experience of owning a CSI or Legend Ti may be one of the true treasures you will ever possess.

Finishing a traditional brazed frame is an art form. Tod Haviland puts his signature on another CSI.

May / June	Route	Kilometers	Time
30	SUNDAY		
31	MONDAY		
1	TUESDAY		
2	WEDNESDAY		
3	THURSDAY		
4	FRIDAY		
5	SATURDAY		
6	SUNDAY		
7	MONDAY		
8	TUESDAY		
9	WEDNESDAY		
10	THURSDAY		
11	FRIDAY		
12	SATURDAY		

"It's like an emotion. Riding my Serotta is equivalent to putting emotion into motion." —Kate

What are the essential differences between frame materials?

Titanium is arguably the best all-round frame material currently in use. General qualities are its lightweight, resistance to corrosion and a resonance that tends to help damp vibration. On the other hand, it is less rigid than steel or aluminum and processing costs—from ore extraction to finished usable parts, is very high. Achieving riding performance equal to the best steel frames requires a great many processing steps and innovative design. Hence, the higher costs, but when all is done, what a ride!

Why are we steel crazy after all these years? It's not just nostalgia. Steel, in its various alloys, is the most easily formed of the major material categories, thereby offering the bicycle builder the greatest range of design flexibility. Many experienced cyclists, including European pros and aficionados continue to prefer the "feel" of steel to any other material. With the proper engineering, steel can offer plenty of comfort as well as a sharpness to drive-train response and confidence inspiring road feel. Exotic alloying, heat-treatment and cold forming take this seemingly Old World material into the space age. Although corrosion is steel's greatest enemy, new treatments like JP Weigle's Frame Saver (used on all Serotta frames since 1996), offer highly resistant protection.

Aluminum is light, resistant to corrosion and compared to high strength steels and titanium, it's cheap. That's the real reason why so many companies are pushing aluminum these days. For a large manufacturer, production costs are a mere fraction of those compared to steel or titanium. The down side is that aluminum, while stiff, tends to be very harsh. Longevity is also an issue. In fact aluminum frames are designed to be especially stiff so that the rate of fatigue is controlled. As highlighted elsewhere in this book, stiffness is not all there is to a ride. The best ride combines drive-train stiffness with a certain amount of compliance in the right places to create a ride that has the perfect, "lively" feel — a ride that will work in harmony with your body, not against it. In this department, aluminum faces the greatest design challenge. It doesn't mean aluminum frames are bad, they're just not the best.

June	Route	Kilometers	Time
13	SUNDAY		
14	MONDAY		
15	TUESDAY		
16	WEDNESDAY		
17	THURSDAY		
18	FRIDAY		
19	SATURDAY		
20	SUNDAY		
21	MONDAY		
22	TUESDAY		
23	WEDNESDAY		
24	THURSDAY		
25	FRIDAY		
26	SATURDAY		

June / July	Route	Kilometers	Time
27	SUNDAY		
28	MONDAY		
29	TUESDAY		
30	WEDNESDAY		
1	THURSDAY		
2	FRIDAY		
3	SATURDAY		
4	SUNDAY		
5	MONDAY		
6	TUESDAY		
7	WEDNESDAY		
8	THURSDAY		
9	FRIDAY		
10	SATURDAY		

"You can fool the fans, but you can't fool the players."

—Tim Goodwin, Richardson Bike Mart

July	Route	Kilometers	Time
11	SUNDAY		
12	MONDAY		
13	TUESDAY		
14	WEDNESDAY		
15	THURSDAY		
16	FRIDAY		
17	SATURDAY		
18	SUNDAY		
19	MONDAY		
20	TUESDAY		
21	WEDNESDAY		
22	THURSDAY		
23	FRIDAY		
24	SATURDAY		

July / August	Route	Kilometers	Time
25	SUNDAY		
26	MONDAY		
27	TUESDAY		
28	WEDNESDAY		
29	THURSDAY		
30	FRIDAY		
31	SATURDAY		
1	SUNDAY		
2	MONDAY		
3	TUESDAY		
4	WEDNESDAY		
5	THURSDAY		
6	FRIDAY		
7	SATURDAY		

"I think the ride is called Velonugen."

August	Route	Kilometers	Time
8	SUNDAY		
9	MONDAY		
10	TUESDAY		
11	WEDNESDAY		
12	THURSDAY		
13	FRIDAY		
14	SATURDAY		
15	SUNDAY		
16	MONDAY		
17	TUESDAY		
18	WEDNESDAY		
19	THURSDAY		
20	FRIDAY		
21	SATURDAY		

One of the symptoms of a nervous breakdown is the belief that one's work is terribly important.

