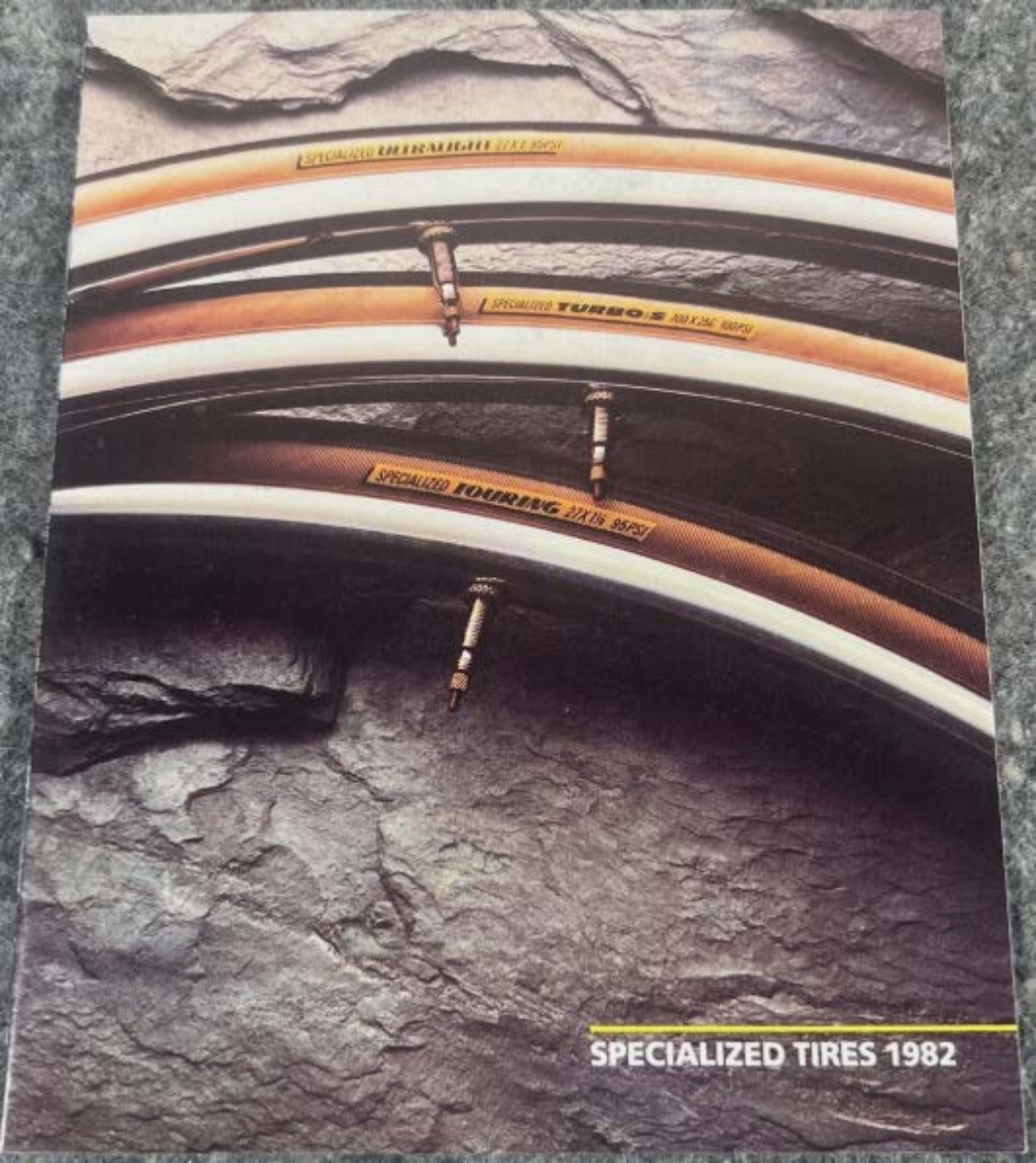


The image features three curved sections of tires, each with a different tread pattern and color scheme (orange, white, and black). They are arranged in a descending arc against a dark, textured, rocky background. Each tire section has a silver air valve protruding from its center. The top tire is labeled 'SPECIALIZED ROAD RACER 27x1 1/2 85PSI', the middle one 'SPECIALIZED TURBO 27x1 1/2 85PSI', and the bottom one 'SPECIALIZED TOURING 27x1 1/2 85PSI'.

