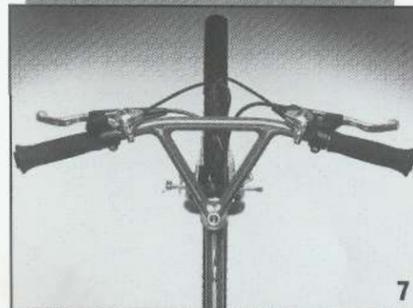


The Full Story....



6/RITCHEY TIRES

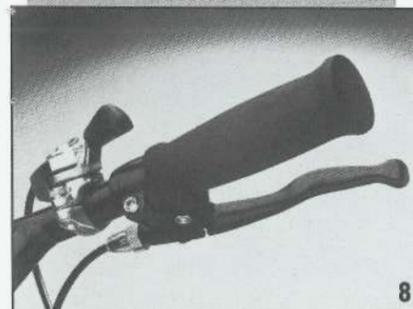
Since its introduction in 1985, the RITCHEY QUAD 1.9 has redefined the mountain bike tire. The new width has become the industry standard for optimum size and volume. The unique GripStrip center ridge is quiet and smooth rolling on the street, and the Quad lug pattern makes it sure-footed in the dirt.



New for 1986 is the FORCE KEVLAR, designed for the competitive off-road rider. Its profile, tread pattern, and light weight make it the choice for the racer. Separated Quad lugs in the center give optimal rolling efficiency approximating that of the QUAD tire. Three rows of carefully spaced Force Directional knobs give the best sideways bite under all braking and turning conditions. With the introduction of Kevlar, the FORCE KEVLAR is the lightest true all-terrain tire available (600 grams), nearly 1 pound lighter per pair than its closest competitor.

Another example of how Tom Ritchey continues to set the definition on Mountain Bikes.

For more information see page 15.



7/TWINSTRUT HANDLEBARS

TWINSTRUT is as synonymous with mountain bikes as Tom Ritchey. Ritchey's original design remains the strongest and most reliable handlebar for off-road bicycles due to its ingenious triangulated design. Specifications in height, reach, and triangle have been altered over the years so that seven different versions are available to suit every rider's size, weight, and riding style.

MODEL I: A very strong handlebar for touring and training at a great value. TIG welded, RITCHEY designed TWINSTRUT of chromoly steel. Available in high or standard rise, silver or black anodized finish.

MODEL II: A strong, lightweight handlebar for competition, training or touring. TIG welded, RITCHEY designed TWINSTRUT of heat treated duraluminum. Available in high or standard rise, silver or black anodized finish.



MODEL III: The ultimate in quality and the original version of the TWINSTRUT. A beautiful complement to any quality mountain bike.

Hand fillet brazed by Tom Ritchey, using chromoly 4130 tubing. Available in high or low rise, and in most DUPONT IMRON colors. Note: A RITCHEY double expander must be used to fit to your bicycle.

MODEL III: COMP Competition version of the MODEL III. The lightest steel TWINSTRUT handlebars for the racer.

Hand fillet brazed by Tom Ritchey, using chromoly 4130 tubing. Available in low rise only, and in most DUPONT IMRON colors. Due to the extremely lightweight material used, these TWINSTRUT handlebars are recommended for competition use by experienced riders only.

	REACH	RISE	WIDTH
MODEL I (STD)	4.5	3.2	235
MODEL I (HI)	4.5	5.6	235
MODEL II (STD)	5.0	2.75	235
MODEL II (HI)	4.5	4.5	235
MODEL III (LO)	6.3	1.5	24
MODEL III (HI)	5.5	3.4	24
MODEL III COMP (LO)	6.8	1.4	22.5

8/RITCHEY SOFTGRIPS

Tom Ritchey collaborated with one of America's leading grip manufacturer's to produce the unique RITCHEY SOFTGRIP.

The grip combines comfort and long wear, two seemingly opposite functions. The compound was chosen from hundreds of options to provide a grip that is soft to the touch, giving superior comfort while riding over jarring surfaces and down bone-shaking descents. The high density of the material makes the RITCHEY SOFTGRIP extremely resistant to wear. The grip is also highly impervious to drying and cracking from UV rays and doesn't blacken your hands in wet or dry conditions. It's another creative solution which makes riding your RITCHEY the most fun you've ever had on two wheels!

9/WHO RIDES THEM

When you choose a RITCHEY, you join the ranks of many celebrities, film stars, and top athletes who recognize the finest quality when they see it. More important, bicycle industry leaders like Andreas Cinelli and Antonio Columbo have selected RITCHEY for their personal mountain bike. It's not commonly known, but JOE MURRAY began his successful racing career on a TEAM COMP. Even ERIC HEIDEN and JACQUES BOYER chose RITCHEY for their off-season training bike before joining the RITCHEY Mountain Bikes team.

10/RACING TEAM

The RITCHEY racing team remains one of our most valuable assets. Led by MAX JONES of Lake Tahoe, California, and STEVE COOK of Crested Butte, Colorado, this successful team continues to win and contend with the leaders in major off-road events. The feedback received from the team is used in the analysis of what works and what should be discarded. New frame and component designs either make it or break at this level.

Watch for the red, white, and blue RITCHEY jersey at the front!

11/T-SHIRTS & WATER BOTTLES

RITCHEY 100% cotton t-shirts feature the TR logo, "hand made by Tom Ritchey" design, and the puff print Quad tire track. Available in sizes from small to extra large, and in a variety of colors, we hope you'll find one to suit your style.

Quality RITCHEY bottles by SPECIALIZED are available too... in white, red, yellow, blue, grey, and pink.

12/THE RITCHEY COMPANY

We have a saying at RITCHEY MOUNTAIN BIKES: "Quality is not just the quality of the product, but the quality of the whole company". The RITCHEY staff is proud to work for one of the most recognized names in the industry. Of course, we are cyclists, too, with a collective experience of over sixty years in the industry. Whether it's a bike to pack, a dealer asking for technical information, or a customer asking for our dealer locations, we make sure it's done correctly, quickly, and efficiently.

13/THE STATE OF THE ART

A fine bicycle is more than a collection of components. It is the ride that is the sum of its elements. When you are ready to experience the state of the art, ride a RITCHEY. There is nothing like it.

14/WARRANTY

Every RITCHEY frameset and handlebar is guaranteed for the life of the original owner to be free of defects in workmanship. Due to the nature of off-road riding, any material can and will bend under extreme loading. Riders choosing TEAM COMP and ULTRA bicycles or Ultra-light TWINSTRUT handlebars should do so with care, taking into consideration their own expertise and knowledge of bicycles.