—Bertrand Russell

Classique (S2S Corsa Strada). Combine Reynolds 853 Professional "Service du Courses" tubing and Serotta's Colorado Concept rear stays and a new Classic is born. Hit France's pave or cross the Great Divide — it's no problem. Tough, nimble and very light, the tig-welded Classique is built by the same team who creates our top of the line C5 and Legend Ti frames. One turn of the pedals and you'll know the S2S was built to test your best. Shown in Hot-Rod Blue.

Tubing

Reynolds 853 with Serotta Colorado Concept 3 Rear End Technology

Dropouts

Ultralight Serotta 3/D CNC 4130 vertical

Cable Route

Down tube shift boss mounts

Fork

Carbon Fibre (Icon or Kinesis as available)

Stock Sizes

46P, 48, 50, 52, 54, 56, 58, 60, 62, and custom.

Stock finish

Hot Rod Blue (Big Boy Blue & Yellow); Hot Rod Orange (Tangerine & Violet) see S4S

Options

Serotta F-1 Carbon fork with 6/4 Titanium Drop-outs. The "S2" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

How does the F-1 fork compare to your Classic Steel fork? The F-1 was actually designed to perform like the "Classic Steel" fork — very stable, firm when sprinting or climbing, sure in the corners, and reasonably compliant ... which it is. The F-1 meets these criteria but is smoother still on coarse road surface and does a better job over rough corners and during high speed braking by eliminating chatter for extra positive feel and smoother feathering of the front brake. Most cyclists report increased confidence at high speed descents.





How can I decide what bicycle is the best for me?

The ideal way to make your purchase decision is to be able to test ride a frame in your size (or approximate size). You can be deluged with technical reasons why one frame is better than another, but riding one should tell you what you really want to know. Serotta dealers will make this option available to you whenever possible. In addition, Serotta conducts Test Ride programs at prestigious national events like Ride the Rockies, Cycle Oregon and Hotter than Hell as well as a growing list of special "consumer events" in North America and Europe. Call our customer service line (800-338-0998) for the name of your nearest "Serotta World Elite Dealer" or a list of test ride events.

Do you build bicycles for women? (women's sizes?).

Of course! Contrary to marketing perception, it is not so much that women have cycling needs specific to women, it's that shorter (and taller) people have less standardized bodies ... fit is the key. Not all women need short top tubes, short brake levers and wider saddles in the same way as not all men need proportionately long top tubes and narrow saddles. What counts is an understanding of the individual's need. Among the notable women cyclists who have ridden Serotta bicycles during their illustrious careers are: Barbara Heeb (1996 World Road Champion), Judy Flannery (repeat World Triathlon Champion) and Connie Carpenter-Phinney (US National and Olympic Gold Medalist).



August / September	Route	Kilometers	Time
22	SUNDAY		
23	MONDAY		
24	TUESDAY		
25	WEDNESDAY		
26	THURSDAY		
27	FRIDAY		
28	SATURDAY		
29	SUNDAY		
30	MONDAY		
31	TUESDAY		
1	WEDNESDAY		
2	THURSDAY		
3	FRIDAY		
4	SATURDAY		

Peloton (S4S corsa-aero) and sistership **Peloton AL** (S4AL corsa-aero) take the latest in European-Pro peloton trends by Columbus and add Serotta's Original Colorado Concept rear triangle. What you get is a virtual rocket sled on wheels. You want fast? You want stiff? YOU WANT AERO? Tighten down your shoe straps, the Pelotons are designed for speed. The ultra-light yet amazingly responsive "S4" is perfect for the time-trialer / triathlete or for any cyclist who cares more for speed than comfort yet they are built with the same confidence inspiring road geometry that all Serotta's are known for. So whether carving the tightest turn or barreling down that coastal decent you only need to worry about your pulse. Peloton shown in Hot Rod Orange; Peloton AL shown in Peloton Green.

Tubing

Columbus Euro-Pro / Serotta tubing with Original Colorado Concept Rear End Technology Steel version (Nivacrom); Aluminum version (Altec 7000 series)

Dropouts

Ultralight Serotta 3/D CNC 4130 vertical; Kinesis with replaceable hanger.