SPECIALIZED ROAD RACER 27x1 1/2 85PSI

SPECIALIZED TURBO 27x1 1/2 85PSI

SPECIALIZED TOURING 27x1 1/2 85PSI

SPECIALIZED TIRES 1982



WE CHANGED THE SHAPE OF HIGH PERFORMANCE TIRES.



Over the last 15 years, cycling's popularity has increased steadily throughout the United States. Early in this renaissance, serious cyclists had to use tubular tires if they wanted high performance. The clincher tires of the time were heavy, fat, and simply not designed for the new breed of cyclists entering the sport.

With a clear understanding of riders' needs, SPECIALIZED set out to develop a line of high-performance clinchers for every application. We did extensive research and spent innumerable hours in consultation with tire design engineers to develop our product. The result was an unequivocal success. Since the introduction of SPECIALIZED high performance clinchers in 1978, there has been a dramatic shift from tubulars to SPECIALIZED high performance clinchers.

Quite simply, we make the best clincher tire on the market. We know that you don't want a "compromise" tire. We don't make one. Only the best materials are

used in the construction of SPECIALIZED tires. Our unique tread patterns and tire profile design are the result of exhaustive scientific analyses which examined the use requirements of each specific model. Another advanced design feature is the use of a special transparent rubber sidewall coating which resists ozone degradation. And, the fit of SPECIALIZED clinchers is always perfect—they'll always mount straight and true.

The list of unique SPECIALIZED design features goes on and on. We made no compromises, we made the best tire you can buy. And all our models share the same high quality and attention to detail that have made SPECIALIZED tires the standard throughout the industry for high performance and economy.

Whether it's touring, racing, commuting, or wilderness expedition riding, SPECIALIZED has a high performance tire to meet your needs in a size to fit your bike. That's why, from the Transamerica trails to the heat of record-breaking competition, the name for tire performance is SPECIALIZED.



When you're buying a high performance clincher, several very important factors to consider are tread pattern and design, rubber composition, casing material, sidewall protection, and fit. In each of these areas you'll find that we've made no compromises. Our foremost consideration in the design of our tires has been performance. Performance comes from the combination of good design, quality materials, and exacting fabrication. Examine our tires closely. You'll like what you see.

TREAD DESIGN

You've probably noticed the raised center ridge on all SPECIALIZED tires. This ridge



gives the tire a much smaller "footprint" so you'll lose less energy to friction between the tire and the road. The raised center

ridge also acts as a tough-mileage band to extend the life of your tires by hundreds of miles.

The idea of using a raised center ridge to cut friction and mileage isn't new, but SPECIALIZED's design is. We've invested considerable time and energy to scientifically calculate exact center ridge dimensions for each tire so that the size and profile of the ridge is proportional to the size and profile of the tire. This means that you won't feel the uncomfortable sensation of "transition" from ridge to tread as you lean into a turn. All you'll feel is the continuous, sure-footed, road-gripping performance of SPECIALIZED.

RUBBER COMPOSITION

How well a tire wears depends on how "hard" the tread rubber is. However, it's too hard, the tire won't adhere well to the pavement and it can be unnervingly slippery. Soft rubber adheres very well, but it wears out quickly. We struck an ethical balance in specifying the rubber compounds used on our tires: it grips the road and it wears like iron. Also, if you pinch the tread on a SPECIALIZED tire, you'll see a whitish tinge on the tread surface. That's a paraffin wax we've mixed into our tread rubber

to keep it supple and free from cracks after prolonged exposure to the sun.