Cable Route

Down tube shift boss mounts

Fork

Carbon Fibre (Icon or Kinesis as available)

Stock Sizes

46P (steel only), 48, 50, 52, 54, 56, 58, 60, 62, and custom (steel only).

Stock Finish

Peloton Hot Rod Orange (Tangerine & Violet); Hot Rod Blue (see S2S corsa)

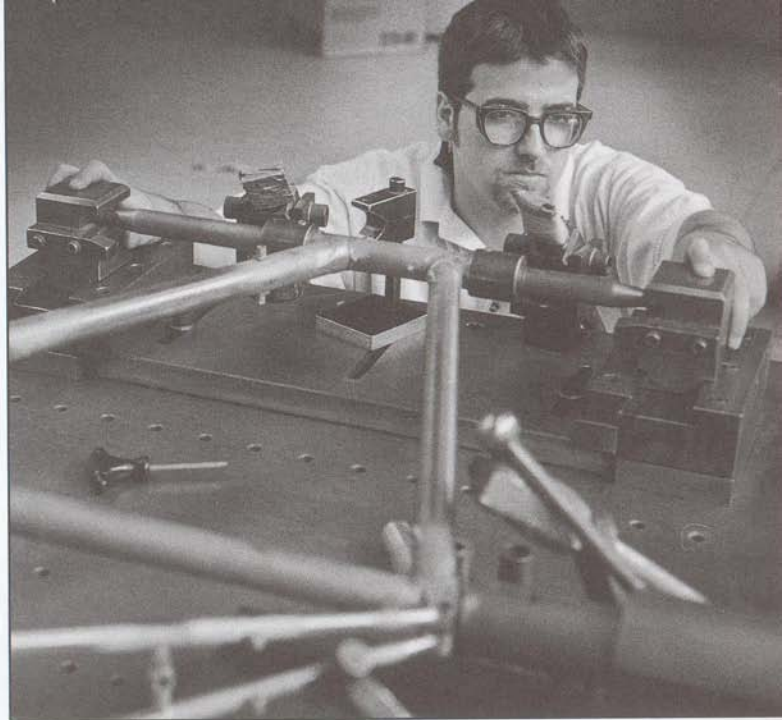
Peloton AL Peloton Green (Frost White & Cha-Ching); Peloton Red (Frost White & Ruby)

Options

Serotta F-1 Carbon Fork with 6/4 titanium Drop-outs. The "S4" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

"If you want gourmet food, you must wait. If you want McDonalds, it's already done." —Alberto, Alberto's Cyclery

September	Route	Kilometers	Time
5	SUNDAY		
6	MONDAY		
7	TUESDAY		
8	WEDNESDAY		
9	THURSDAY		
10	FRIDAY		
11	SATURDAY		
12	SUNDAY		
13	MONDAY		
14	TUESDAY		
15	WEDNESDAY		
16	THURSDAY		
17	FRIDAY		
18	SATURDAY		



Throughout the assembly process frame components are checked for alignment. Unlike most companies who will check alignment only at the end of production, Serotta makes repeated alignment checks to eliminate the potential for significant alignment adjustments which can take "life" out of new frame materials. Here, John Otoupal makes the "final" alignment inspection on a new Atlanta frame.

September / October Route

Kilometers

Time

19	SUNDAY		
20	MONDAY		
21	TUESDAY		
22	WEDNESDAY		
23	THURSDAY		
24	FRIDAY		
25	SATURDAY		
26	SUNDAY		
27	MONDAY		
28	TUESDAY		
29	WEDNESDAY		
30	THURSDAY		
1	FRIDAY		
2	SATURDAY		

*There's as much risk in doing nothing
as in doing something.* —Trammell Crow



These hands belong to Sam Armao. The New York State cross-country champ is last in line to work on your new frame. You will never notice Sam's work. It's his job to make sure that the seventh and last inspection — step #167 — leaves no imperfections.

October	Route	Kilometers	Time
3	SUNDAY		
4	MONDAY		
5	TUESDAY		
6	WEDNESDAY		
7	THURSDAY		
8	FRIDAY		
9	SATURDAY		
10	SUNDAY		
11	MONDAY		
12	TUESDAY		
13	WEDNESDAY		
14	THURSDAY		
15	FRIDAY		
16	SATURDAY		

What a distressing contrast there is between the radiant intelligence of the child and the feeble mentality of the average adult. —Sigmund Freud

Rapid Tour (C3S rapid tour). For those of you who are practical enough to know you need a sports sedan instead of a two-seater, consider the C3 Rapid Tour. Load it up with fenders, supple tires and touring gear and you'll be set for any conditions. One ride in the hills and you'd swear you were riding a race bike because it climbs and corners like all Serottas — incredibly. The slightly longer rear stays aide in smoother shifts with triples while a stabilizing slightly slackened, front-end and lower bottom bracket adds to your sight-seeing pleasure. Newly added for 1999 is our extended Head Tube, which helps eliminate back fatigue for many cyclists. Shown here in Midnight blue.