CASING FABRIC

Our casing fabrics reflect the planning and design effort we've invested in SPECIALIZED tires. People always seem to describe SPECIALIZED tires as being "lively" and "resilient." One of the major factors affecting this "liveness" is casing design. If you look closely at our casings, you'll see that they're constructed of double layers of nylon cord that run perpendicularly to each other, much like your fingers do when you lay the four fingers of one hand over the four of the other at right angles. This "opposition layering" permits the tire to contain extremely high pressure, yet still maintain a resilience that rivals tubulars. In fact, the best tubular tires incorporate this same type of opposition layering in their construction. It's more expensive to manufacture casings with this type of opposition layering, so many clincher tire manufacturers don't. We do. We also use a double layer of this casing material underneath the tread for added strength and an extra measure of puncture protection.

SIDEWALL CONSTRUCTION

Sidewalls get a fair measure of abuse, not

only from potholes, sharp rocks, and other road debris, but also from exposure to the elements. Unless the sidewall is adequately protected from the elements, the combined effects of moisture and the sun's ultra-violet rays will cause casing material to dry out and lose its strength and resilience. We use a tough transparent rubber coating to protect our sidewalls from cuts and bruises and keep the interior of the tire moisture free. The rubber coating also contains a UV inhibitor to guard against the effects of extended exposure to the sun's ultraviolet radiation.

FIT

Lastly, consider how well a tire fits. We use a very precise mold for each tire we manufacture so that our tires are always straight and true. Our precise fit, and our multiple-strand bead design mean that SPECIALIZED tires can withstand a much greater load than the others. In "blow-off" pressure testing, SPECIALIZED consistently outperformed all other brands. The TURBO'S, for example, has a blow-off pressure rating of 245 psi. In fact, SPECIALIZED tires performed so well during these tests that the rims frequently separated before the tire would blow off.

TOURING TIRE

The TOURING tire is the backbone of our line, offering exciting performance at a reasonable price. Like all our road tires, it features a raised center ridge which minimizes rolling resistance and extends tire life by hundreds of miles. A deep herringbone tread and ribbing at the sidewalls provide road-gripping security for high-speed cornering. The TOURING tire uses our #36 (36 threads per inch) premium nylon casing which is the foundation material used in all our heavier duty tires. This casing is very supple, yet extra strong to resist cuts and bruises when the going gets rough. A double casing layer under the tread gives you an extra measure of puncture protection.

The TOURING tire comes in 3 widths for all types of touring and training. Many riders mix widths by putting a narrower tire on the front for weight savings.

- On the open road, the 32c/1 1/2" width (700x32c or 27x1 1/2") TOURING tires will make your touring miles a pleasure. Their wide profile provides shock absorption and rim protection for fully-loaded bikes or tandems on uneven roads. The 32c/1 1/2" TOURING tire should only be used on standard width rims.



- The 28c/1 1/4" width TOURING tire is great for high speed touring with lighter loads. It blends high performance with excellent puncture resistance—ideal for the commuter/tourist. The 28c/1 1/4" TOURING tire can be mounted on either standard or narrow width rims.

- Riders who want more performance from today's narrow width rims choose the 25c/1" TOURING tire. For centuries or training rides, these give performance and durability at an economical price.

TOURING II

The TOURING II series uses our #65 premium nylon casing which is thinner and features a finer weave than the #36 casing used on our TOURING tire. This makes the tire lighter and more resilient, yet still incredibly strong. The lighter weight and increased resilience help the tread conform to the road surface for added confidence during high-speed cycling.



- The 28c/1 1/4" TOURING II is an excellent choice for club rides, centuries, or light load touring.

- The 25c/1" TOURING II is a faster performance training tire for those quick escape rides after work.



ULTRALIGHT

Club racing and high performance training are the domain of the ULTRALIGHT—our most sophisticated wire bead tire. Our finest weave #106 premium casing is used for road-hugging resilience with a minimum of weight. The highly efficient SPECIALIZED raised center ridge reduces rolling resistance below that of many tubular tires. The ULTRALIGHT's 230 grams of lightness give exciting acceleration in sprints and climbs, at a surprisingly economical price.

- The 25c/1" ULTRALIGHT should be used on narrow rims only.



COMMUTER TIRE

The name says it all. The COMMUTER tire offers durability and performance at an economy price. For an extra measure of fun in the daily battle against city traffic, try the workhorse tire with a thoroughbred lineage—the SPECIALIZED COMMUTER.

We use a tough nylon casing with a beefy rubber sidewall for durability and strength. The tread has a deep ribbed pattern for the excellent lateral stability needed for confident maneuvering in heavy traffic on urban roadways. Now, even the casual rider can step up to SPECIALIZED performance.

- The COMMUTER is designed for use on standard width 27" wheels only.





SPECIALIZED TURBO TIRES

SPECIALIZED TURBO tires are the finest, most sophisticated clincher tires made. BICYCLING MAGAZINE's test of high performance clinchers says it all!

• "All five riders were enthusiastic about the TOURING TURBO. 'Feels like a silk tubular' was a typical comment. (SPECIALIZED) has figured out how to specify a foldable tire that really performs."

—BICYCLING MAGAZINE, June 1981

Only the finest materials are hand-crafted to produce these incredible tires. Our unique DuPont Kevlar bead shaves critical ounces from overall tire weight and eliminates the blow-off problems common to other brands of folding tires. Our rugged premium nylon casings give the TURBO a resilience that surpasses most tubulars. Careful hand fabrication results in a trueness that tubulars can't touch. TURBO's will always mount centered on the rim for perfect tracking. We use the very finest rubber compounds in the manufacturing of our TURBO series so that each TURBO gives many extra miles of road-gripping service. And, since the TURBO folds into a petite bundle, it's also the perfect spare.

TOURING TURBO

We created the TOURING TURBO for the touring rider who wants the performance of tubulars without their maintenance and expense. We feel that this is the best performance touring tire ever made. BICYCLING Magazine's Technical Editor Frank Berto seems to agree:

"The SPECIALIZED Touring Turbo was the number one tire in my tire test... my advice is to ride the tires. They are super performers."

—Frank Berto, BICYCLING, June 1981



The TOURING TURBO is available in two widths.

- The 32c/1 1/4" width should be used on standard width rims. It's an excellent choice for extended touring on mixed surface roadways. Its wider profile gives good flotation for comfort and rim protection.
- For tandem riders in an event like the Davis Double Century, no tire would be more suitable than the TOURING TURBO in the 28c/1 1/4" width. Its strength, light weight, and high pressure rating make it the perfect choice for high performance tandem touring. The 28c/1 1/4" width TOURING TURBO can be mounted on narrow or standard width rims.



TURBO/S

Light and fast, the TURBO/S is designed for racing and high speed performance. The hand-selected materials used in the construction of the TURBO/S are combined to create a sub-200gm racing clincher that's turning the heads of even the most confirmed tubular connoisseurs. Where high strength and light weight are concerned, the TURBO/S is unmatched.



Bruce Hall, current world record holder, writes:

"The (TURBO/S) tires we used on the Tandem Roller Record were run at a starting pressure of 160 psi. Because of the fantastic amount of friction created by the combined weight of [the] tandem and two riders on the rollers, the pressure in the tires would rise from 160 to 195 psi after about 45 minutes of riding."

For reliability, ease of repair, storage, and [the] highest pressure which the tire can take under load and stress, the SPECIALIZED TURBO/S 195gm wins hands down over all other clinchers and sewups."

—Bruce Hall, 3-Time World Record Holder (Tandem Roller Record 508.8 miles in 24 hours)

The TURBO/S offers the ultimate in clincher performance. Whether you're riding for fun or riding for records, ride a TURBO/S for the kind of performance you thought you couldn't get with a clincher.



TOURING X

BICYCLING MAGAZINE's test of clincher tires rated the TOURING X "Best" for rough roads and gravel over every other tire tested. For all-round heavy-duty use, it can't be beat.

The TOURING X uses our extra-tough #36 nylon casing and a special heavy-duty tread. The thick center mileage ridge is textured with a deep "Z" pattern for traction. The extra-thick herringbone-tread gives good gripping on rough or wet surfaces. Double casing lap layering under the tread helps ensure against punctures. Available in 32c/1 1/2" widths only, the TOURING X is a great performer for tandems and those riders who like to make an occasional foray into the "rough stuff". On dirt roads you'll find the TOURING X gives the durability necessary for adverse conditions and the performance you thought you'd left behind on the pavement. The TOURING X should be used on standard width rims only.