- Tubing** New for 1999 Colorado 3 Series Double and Triple butted and swagged, heat treated and stress relieved steel (UK)
- Dropouts** Serotta cold forged semi-vertical with fender/rack eyelets (Italy)
- Cable Route** Down tube shift boss mounts
- Other Features** Rear rack mounts, fender-mounting bracket.
- Fork** Rapid Tour Classic Steel with eyelets.
- Stock Sizes** 48, 50, 52, 54, 56, 58, 60, 62, CUSTOM
- Stock colors** Midnight; Royal Plum — both with CHARCOAL / titanium decals
- Special Option** Expedition Package — cantilever mounts
- Options** The 'Rapid Tour' can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.





When Tim Goodwin isn't racing (track, road or mtb) he's the general manager of Richardson's Bike Mart, our 1998 #1 dealer worldwide. Everything at Richardson's is Texas sized, including their knock-your-socks-off customer service. Above, Tim puts a Corsa-Piste to the test.

Like us, our top dealers worldwide are managed by real cyclists. It's one of the differences between a great shop and just any shop. If you are passing through Vienna (Wein), Austria, please drop in at High Bike and say hello to Thomas Marik (upper left), he'll be happy to point out a great ride. But don't try to drop him.

Shown at left is our now classic "Team" paint finish. Styled after the frames we built for the 7/Eleven team's first Tour de France outing. The Team finish can be special ordered in a wide variety of color ensembles.

October	Route	Kilometers	Time
17	SUNDAY		
18	MONDAY		
19	TUESDAY		
20	WEDNESDAY		
21	THURSDAY		
22	FRIDAY		
23	SATURDAY		
24	SUNDAY		
25	MONDAY		
26	TUESDAY		
27	WEDNESDAY		
28	THURSDAY		
29	FRIDAY		
30	SATURDAY		

"At last the Dodo said, 'Everybody has won, and all must have prizes.'" –Alice's Adventures in Wonderland

CPI (C3S corsa-piste). Serotta has been building custom order track frames since 1974. With the growth in local track racing we've designed the perfect "omnium" style track frame — great for all events. The Serotta Colorado Oversize tubeset complemented by traditional round front fork blades make the CPI a rocket waiting to be ignited. Its geometry coupled with the Colorado "sticktion" make it suitable for use on even the steepest velodromes. Shown in Frost White.

Tubing

New for 1999 Colorado 3 Series Double and Triple butted and swagged, heat treated and stress relieved steel (UK); extra beefy rear stays

Dropouts

Serotta cold forged Piste (Italy)

Fork

Classic Piste

Sizes

48, 50, 52, 54, 56, 58, 60 CUSTOM

Special Option

Messenger Package – Road fork, water bottle boss (down tube)

Options

The "Piste" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

WWW.Serotta.com. We admit that we were slow joining the web browsing crowd, but since we opened our web site (May '97) we've been inundated with great e-mail questions and commentary. Please visit us at www.Serotta.com for more frequently asked questions, the latest Serotta World Team news, information regarding the Serotta World Elite Dealer Network, latest in accessories, limited edition models, Serotta Owner's Group and more.

October / November	Route	Kilometers	Time
31	SUNDAY		
1	MONDAY		
2	TUESDAY		
3	WEDNESDAY		
4	THURSDAY		
5	FRIDAY		
6	SATURDAY		
7	SUNDAY		
8	MONDAY		
9	TUESDAY		
10	WEDNESDAY		
11	THURSDAY		
12	FRIDAY		
13	SATURDAY		

"The customer asked me, 'What does black look like?' So I tell him, 'Close your eyes? OK, what color do you see? That's what a black bike looks like'—Victor

GP Suisse (C3S *cyclo-cross*) Not just another mountain bike in a disguise with skinny tubes ... this is a *real* cyclo-cross bike. We first built and raced "cross" frames in 1974 and have quietly continued to build them through the years for cross enthusiasts all over the world. Powered by Colorado Concept tubing the C3 cross frame is nimble and light – not overbuilt. A slightly higher Bottom Bracket (but not too high) allows you to peddle through those mud holes. Traditional cable routing stays out of the way for carries. Shown in Royal Plum.