EXPEDITION TIRE

The EXPEDITION tire offers the largest profile available for a wheel which will fit in a conventional 10-speed frame. We've designed this tire as an extra heavy-duty performer for tandems, expedition touring, or rough dirt road riding. Our heavy-duty casing is matched with a very thick herringbone tread and topped off with our raised center ridge with a gripping tread for extra traction.



At rated pressure, the EXPEDITION tire delivers excellent road performance and efficiency. Deflating the tire slightly improves its shock absorbing characteristics and improves traction on rough dirt roads. On the pavement or in the dirt, the EXPEDITION tire offers exceptional durability for carefree touring with the heaviest loads. For the rider who likes to do it in the dirt without switching bikes, the EXPEDITION tire is the perfect choice.



SPECIALIZED TUBES

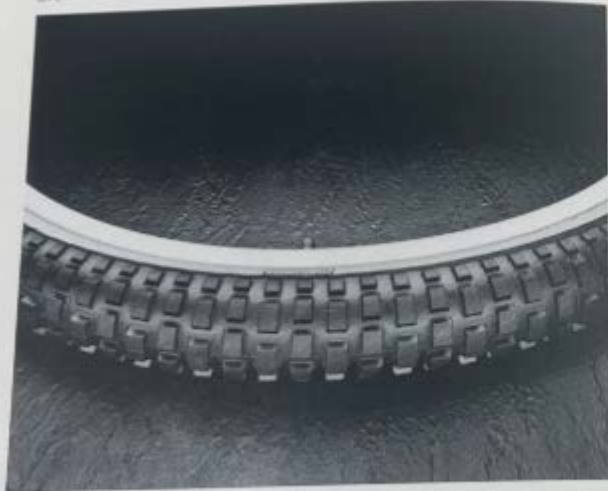
A tire is only as good as its tube. That's why the careful crafting we use in our tires is used to produce our fine inner tubes. A high quality valve is carefully molded into the tube and reinforced for dependability and long life. Our valves easily fit into all rim profiles to eliminate blowout at the valve, a common problem with other inner tubes. Our rubber compounds are the highest quality for suppleness, durability, and long life. We make these quality tubes in six models:

- 700x25c to fit 25c/1" tires (ultralight, 75gm)
- 700x25c to fit 25c/1" tires (90gm)
- 700x28c to fit 28c/1 1/8" or 32c/1 1/2" tires (125gm)
- 26x1.75 (presta valve) to fit 26x1.75" or 26x2.125" tires (195gm)
- 26x1.75 (Schrader valve) to fit 26x1.75" or 26x2.125" tires (195gm)
- 27x1 1/4 (Schrader valve) to fit 27x1 1/4" tires (160gm)



STUMPJUMPER

Serious riders are re-kindling an old love for the balloon tire as dirt riding and the serenity of wilderness touring grow in popularity. Professional framebuilders have begun to make sophisticated bikes in the 26" wheel size for dirt riding, but until now, the available tires were old-fashioned and not suited to performance riding in the dirt.



Dirt riders at SPECIALIZED have designed the STUMPJUMPER mountain tire from scratch. Using all of SPECIALIZED's sophisticated tire technology, we developed this skin-sided wrap-around knobby which is now the finest dirt tire made. The STUMPJUMPER, which was rated #1 by the FAT TIRE FLYER, is the tire of choice for mountain bike enthusiasts throughout the country.



The STUMPJUMPER has a full profile for exceptional flotation under low pressures. This smooths out rough road and trail surfaces while protecting the rim. The super-quality nylon casing is extra tough to resist bruising and strong enough to take high pressures for low friction riding on pavement. The aggressive knobby tread gives unmatched gripping for climbing or descending on any type of surface. The STUMPJUMPER weighs a light 890 grams to keep rotating weight down for superior climbing and handling characteristics.