Tubing

New for 1999 Colorado 3 Series Double and Triple butted and swagged, heat treated and stress relieved steel (UK)

Dropouts

Serotta Ultra-light 3/D CNC 4130 drop outs

Fork

Cyclo-Cross

Stock Sizes

50, 52, 54, 56, 58, CUSTOM

Stock colors

Royal Plum; Emerald Green

Options

The "Cross" can be ordered in custom sizes with many custom finish options. Please consult finish chart at back of this book.

Why do custom frames cost extra? A properly handled custom order *takes more time* than building a standard size bicycle. There's extra time in processing the paperwork and in designing the "one-off" frame. Construction takes more time too. From setup of tooling to added details or finish options ... all as a one-off. All tolled, it adds from 2 to 6 extra hours per frame (sometimes more) depending on the particulars. With Serotta you get what you pay for. Technology, expertise and craftsmanship.

Who designs your custom frames? Ben Serotta, Kelly Bedford or Dave Kirk, each of whom have individually designed more custom frames than any of our American competitors. Working closely with our customers and dealer contact, our design team has custom built more frames for world class athletes than any other US brand. Let our experience go to work for you.



While we do produce our F-1/ti front fork using modern composites technology, we have continued to steer clear of composite frame production for several reasons:

- ▶ The best "fit" is a prime issue for overall bicycle performance. Monocoque-style construction of bicycle frames is the only sound form of composite construction, but due to the high molding cost, sizing and geometry's are very limited.
- ▶ Durability is questionable. Pro race teams who use carbon frames replace them routinely at least every couple of months as precaution against failure during a race. While sound construction is feasible, it is very difficult to control, especially in economical "production" environments. Even aerospace firms with unlimited budgets experience delamination.



Why don't you publish frame weights?

We never publish frame weights because:

- ▶ It is impossible to be accurate. Combine the choice of finish plus the standard deviance's in tubing tolerances and you have a +/- range up to 200g (this would apply to any brand); and
- ▶ Unfortunately too great an importance has been placed on weight, creating market pressure which compels most manufacturers to publish "wishful" weights. A practice we will not stoop to.

November	Route	Kilometer	Time
14	SUNDAY		
15	MONDAY		
16	TUESDAY		
17	WEDNESDAY		
18	THURSDAY		
19	FRIDAY		
20	SATURDAY		
21	SUNDAY		
22	MONDAY		
23	TUESDAY		
24	WEDNESDAY		
25	THURSDAY		
26	FRIDAY		
27	SATURDAY		

*When the risk is taken out
there isn't much left.* —Sigmund Freud

Desolation (C4Ti hard tail) Named for one of the best single track trails in our area, the Desolation should almost be called a "soft-tail." Popular large diameter aluminum and steel mountain bike frames are so harsh they inspired full suspension design. The Colorado Concept as applied to hardtail design makes mountain bike frames that surge up the steepest climbs like no other frame (hard tail or "fully") can with surprising comfort. The Desolation sticks to the most challenging single track with an uncanny nimbleness. The Colorado Concept design is so supple that when combined with a front shock fork the resulting ride will rival that of many dual suspension bikes, but without the added weight and maintenance.

Tubing

Colorado Concept Series 4 Double and Triple butted swagged 3/2.5 Size Specific seamless cold-worked US titanium

Dropouts

Ultralight Serotta 3/D CNC 6/4 titanium vertical Designed to be 1998/1999 Rockshox compatible.

Stock Sizes

37, 40, 43, 46, 49 and custom

Stock Finish

Full Polish, RED decals

Options

The "C4" can be custom ordered.

Spier Falls (S2Ti hard tail). Overlooking the Hudson River, The Spier Falls single track trail is world class. The S2 hard tail is destined to never become obsolete. One ride of this hard tail titanium frame and you'll know it's a bike to be kept forever. Light, durable, maintenance free, agile and amazingly comfortable. The S2 will change how you feel about hard tails. Shown in Emerald.

Tubing

Seamless Stress Relieved 3/2.5 Size Specific cold-worked US titanium

Dropouts

Ultralight Serotta 3/D CNC 6/4 titanium vertical Designed to be 1998/1999 Rockshox compatible.

Stock Sizes

37, 40, 43, 46, 49 and custom

Stock Finish

Matte (see S2Ti); Emerald with CHARCOAL / titanium decals.

Options

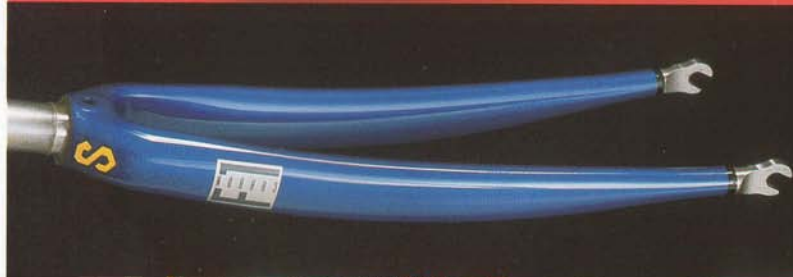
The "S2" can be ordered in custom size and finish options.

November/December	Route	Kilometers	Time
28	SUNDAY		
29	MONDAY		
30	TUESDAY		
1	WEDNESDAY		
2	THURSDAY		
3	FRIDAY		
4	SATURDAY		
5	SUNDAY		
6	MONDAY		
7	TUESDAY		
8	WEDNESDAY		
9	THURSDAY		
10	FRIDAY		
11	SATURDAY		

December	Route	Kilometers	Time
12	SUNDAY		
13	MONDAY		
14	TUESDAY		
15	WEDNESDAY		
16	THURSDAY		
17	FRIDAY		
18	SATURDAY		
19	SUNDAY		
20	MONDAY		
21	TUESDAY		
22	WEDNESDAY		
23	THURSDAY		
24	FRIDAY		
25	SATURDAY Christmas Day		

Order your millennium calender to complete your year.

SEASONS GREETINGS



Serotta STS Titanium stem. Try a variety of makes and models of handlebar stems on your own bicycle and you'll learn that a stem does more than hold the handlebar in place. So what makes a good stem? A good stem is the correct length and height but it can also enhance the ride quality of the bicycle. There should be just enough compliance (it's the **Colorado Concept** story again!) so that your lateral exertions (when climbing or sprinting) are not directly transferred to the front end, yet enough firmness so you remain in control. The STS is compatible with any standard road fork/headset combination in sizes 90-130MM (every 5MM). Rise: 0, -17, -7; custom.

Serotta F-1 Carbon Fork. We applied our tube philosophy to the front fork. Build a fork which is designed for optimum handling under cornering, sprinting and braking. Add anti-gauling titanium drop-outs for longevity and build it heat resistant, shear resistant, chatter resistant and to the standard fork height. The F-1 is probably the most expensive carbon fork on the market. No apologies. It's the best. One ride will tell you why. The F-1 can be ordered as an option with any Serotta road model or purchased aftermarket to enhance any road frame. Available in stock sizes (including threadless) in black metallic or natural. Also available by request in any Serotta colors for a small additional charge.

Accessories. After twenty-five years of bucking the trend we caved. Yes, we have accessories. Custom bicycle clothing by Pearl Izumi plus an ever changing assortment of casual apparel and goodies. Ask your dealer or visit our web site for a current listing.

Serotta SizeCycle

The fit is the key.

Research proves that when you have an optimal fit (the right size, proportions and balance) you will ride faster and longer, with greater confidence in cornering and descents, all in greater comfort. Virtually all fitting "systems" operate on the same premise: measurements of a cyclist's body are applied to mathematical formulas to determine (theoretical) frame size and positioning. While these methods can be close (if you are a medium-tall 25-year-old male), they are rarely precise. That's because humans are each unique and unfortunately none of these popular systems factor in the numerous elements which effect the **individual's** natural body movements and positioning. These are: the size, shape and relative positioning of an individual's limbs and joints as well as flexibility and fitness.

Through more than 25 years of working with and observing thousands of cyclists, from the elite professional to the aging enthusiast, Serotta has refined a holistic approach to bicycle fitting — the Serotta **SizeCycle** fitting system. A trained **SizeCycle** technician will utilize all the important elements on the way to developing a proper fit. Beginning with proper handlebar and saddle selection (critical for maximizing comfort and minimizing health risks) through determining frame geometry, the infinitely adjustable **SizeCycle** allows the cyclist to try an unlimited range of positions until the ideal (not theoretical) position is found.

Annually as much as 20% of our orders are custom. That makes us the most experienced custom builder in North America. So don't be afraid to inquire about our full custom capabilities. Remember, no other builder uses **Colorado Concept** tubing. Any other custom frame is at best "a very nice frame," a custom Serotta is still a Serotta.