STREETSTOMPER

At SPECIALIZED, we have long recognized the potential of off-road bikes for all-road pavement use. Their superior braking, upright cycling position, and sure-footed fat tires are perfect for city commuting or errand hopping, not to mention cruising at your favorite beach. It's for

these rides that SPECIALIZED developed the 26x1.75" and 26x2.125" STREETSTOMPER performance tires.

The STREETSTOMPER's raised center ridge minimizes rolling resistance, and a heavily pebbled tread wraps around the sides for sure cornering in the trickiest high-speed turns. The premium quality nylon casing is supple enough for good comfort yet strong enough to withstand high pressure street use.



The STREETSTOMPER is also good for dirt road use. While it doesn't "dig in" quite like the STUMPJUMPER (which out-performs anything in the dirt), the STREETSTOMPER makes an excellent multi-surface touring tire. Its high strength/flotation characteristics make the STREETSTOMPER a versatile performer on or off the asphalt.



Dear Mike:

I came to you in the beginning part of our training because we could not get any of the best brand named high pressure rated sewups to hold up. The combined 340 lbs of tandem and rider weight bounced, flexed and thrashed the tires until each of the casings finally gave way and blew up. We were getting an average of 41 minutes of riding out of a \$45.00 sewup.

The Specialized Turbo/S 195-gr tires were run 1,000 miles each in training, then, they were used in the record ride with success.

The tires we used on the Tandem Roller Record were run at a starting pressure of 160 psi. Because of the fantastic amount of friction created by the combined weight of tandem and two riders on the roller, the pressure in the tires would raise from 160 psi to 195 psi after about 45 minutes of riding.

For reliability, ease of repair, storage, highest pressure which a tire can take under load and stress, the Specialized Turbo/S 195-gr wins hands down over all other clinchers and all sewups. Thank you once again for your support and such a fantastic product.

Sincerely,

Bruce W. Hall
3 Time World's Record Holder
John Rubiec
Tandem Roller Record Holder

July 14, 1981, 5:34 AM. Lon Haldeman sets the Double transcontinental record on SPECIALIZED TURBO tires. Records: Double Transcontinental—24 days, 2 hours, 34 minutes; New York-Santa Monica—12 days, 18 hours, 49 minutes; Santa Monica-New York—10 days, 23 hours, 27 minutes.

"I've got 16 pairs of wheels. They've all got TURBO'S on 'em."

—Lon Haldeman



A TIRE FOR EVERY PURPOSE

MODEL	BEST USE	SIZE	PSI	TPI	GRAM WT.
TOURING	General, Touring	27x1	95	56	300
		700x25c			300
		27x1 1/2			325
		700x28c			345
		27x1 3/4			345
TOURING II	High Performance Touring	27x1	95	66	270
		700x25c			270
		27x1 1/2			290
		700x28c			290
		27x1 3/4			290
ULTRALIGHT	General Use, Sport Riding to Racing	27x1	95	106	215
		700x25c			235
COMMUTER	General Use, Commuting	27x1 1/2	85	25	560
	High Performance Touring, Training	27x1 3/4			250
		700x28c			250
TOURING TURBO	Racing	27x1 1/2	95	66	250
		700x32c			280
TURBO/S	Heavy Touring, Tandems	27x1	100	106	195
		700x25c			195
TOURING X	Expedition Touring, Tandems, Rough Dirt Roads	27x1 1/2	95	36	400
		700x32c			400
EXEDITION	Wilderness Touring	27x1 1/2	75	36	475
		700x35c			475
TUMPLUMPER	Multi-purpose fat tire riding	26x2 1/2	35-45	36	1190
		26x2 1/2			825

Most of us bicycle to work, and we ride on the components and the tires we sell. At SPECIALIZED, we're not content to offer products which just happen to be the best currently available. We're always testing new products and always looking for a better product or better design, especially when it comes to our tires.

We make no compromises when it comes to quality, and this commitment has paid off—cyclists automatically turn to us for the best in high performance tires. Lighter, tougher, stronger, more resilient, we're always pushing the limits of existing technology to develop and produce the best bicycle tires in the world. No compromises, the best. SPECIALIZED.

SPECIALIZED

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