Daniel Girard, former professional cyclist from Geneva, Switzerland measures a cyclist on the Serotta SizeCycle to obtain the perfect fit. Msr. Girard's shop (our #1 European dealer) is a mecca in the Romandie region of Switzerland for cycling aficionados and is a favorite drop-in spot for many of cycling's notables. Girard's expert staff's attention to detail is legendary.

1999 Road Geometry for Hors Catagorie, Legere, CSI models

Seat Tube	46P	48	50	52	53	54	55	56	57	58	59	60	62	64
Seat Angle	74.5	74.0	74.0	73.5	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0	73.0
Top Tube	50.0	51.5	52.0	53.0	54.5	55.0	55.5	56.0	57.0	58.0	59.0	60.0	62.0	64.0
HA	72.0	71.5	72.0	72.0	72.5	73.0	73.5	73.5	73.5	73.5	73.5	73.5	73.5	73.5
Chainstay	40.0	41.0	41.0	41.0	41.0	41.0	41.5	41.5	41.5	41.5	41.5	42.0	42.0	42.0
Fork rake	4.0	5.5	5.5	5.5	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
Wheelbase	94.5	97.5	97.7	98.3	97.7	97.8	98.3	98.8	99.8	100.8	101.8	103.2	105.3	107.2
Stand-over	72.4	74.7	76.6	78.5	79.3	80.2	81.2	82.1	83.1	84.2	85.2	86.1	88.0	89.9

1999 Road Geometry for Concours, Peloton, Classique & Atlanta models

Seat Tube	46P	48	50	52	54	56	58	60	62
Seat Angle	75.0	75.0	74.5	74.0	73.5	73.0	73.0	73.0	73.0
Top Tube	48.5	50.5	51.5	52.5	54.0	56.0	58.0	60.0	62.0
HA	71.5	71.5	71.5	72.0	72.5	73.0	73.5	73.5	73.5
Chainstay	40.0	41.0	41.0	41.0	41.0	41.5	41.5	42.0	42.0
Fork rake	4.0	4.7	4.7	4.7	4.7	4.3	4.3	4.3	4.3
Wheelbase	93.8	96.6	97.3	97.5	98.1	99.3	100.8	103.3	105.2
Stand-over	72.4	74.8	76.6	78.4	80.2	82.0	83.9	85.8	87.7

1999 C3S Rapid Tour Geometry

Seat Tube	48	50	52	54	56	58	60	62
Seat Angle	74.0	74.0	73.0	73.0	73.0	73.0	73.0	73.0
Top Tube	51.0	52.0	53.0	55.0	56.0	58.0	60.0	62.0
HA	70.0	71.5	71.5	73.0	73.0	73.0	73.0	73.0
Chainstay	42.5	42.5	42.5	42.5	42.5	42.5	42.5	42.5
Fork rake	5.5	5.5	5.5	5.0	5.0	5.0	5.0	5.0
Wheelbase	99.2	99.1	99.3	99.5	100.5	102.5	104.5	106.5
Stand-over	74.0	75.5	77.0	79.0	80.9	82.9	84.8	86.7

GP Suisse (C3S cyclo-cross)

Seat Tube	50	52	54	56	58
SA	74.0	73.0	73.0	73.0	73.0
Top Tube	53.0	55.0	56.0	58.0	59.5
HA	71.5	72.0	72.0	72.5	72.5
Chainstay	42.5	42.5	42.5	42.5	42.5
Wheelbase	100.1	100.8	101.8	103.4	104.9
Stand-over	77.5	79.1	81.0	83.0	84.9

1999 Corsa-Piste

Seat Tube	48	52	54	56	58	60
SA	76.0	75.0	75.0	74.0	74.0	74.0
Top Tube	52.0	53.0	55.0	57.0	58.5	60.0
HA	72.5	73.0	74.0	74.0	74.0	74.0
Chainstay	39.0	39.0	39.0	39.5	39.5	39.5
Fork Rate	4.0	4.0	3.5	3.5	3.5	3.5
Wheelbase	96.1	96.1	96.7	98.2	99.7	101.2
Stand-over	76.5	80.1	82.0	83.7	85.7	87.6

A Carbon road fork (Icon or Kinesis) may be substituted at no additional charge.

Desolation & Spier Falls models

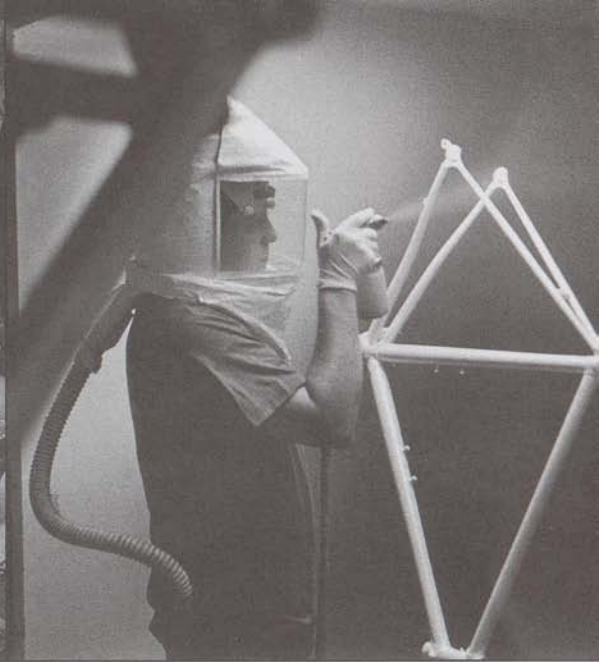
Seat Tube	37	40	43	46	49
SA	73.5	73.0	73.0	73.0	72.5
*Top Tube	54.5	56.0	57.0	58.5	59.5
HA	69.5	71.0	71.0	71.0	71.5
Chainstay	42.0	42.0	42.0	42.0	42.5
Wheelbase	102.4	102.3	103.4	105.0	105.8
Stand-over	73.4	74.9	72.4	78.7	80.5

* Measured along horizontal from seat tube to head tube.

Annually more than 20% of our orders are made-to-measure frames ranging from custom tailored versions of standard models to highly specialized racing or touring models. That makes us the most experienced custom builder in North America. We have worked directly with hundreds of elite athletes over the years and through our dealers, thousands more. Why entrust your "perfect" frame to anyone less experienced? Please feel free to call our customer service line (800) 338-0998 with any questions. We're here to help. Remember, no other builder uses **Colorado Concept** tubing. Any other custom frame is at best "a very nice frame," a custom Serotta is still a Serotta.



Here's the Serotta 1999 Dream Team. It's the sum of the people and the parts that makes the total difference. And this bunch is a mutual admiration society of the finest people I know. Why are they at Serotta? For many, it's because ... we love to ride. We are a company of real cyclists ... and that brings a level of passion to every day's efforts. You could say we might be selfish. We want to make the best bicycles in the world because we enjoy them. Riding them. Beholding them. Sharing them. We love to innovate, because we love the excitement of building a better riding bike. Bicycling is what connects us all — our staff, our dealer representatives and you.



As a bicycle designer and builder we believe that the heart of the bicycle lives in what is under the finish. But don't try to tell 8-year painting veteran Adam Rafun that. He puts *his* heart into every frame he paints. Got something special in mind? Our all-star paint squad has experience with every paint and every style imaginable.



Serotta Tandems? We built our first tandem in 1976 from our own oval tubes. In the years since, we've more or less kept our tandem building a secret. No longer. Tandem inquiries are welcome! Steel or titanium, exclusively made to order. Shown is a steel frame in Red/White "Sizzler" paint job- a wedding gift for Bill and Lorraine Davis – Congratulations and thanks Bill for your 20 years of devoted service to our success.

1999 Decal Selections

Main color

Outline color

WHITE	yellow
WHITE	gold
WHITE	black
BLACK	gold
BLACK	red
RED	yellow
RED	black
YELLOW	black
TANGERINE	violet
AZURE	yellow
CHARCOAL	titanium
TITANIUM	charcoal

Optional Paint Patterns:

Two color Fade (see Flanders)	Team (see CSi)
Hot Rod (see Classique)	Indy (see Hors Catagorie)
2 – Panels (see Concours)	Flag (not shown ... similar to Peloton, but with 3 equal colors)
Peloton (see Peloton AL)	
Sizzler (see Tandem)	

serotta

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Onyx

Pascal Gold

Platinum

Majorka Green

Rover

Cha-Ching Green

Frost White

serotta

Emerald Green

Competition yellow

Pacific Blue

Tangerine

Azure Blue

Competition red

Big Boy Blue

Cabernet

Violet

Ruby

Royal Plum

Harlequin

Midnight